

Cedar Hill Independent School District
BOARD OF TRUSTEES

Meeting Date: August 10, 2009
Presented by: Horace Williams, Superintendent of Schools
Subject: Daktronics Sports Marketing Contract

Action Item

BOARD GOAL NUMBER:

Align the budget process to achieve district goals.

BACKGROUND INFORMATION: With the installation of the new Daktronics replay scoreboard, which includes 6 backlit advertising panels, we have the opportunity to offer local businesses valuable advertising space. In addition, other advertising spaces exist at Longhorn Stadium, in the competition gym, and at other athletic venues. These spaces and the exposure they would provide to potential advertisers are untapped sources of revenue for CHISD. It is our belief that partnering with a nation wide sport marketing, such as Daktronics Sport Marketing (DSM), will provide the best opportunity to maximize the potential advertising revenue not only from the scoreboard, but also at other CHISD athletic venues.

RECOMMENDATION: Establish a contract with Daktronics Sport Marketing to develop a sports-marketing strategy and solicit advertising opportunities for the District's athletic venues.

BOARD ACTION REQUIRED: Approve Daktronics Sport Marketing to develop a sports-marketing strategy and solicit advertising opportunities for the District's athletic venues as recommended by staff.

POLICY AUTHORIZATION:

PURCHASING – CH - LEGAL

CONTACT PERSON(S):

Gina Farmer

FUNDING SOURCE:

Revenue to be deposited to General Fund

ENCLOSURES:

Contract attached