MIDWAY ISD

SCHOOL REVENUE PARTNERS

Aligned advertising and business partnerships



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AGENDA

- CURRENT PRACTICES
- STRATEGIC APPROACH
- INVENTORY FRAMEWORK
- SCHOOL REVENUE PARTNERS PROGRAM
- NEXT STEPS



CURRENT PRACTICE

- Individual advertising and sponsorship opportunities
- Various oversight across district

Partners support Midway through advertising, event sponsorships and in-kind contributions.

Pricing, sponsor benefits and sales responsibilities vary by opportunity.

No shared districtwide inventory to align availability, exclusivity, valuation and sales authority.

A centralized program would build on these existing relationships and practices.

STRATEGIC APPROACH

Develop an aligned, strategic, districtwide sponsorship program - A foundation for future Midway partnerships & sponsorships



MISSION	Support district priorities
PARTNERSHIPS	Align, support, coordinate business relationships
BRAND	Protect the Midway identity
REVENUE	Expands responsible revenue opportunities

SCHOOL REVENUE PARTNERS

SRP would help us begin the districtwide inventory and valuation while selling newsletter and website ads.

GENERATE REVENUE

The initial advertising scope includes:

- eNewsletters (monthly board briefs and twice monthly PNN articles/PS posts)
- website ads.

BUILD THE INVENTORY

- Identify districtwide opportunities
- Estimate their advertising value
- Document existing commitments



INVENTORY FRAMEWORK

SRP would help identify and value advertising and sponsorship opportunities across the district, using a detailed inventory approach similar to collegiate programs, allowing us to align the program.

WHAT IT INCLUDES

Physical and digital advertising, events, programs and other sponsorship benefits.

WHAT EACH RECORD DEFINES

Asset and location, sponsor benefits, quantity, duration, estimated value and existing commitments.

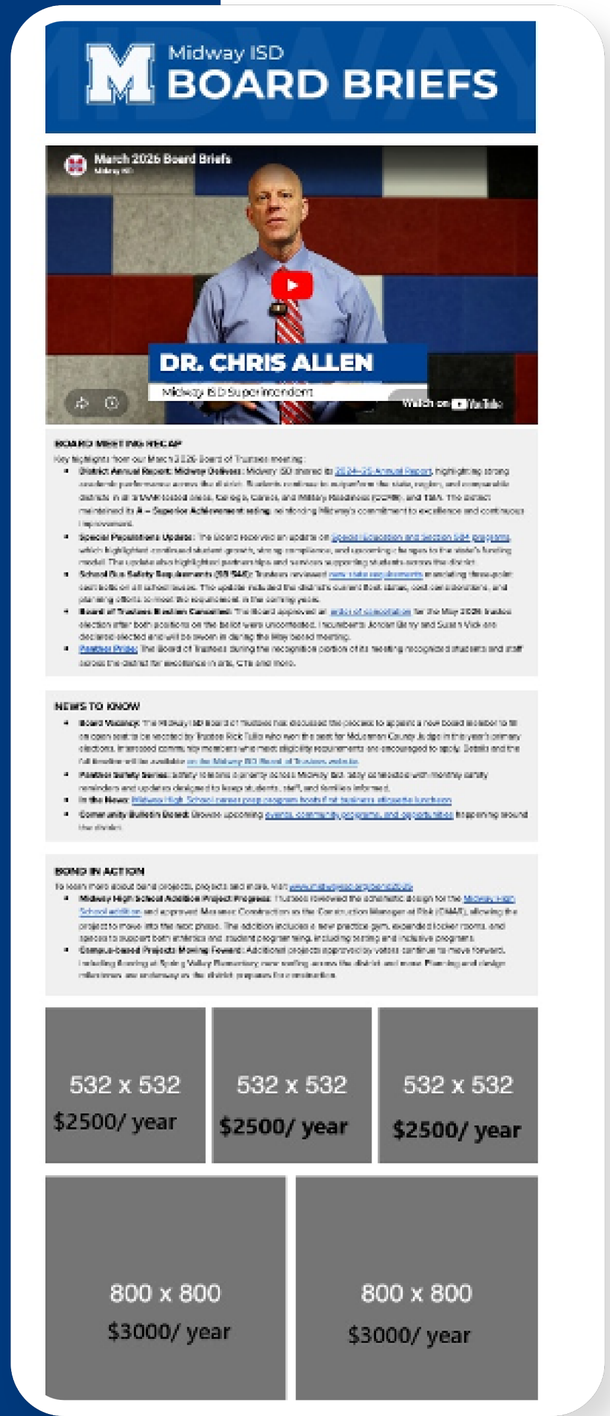
WHAT IT MAKES POSSIBLE

Develop coordinated packages that connect businesses with opportunities aligned to their goals and Midway's priorities.

ALIGNMENT

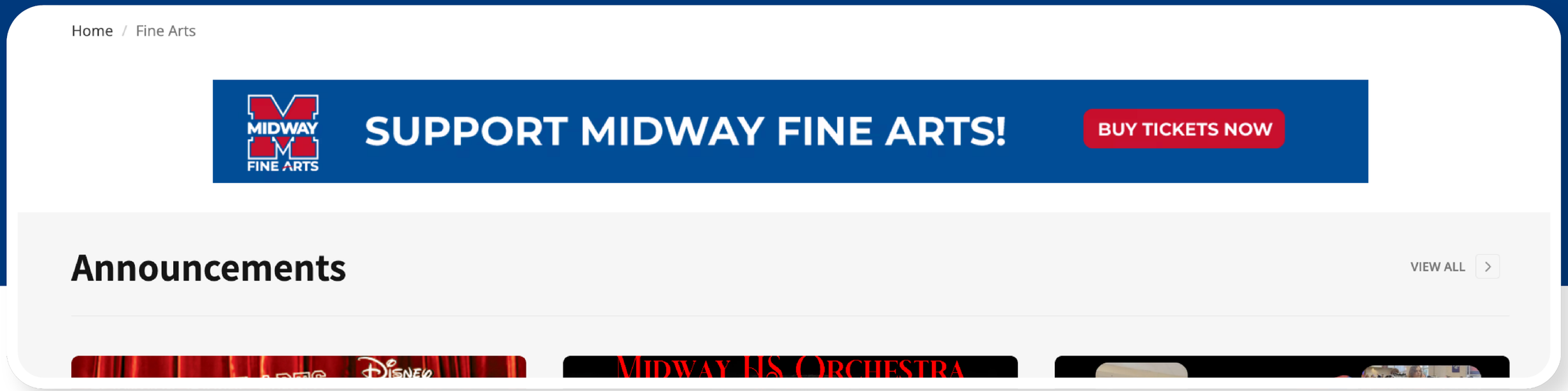
- AVAILABILITY
- EXCLUSIVITY
- PRICING
- SALES AUTHORITY

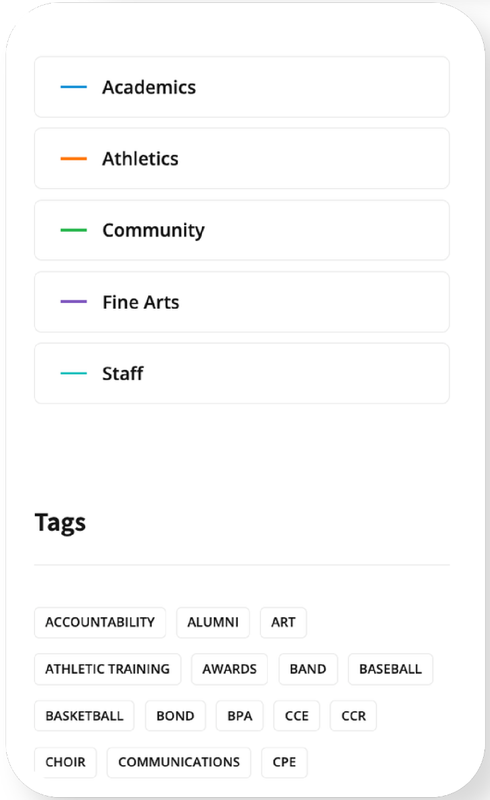




ENEWSLETTER ADVERTISING

- District news remains the focus
- The SRP mockup places sponsor ads below the newsletter's news sections.
- Advertising can be reduced, increased or modified to fit sponsor needs

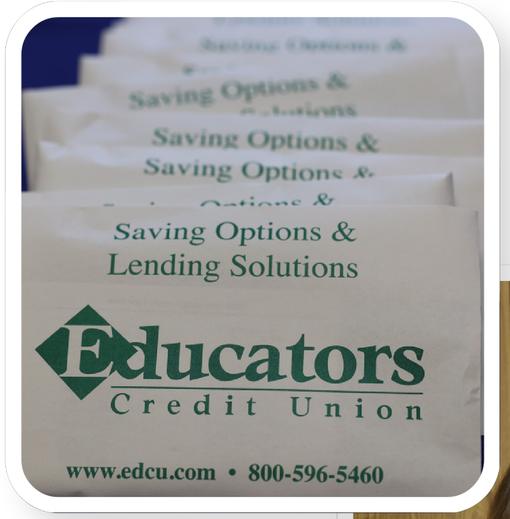


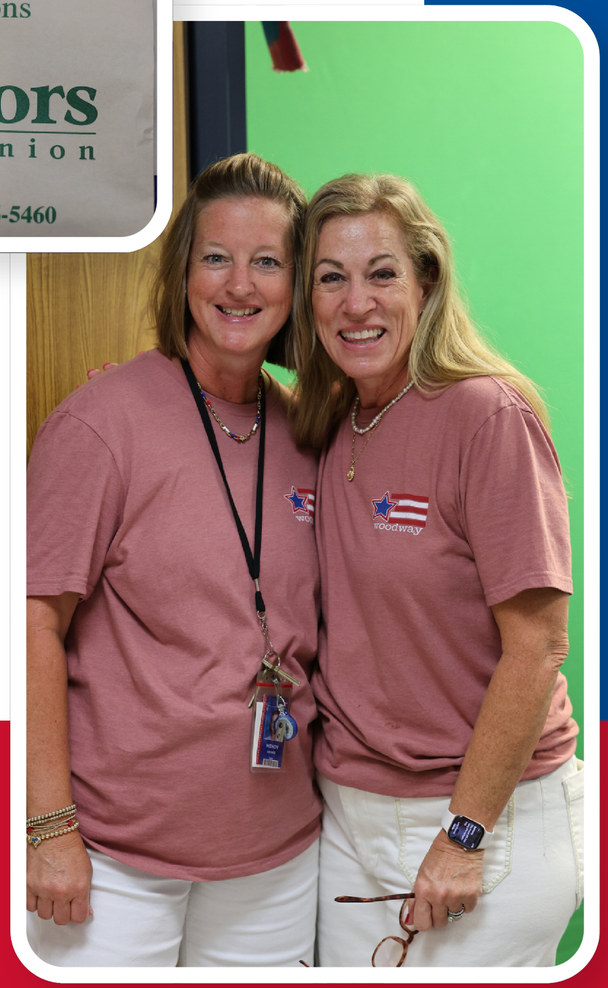


WEBSITE ADVERTISING

Our website's design includes built-in advertising placements that we can activate when desired, allowing us to incorporate business ads within the existing layout.

- DISTRICT
- DEPARTMENTS
- PARENT PORTAL





PROJECTED RETURNS

Advertising channel	Estimated revenue to Midway
Website advertising	Up to $12,000
Panther Nation News — twice monthly	Up to $6,800
Board Briefs — monthly	Up to $5,400
Total annual potential	Up to $24,200

Estimated planning value of inventory and valuation assistance: **$25,000–$40,000**



SCOPE OF SERVICES

MISD - 40%

- Provide district content
- Publish newsletters and website ads
- Coordinate access to district asset information.

SRP - 60%

- Manage advertising sales
- Oversee creative coordination
- Manage billing and collections
- Provide revenue reports and royalty payments
- Assist with districtwide asset inventory and valuation.

NEXT STEPS

SRP to begin:

- Website and ParentSquare newsletter advertising sales.
- Districtwide marketing asset identification and valuation.



QUESTIONS


Bloom
Daily Wellness Reimagined
SUMMER SPLASH
Bloom
sparkling energy
ENERGY DRINK