



## **ALEDO ISD BOARD MEETING TEMPLATE**

**MEETING DATE:** February 20, 2017

**AGENDA ITEM:** Discuss Bearcat Stadium Scoreboard Request

**PRESENTER:** Tim Buchanan

**ALIGNS TO BOARD GOAL(S):** Financial/Facilities – The District shall exhibit excellence in financial and facility planning, management, and stewardship.

**BACKGROUND INFORMATION:**

- Per Board Policy CH (Local), any single, budgeted purchase of goods or services that costs \$50,000 or more, regardless of whether the goods or services are competitively purchased, shall require Board approval before a transaction may take place.

**ADMINISTRATIVE CONSIDERATIONS:**

- The following Aledo High School Bearcat Prospectus pertaining to a new scoreboard for Bearcat Stadium will be presented to you this evening for your review and consideration.

**FISCAL NOTE:**

None – Informational Report

**ADMINISTRATIVE RECOMMENDATION:**

None – Informational Report



## BEARCAT PARTNERSHIP

DEVELOPED FOR

# ALEJO HIGH SCHOOL

ALEJO, TEXAS



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DAKTRONICS  
SPORTS MARKETING

# ALEDO HIGH SCHOOL

## AN EXCITING NEW OPPORTUNITY TO PARTNER WITH ALEDO HIGH SCHOOL

Aledo High School has maintained a tradition of academic excellence and competitive sports programs over the years. Now, here is your opportunity to support these AHS traditions, showcase your community support, and take advantage of the prime advertising opportunities at Bearcat Stadium by purchasing advertising space. AHS is offering advertising opportunities that range from basic static signage, to digital content, and multi-media inventory at Bearcat Stadium, baseball and softball facilities.

# ALEDO HIGH SCHOOL



## FACILITY STATISTICS

### BEARCAT STADIUM

EVENT	EVENT PER YEAR	ATTENDANCE	TOTAL
Freshman & JV Football	10	450	4,500
Varsity Football	5	5,500	27,500
Playoff Football	3	4,000	12,000
Track Meets	4	800	3,200
Moritz Ride For Heros	1	1,500	1,500
Turkey Trott Fun Run	1	1,000	1,000
Advocats Run-Walk-Crawl	1	500	500
Special Olympics Jumping Jamboree	1	700	700
Varsity Soccer	20	50	1,000
Soccer Playoffs	4	250	1,000
Bearcat Football Camp	4	400	1,600
Graham Harrell Passing Academy	2	80	160
7-on-7 Passing League	4	200	800
National Night Out	1	250	250
Elementary Field Day	1	500	500
Spring Football Game	1	1,000	1,000
<b>TOTAL</b>			<b>57,210</b>

### BASEBALL / SOFTBALL FIELDS

EVENT	EVENT PER YEAR	ATTENDANCE	TOTAL
Varsity Baseball	10	275	2,750
Varsity Softball	10	250	2,500

### WEBSITE/MARQUEE TRAFFIC

EVENT	DAILY TRAFFIC
Aledo ISD Website	365
Marquee Drive By Traffic	365
<b>DISTRICT TOTAL</b>	<b>62,460</b>



# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### VIDEO DISPLAY

#### DIGITAL CONTENT

One (1) Pre-game animated partner logo - logo will rotate with other partners before regular home varsity football game

Five (5) In-game animated partner logos - logo will rotate with other partners during regular home varsity football game

One (1) Post-game animated partner logo - logo will rotate with other partners after regular home varsity football game

Four (4) Instant replay tags per regular home varsity football game

One (1) :30 in-game commercial per game (sponsor-supplied) per regular home varsity football game

One (1) Static logo on videoboard per regular season home varsity football game



# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### AUXILIARY DISPLAY

#### STATIC SIGNAGE

One (1) Backlit partner panel below auxiliary scoring system  
4'h x 12'4"w



# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### MARQUEE DISPLAY

#### DIGITAL CONTENT

Two (2) minutes of text exposure every hour, every day, year long on high school marquee



# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### HOME CONCESSIONS GRAPHIC

#### STATIC SIGNAGE

One (1) Nonlit Bearcat Partner Recognition on the home concessions graphic  
9"h x 2'3"w (White on Black Logo)





# ALEDO HIGH SCHOOL

## INSTALLATION PHOTO



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# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

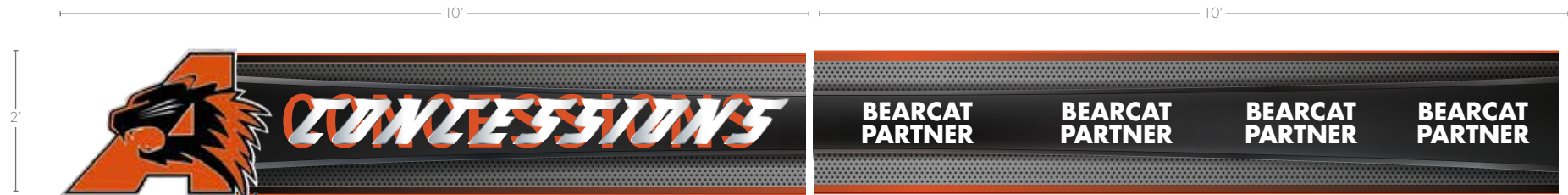
### HOME CONCESSIONS GRAPHICS

#### CONCESSIONS GRAPHIC

Two (2) Nonlit bearcat partner recognitions on the home concessions signage

One at each concessions

9"h x 2'6"w (White on Black Logo)



# ALEDO HIGH SCHOOL

## INSTALLATION PHOTO



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# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### WATERFOUNTAIN GRAPHICS

#### WATERFOUNTAIN GRAPHICS

One (1) Nonlit bearcat partner recognition on the home waterfountain graphics  
9"h x 3'w (White on Black Logo)





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## CONCEPTUAL DESIGN

### WAYFINDING SIGNAGE

#### WAYFINDING GRAPHICS

One (1) Nonlit bearcat partner recognition on the home side wayfinding graphics (First come first serve for section choice)

2'h x 2'6"w (White on Black Logo)

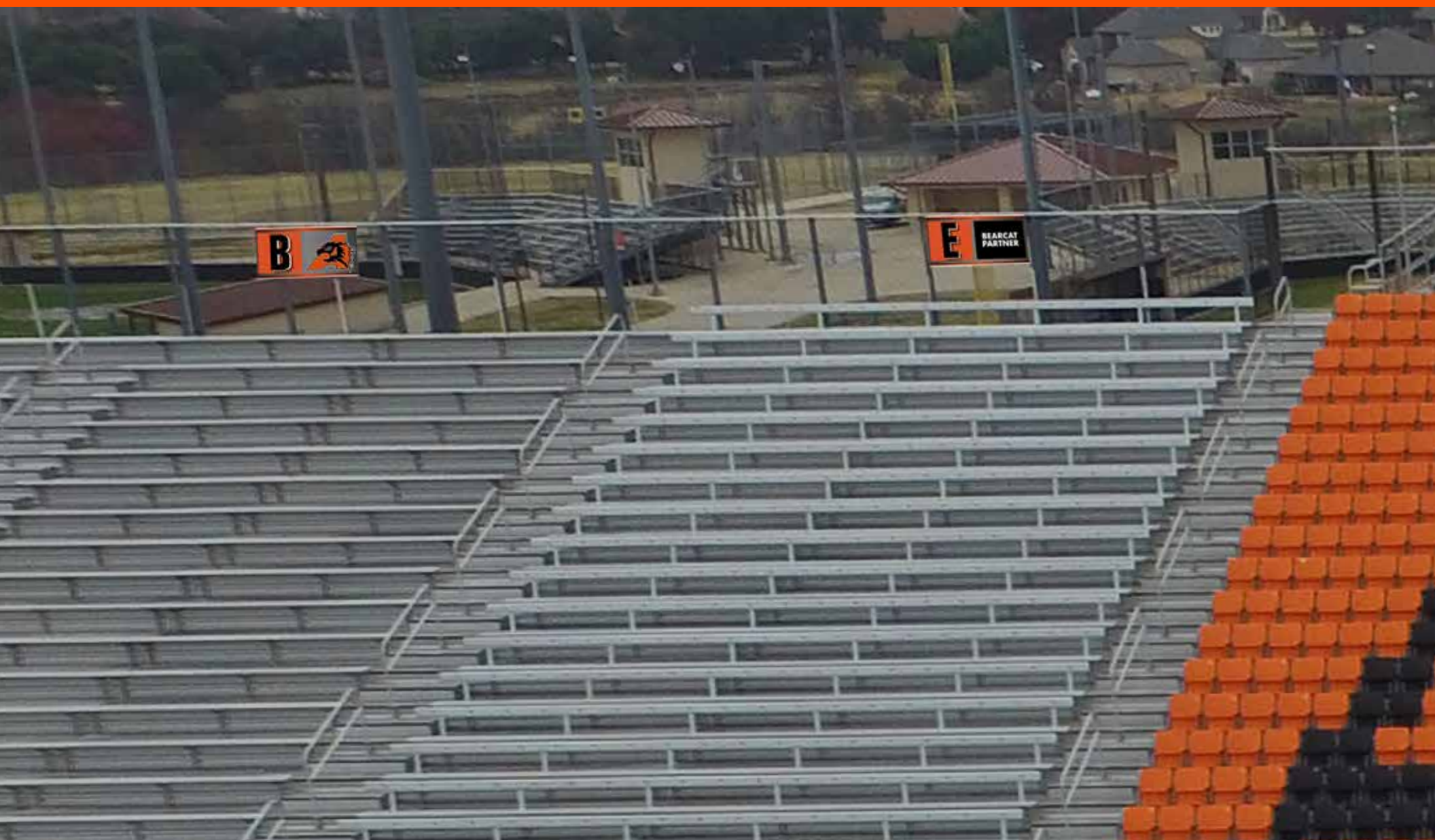


MAP LAYOUT OF SIGNAGE



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# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### HOME SIDEWALL GRAPHICS

#### SIDEWALL SCHOOL SPIRIT GRAPHIC

One (1) Nonlit bearcat partner recognition on the sidewall  
school spirit graphic

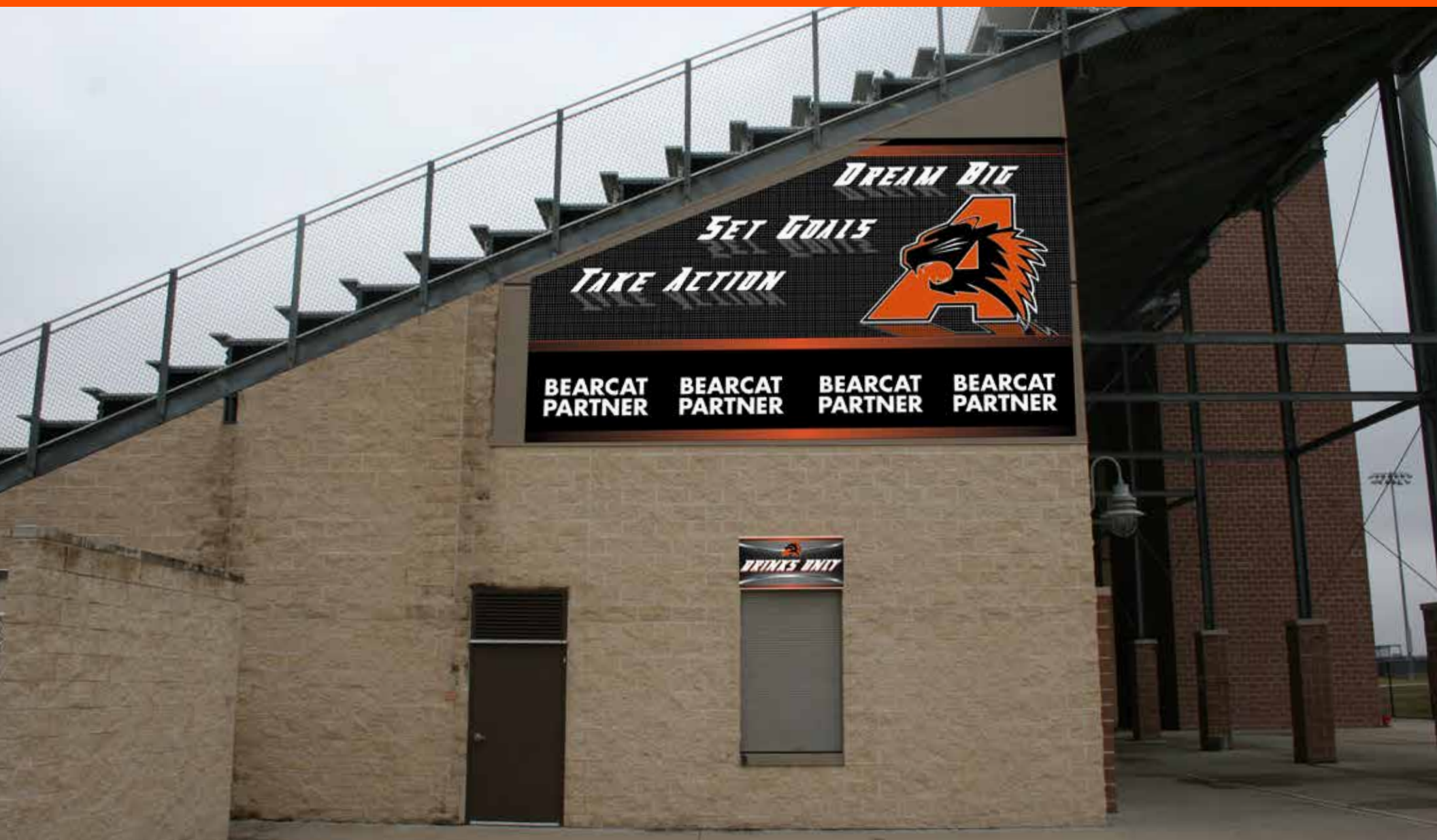
1'9"h x 3'w (White on Black Logo)





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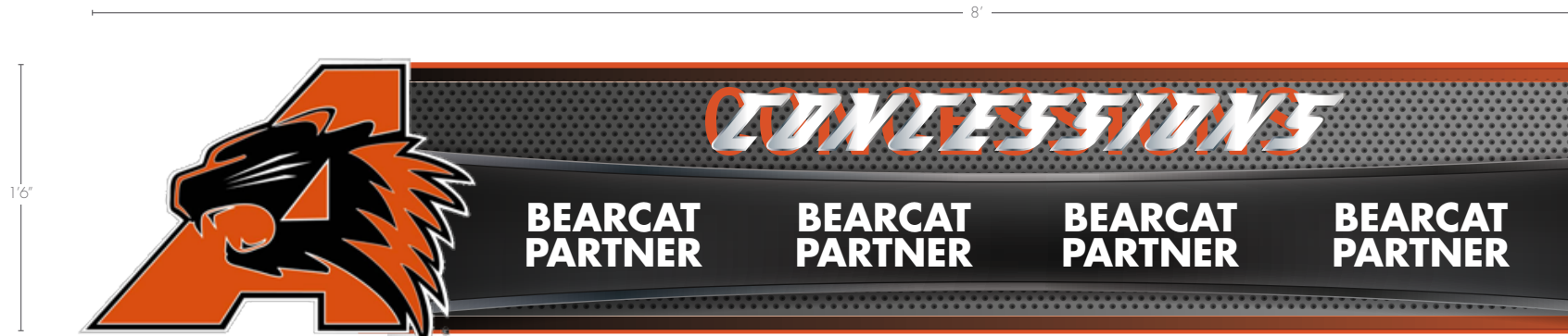
# ALEDO HIGH SCHOOL

## CONCEPTUAL DESIGN

### BASEBALL/SOFTBALL CONCESSIONS GRAPHIC

#### CONCESSIONS GRAPHIC

One (1) Nonlit bearcat partner recognition on the baseball softball concessions graphic  
6"h x 1'8"w (White on Black Logo)



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# ALEDO HIGH SCHOOL

## BEARCAT PARTNERSHIP

### MULTI-MEDIA

#### PROMOTIONS

One (1) Game Day Sponsorship per season (excluding Homecoming)

Two (2) Customized PA announcements when advertiser has their game-day sponsor night

One (1) Kiosk opportunity at all regular season home football games

Two (2) Grouped PA's thanking sponsors for involvement for each regular season home event

#### MULTI-MEDIA

One (1) Logo and link on the Aledo ISD athletic website

#### HOSPITALITY

One (1) Sponsor Suite in pressbox per regular home varsity football season\*

Four (4) Reserved Season Tickets

One (1) Parking Pass



# ALEDO HIGH SCHOOL

## BEARCAT PARTNERSHIP

### BEARCAT PARTNERSHIP INVENTORY

[ 4 AVAILABLE AT \$20,000 PER YEAR ]

#### STADIUM VIDEO DISPLAY DIGITAL CONTENT

One (1) Pre-game animated partner logo - logo will rotate with other partners before regular home varsity football game

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One (1) :30 in-game commercial per game  
(sponsor-supplied) per regular home varsity football game

One (1) Static logo on videoboard per regular season home varsity football game

#### MARQUEE DISPLAY DIGITAL CONTENT

Two (2) Minutes of text exposure every hour, every day, year long on high school marquee

#### STATIC SIGNAGE

One (1) Backlit partner panel below auxiliary scoring system  
4'h x 12'4"w

One (1) Nonlit Bearcat Partner Recognition on the home concessions graphic  
9"h x 2'3"w (White on Black Logo)

Two (2) Nonlit bearcat partner recognitions on the home concessions signage  
One at each concessions  
9"h x 2'6"w (White on Black Logo)

One (1) Nonlit bearcat partner recognition on the home waterfountain graphics  
9"h x 3'w (White on Black Logo)

#### STATIC SIGNAGE, CONT.

One (1) Nonlit bearcat partner recognition on the home side wayfinding graphics (First come first serve for section choice)

2'h x 2'6"w (White on Black Logo)

One (1) Nonlit bearcat partner recognition on the sidewall school spirit graphic  
1'9"h x 3'w (White on Black Logo)

One (1) nonlit bearcat partner recognition on the baseball softball concessions graphic  
6"h x 1'8"w (White on Black Logo)

#### PROMOTIONS

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#### MULTI-MEDIA

One (1) Logo and link on the Aledo ISD athletic website

#### HOSPITALITY

One (1) Sponsor Suite in pressbox per regular home varsity football season\*

Four (4) Reserved Season Tickets

One (1) Parking Pass

# THANK YOU

On behalf of Aledo High School and Daktronics Sports Marketing we deeply appreciate the opportunity to present these partnership opportunities for your consideration. We would be honored to assist in providing the best possible experience to meet and exceed your every expectation.

We would also like to extend a sincere thank you to all of our potential sponsors for helping us grow into the best athletic program possible. We enjoy serving our community and athletics and look forward to helping you connect with your fans, potential customers and improve the overall entertainment experience for many years to come.

## **CONTACT INFORMATION**

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