



Daktronics

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What Schools Are Doing





Reasons For Video Board

- Community Interest
- Attraction — HD Video/Sound
- Create Excitement
- Revenue
- Student Opportunities — Classroom to Career
- Progressive Culture



Mississippi Schools With Video Boards

- Brandon
- Madison Central
- Northwest Rankin
- Pearl
- Lewisburg
- Germantown
- Oak Grove
- Ridgeland
- Jackson Academy
- West Point



Price Range & Funding

\$350,000-\$500,000

- **Booster Clubs**
- **District Funding With Revenue Payoff Budget**
- **Daktronics Finance Options/PNC**
- **Daktronics Sports Marketing Team**



Revenue Opportunities

- Movie Night
- Sponsored Pregame Shows
- Sponsored Halftime Shows
- Sponsored Postgame Show
- Players of the Game
- Pregame Tweets
- Rotating Ads



Tupelo Golden Wave Maintains Progressive Reputation



Questions or Comments?

Have a great day!