



BOARD OF SCHOOL TRUSTEES

**KELLER INDEPENDENT SCHOOL DISTRICT**

**11B. Report**

**Date: February 12, 2007**

**SUBJECT: ATHLETIC DEPARTMENT MARKETING PLAN**

**BOARD GOAL:** All systems in the Keller Independent School District will be effective, efficient, and accountable in support of the district’s mission.  
Keller Independent School District facilities and services will be operated in a safe manner so that all students and employees may thrive in a secure and nurturing environment.

**FISCAL NOTE: Athletic Budget**

**Background Information:**

- The Keller ISD Athletic Department is moving forward in building and maintaining meaningful relationships with local businesses. This plan will showcase our athletic venues while incorporating advertising signage in strategic areas. This will not only create an additional revenue source serving over 5,000 student athletes but also will serve local vendors well by establishing much valued ties to the school district and our successful athletic department.
- Sponsorship and advertising opportunities are contained in the proposal.

**Keller ISD Athletic Department Marketing Fund Usage**

- Initially the money generated from the sponsorships will be used to buy sign boards for Keller ISD Athletic Department venues. The installation of all of the sign boards will take two to three years depending on the number of sponsorships generated in the first two years.
- All funds taken in over the amount of the cost of the sign boards will be dispersed in the following manner.
  - 35 % to Substance Abuse Education
  - 20 % to Keller ISD Scholarship Program for Senior Athletes
  - 25 % to Facility renovation, repair and equipment replacement
  - 20% to Maintenance of the sign boards and equipment for sponsorships

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Respectfully submitted,

Bob DeJonge  
Director of Athletics