

Midway Independent School District

Action: School Revenue Partners Consent Agenda:
Presentation: Information:
Supporting Documents: Date for
Consideration:



Subject: Recognitions

MISD Board of Trustees: October 20, 2026
Agenda Item – #8-A-C

Background Information

Midway ISD's long-term goal is to establish a strategic, centralized sponsorship program that supports the district's mission, protects its brand, aligns business partnerships with district priorities and expands responsible revenue opportunities.

A districtwide marketing asset inventory is the foundation for this work. It will identify advertising and sponsorship opportunities, estimate their value and document existing commitments. This resource will help the district align availability, exclusivity, pricing and sales authority across campuses, programs and departments.

Proposed Agreement

School Revenue Partners (SRP) would sell advertising on midwayisd.org and in ParentSquare newsletters, including Board Briefs and Panther Nation News posts. SRP would manage advertising sales, creative coordination, billing and collections. Midway would provide district content, publish advertisements and coordinate access to district asset information.

SRP would also assist with creating and valuing the districtwide marketing asset inventory, establishing a starting point for the broader sponsorship program.

Financial Impact

Midway would receive 40% of revenue as defined in the agreement. Royalties are based on collected revenue after applicable taxes, collection fees and credit card fees, with monthly revenue summaries and quarterly payments.

Contact Person

Emily Parks