

CISD Advertising & Marketing Opportunities 2022

All proceeds from Carroll ISD marketing contracts benefit the district's general operating fund and are not subject to recapture by the state's Robin Hood program. Most opportunities have a minimum commitment of one year. eBlasts and Promotional Nights are sold on an individual basis.



Digital Marketing	Quantity	Available	Annual Cost
CISD Official Website - Banner Ad southlakecarroll.edu	4	0	\$5,000
Dragon eBlast Daily email marketing to over 15,500 subscribers on school days and twice/week in summer. Open rate - 50-55%	5 / week		\$250/day
Venue Signage	Quantity	Available	Annual Cost
CISD Bus Advertisement - 1 year contract 90" x 21"	TBD	TBD	\$1,000
Carroll Senior High School Baseball/Softball Complex Baseball/Softball plaza wall sign 5' x 5'	10	4	\$1,500
Carroll Senior High School Main Gym Sign approx 8' x 3'	5	1	\$1,500
Carroll ISD Aquatics Center Sign approx. 6' x 4'	8	0	\$800
On-Site Activation	Quantity	Available	Annual Cost
Basketball Promotional Night Sponsor Kiosk at home double header game. Sponsor may give away Promotional items	Double Header	Subject to availability	\$300 per event
Baseball/Softball Promotional Night Sponsor Kiosk at home double header game. Sponsor may give away Promotional items.	Double Header	Subject to availability	\$300 per event
Dragon Logo Licensing	Quantity	Available	Annual Cost
Dragon Trademark Use for Advertising Only	Unlimited		\$250
Dragon Trademark Licensing for Merchandise Sales	Unlimited		\$250 + 10% commission
*Other Stadium Sponsorships not included here	Quantity	Available	Annual Cost
Dragon Zone Stadium Parking Sponsor	2	2	\$2,000

Contact Beth Robb, Marketing Coordinator | beth.robbs@southlakecarroll.edu | 817-949-7087

*All marketing opportunities are subject to availability. Prices and quantities may change without notice.