



Decatur Independent School District
Board of Trustees Agenda Item

To: Board of Trustees
From: Taylor Williams
Subject: Call for Proposals - Advertising and Sponsorships
Meeting Date: June 16, 2025
Type of Item: ☐ Information ☐ Presentation ☐ Consent Agenda ☒ Discussion ☐ Action
Supporting Documents: ☒ Yes ☐ No

Background Information and Rationale:

The Decatur ISD Department of Communications is seeking revenue-generating opportunities that will help the district supplant its budget with additional funds that will support district goals. Led by the communications team, the district is accepting proposals that will produce new sponsorship/advertising opportunities for local, state, and national businesses/organizations.

Support of Strategic Goals:

Goal 2: DISD values our employees and invests in their growth to ensure a highly effective and engaged staff.

Goal 3: DISD fosters relationships with students, families and community members to ensure a culture of excellence.


Goal 4: DISD ensures strong fiscal stewardship.

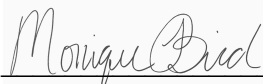
Fiscal Implication: N/A

Administrative Recommendation: N/A

Contact Person(s): Monique Bird, Director of Communications and the Education Foundation

Respectfully submitted,


Taylor Williams
Superintendent


Monique Bird
Director of Communications and the Education Foundation