



# WAUNAKEE

## COMMUNITY HIGH SCHOOL

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**Athletics Office**

### **Agenda Item: Warrior Stadium Scoreboard Sponsorships**

**Background Information:** With the sunset of the existing Warrior Stadium video board sponsorships, after the 2026-27 school year, the athletic department looked into appropriate sponsorship options for the ad panels. Additionally, the potential for a fixed digit scoreboard at the west end of the Stadium would have the opportunity to sell advertisements on as well to offset the cost of the additional board. The fixed digit scoreboard would also be used for middle school and youth events at the stadium to prevent wear and tear on the videoboard and serve as a backup in case of video issues.

Sponsorship packages offered on a similar scoreboard were examined in other school districts in Wisconsin to determine an appropriate selling price. This included Mukwonago High School, Franklin High School, and Ellsworth High School. With the help of Daktronics, the recommended price per sponsorship location on each board is as follows:

- Fixed Digit Board: \$2,500/YEAR (5 Year Commitment)
- Video Board: \$7,500/YEAR (5 Year Commitment)

Note that there are [three options](#) listed for each scoreboard to discuss.

**Administrative Recommendation:** None at this time. This is informational only.

**Board Action Requested:** None at this time. This is informational only.

**Fiscal Note:** Revenue from sponsorships are used to offset the cost of future turf maintenance and scoreboard costs.