



PARTNERSHIP PACKAGES

DEVELOPED FOR

LAUREL HIGH SCHOOL

LAUREL, MONTANA



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DAKTRONICS
SPORTS MARKETING

SHAPING THE
FUTURE

BE PART
OF A NEW
LOCOMOTIVES
TRADITION

PARTNER WITH LAUREL HIGH SCHOOL

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:



ACADEMICS

students can get hands-on experience beyond the classroom



ACTIVITIES

band, cheer and student government can all see benefits from your sponsorship



BUDGET

your business can help pay for the video board itself, and add to school funds



ATHLETES

students get pumped up when they see themselves in lights

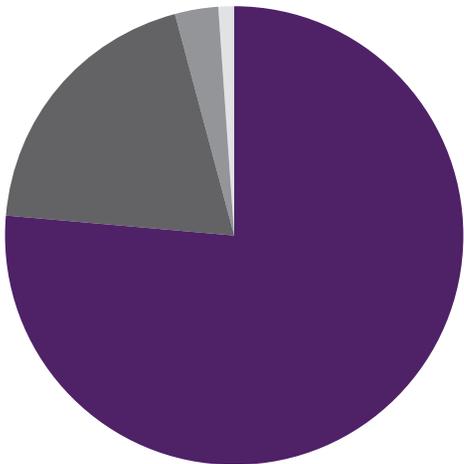
"It gives our school a fantastic way to showcase our students, as we did at senior night. The climate created was electric! It's also a terrific way to fundraise with commercials showcasing our corporate sponsors."

Kasey Teske, Principal, Canyon Ridge High School

GOOD FOR YOUR BUSINESS

While supporting your local high school is worthwhile on its own, surveys show that people are more likely to patronize businesses that support local high schools!

Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?*



Agree: 76.51%
Neutral: 19.37%
Disagree: 3.15%
Don't Know: .097%



GYM EVENT & ATTENDANCE

EVENT	EVENTS A YEAR	ATTENDANCE
Volleyball	6	250
Middle School Volleyball	2	100
Wrestling	2	300
Middle School Wrestling	1	500
Basketball	12	350
4 Day HS Divisional Tournament	1	500 tickets a day
Non-school District Basketball or Volleyball Tournaments	6	
Graduation (Weather Depending)		

LAUREL HIGH SCHOOL

GAIN THE HOME-COURT ADVANTAGE AT LAUREL HIGH SCHOOL

Stimulate sales

Increase brand loyalty

Drive traffic to your business

Create brand awareness and visibility

Set yourself apart from the competition

Show support for our community and students

Help keep athletic programs healthy and competitive

Reach local and out-of-town customers more effectively

Enhance the fan experience and leave a positive impression about your business
and our team

"Our sponsors love it, too. It's impressive. It's got the 'wow' effect."

Chuck Jaco, Athletic Director, Perrysburg High School



LAUREL HIGH SCHOOL

GIVES STUDENTS EXPERIENCE IN THE FIELD

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:

Design and multimedia students have the opportunity to produce videos, create animations, and develop graphics and advertisements for the entire audience to see. They can operate cameras, run instant replays and even run the display itself.

This is valuable experience for our students, because we use the same equipment that can be found in colleges and professional facilities across the nation.

Our students and their families will thank you!

"We have had two students find work at the college level since implementing a Daktronics board at Carroll High School."

Chelsea Bisson, Business Instructor, Carroll High School



*Information was collected nationwide from adults ages 18-54 who have children ages 12-17 represented in their household. Turnkey Sports & Entertainment administered the study in partnership with Greenfield Online. Turnkey Sports & Entertainment is the leading custom market research company in the sports and life entertainment industry. Greenfield Online is the pioneer of online consumer research globally and provides its resources within the sports industry exclusively to Turnkey Sports & Entertainment.

LAUREL HIGH SCHOOL

FUTURE CAREERS IN THE FIELD

Your partnership with Laurel High School will bring students the opportunity to work on the same game day production equipment utilized at Daktronics college and professional leagues such as the Colorado Rockies, Oregon State University and Montana State University!

RELATED CAREERS

RADIO

Play-by-Play Announcer
Color Analyst
Audio Engineer
Editor

MARKETING

Promotions
Ticket Sales
Street Team
Social Media Specialist

TV PRODUCTION

On-Air Personality
Video Engineer
Audio Engineer
Camera Operator
Lighting Designer
Director
Producer
Editor
Stage-Floor Manager

GRAPHIC DESIGN

Web Specialist
Graphic Designer

FACILITY/TEAM OPERATION

Video Display Operator
Sports Information Director
Statistician
Clock/Scoreboard Operator



LAUREL HIGH SCHOOL

INSTALLATION SITE PHOTO



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LAUREL HIGH SCHOOL

PARTNERSHIP PACKAGES

ANCHOR PARTNERSHIP (4 TOTAL)

STATIC SIGNAGE

One (1) non-backlit sponsor panel below the videoboard, approximate size TBD

INDOOR DIGITAL CONTENT

PRE-IN-POST GAME rotating business name, logo, and/or tagline on the video board. Messages will rotate with other partners and school messages during down times each event.

One (1) logo to rotate with all other sponsors on the right-side zone of the video board during the in-game production at all varsity events.

Two (2) in-game full screen static ad exposure per regular season home varsity event

One (1) :30 second in-game sponsor supplied video commercial OR full color logo with corresponding announcement per regular season home varsity game

PROMOTIONAL GAME SPONSORSHIP

One (1) game day sponsorship per year. School and sponsor will choose (1) home indoor varsity game per year. Game day sponsorship could include:

- Additional PA announcement and digital content recognizing sponsor
- Opportunity for promotional giveaway or contest
- Opportunity to promote or distribute specialty items
- On court recognition

MULTI-MEDIA/PRINT/PROMOTIONS

One (1) grouped PA announcement at all home varsity events (boys and girls)

FOUNDING PARTNERSHIP (4-6 TOTAL)

STATIC SIGNAGE

One (1) non-backlit sponsor below the scoreboard and stat panels, size TBD

INDOOR DIGITAL CONTENT

PRE-IN-POST GAME rotating business name, logo, and/or tagline on the video board. Messages will rotate with other partners and school messages during down times each event.

One (1) logo to rotate with all other sponsors on the right-side zone of the video board during the in-game production at all varsity events.

Two (2) in-game full screen static ad exposure per regular season home varsity event

One (1) three-point sponsorship per regular season home varsity basketball game. An Anchor sponsor logo will play on the three-point graphic after every home three pointer made.

MULTI-MEDIA/PRINT/PROMOTIONS

One (1) grouped PA announcement at all home varsity events (boys and girls)

PREMIER PARTNERSHIP (6-10 TOTAL)

INDOOR DIGITAL CONTENT

PRE-IN-POST GAME rotating business name, logo, and/or tagline on the video board. Messages will rotate with other partners and school messages during down times each event.

One (1) logo to rotate with all other sponsors on the right-side zone of the video board during the in-game production at all varsity events.

One (1) in-game full screen static ad exposure per regular season home varsity event

MULTI-MEDIA/PRINT/PROMOTIONS

One (1) grouped PA announcement at all home varsity events (boys and girls)



INVEST IN **LOCOMOTIVES PRIDE**

- › **ANCHOR PARTNER** [4 available]
\$5,000/year for 5 years
- › **FOUNDING PARTNER** [6 available]
\$2,500/year for 5 years
- › **PREMIER PARTNER** [6 available]
\$1,000/year for 5 years

THANK YOU

We appreciate the chance to present these sponsorship opportunities to you. We hope you choose to partner with us, so we can strengthen our relationship as we help you gain more exposure and visibility within the school and community.

We also thank you for helping our school build a better athletic program, add to our curriculum, and even provide a better experience for our fans. We look forward to helping you connect with your own fans – and potential loyal customers – for years to come.

CONTACT INFORMATION

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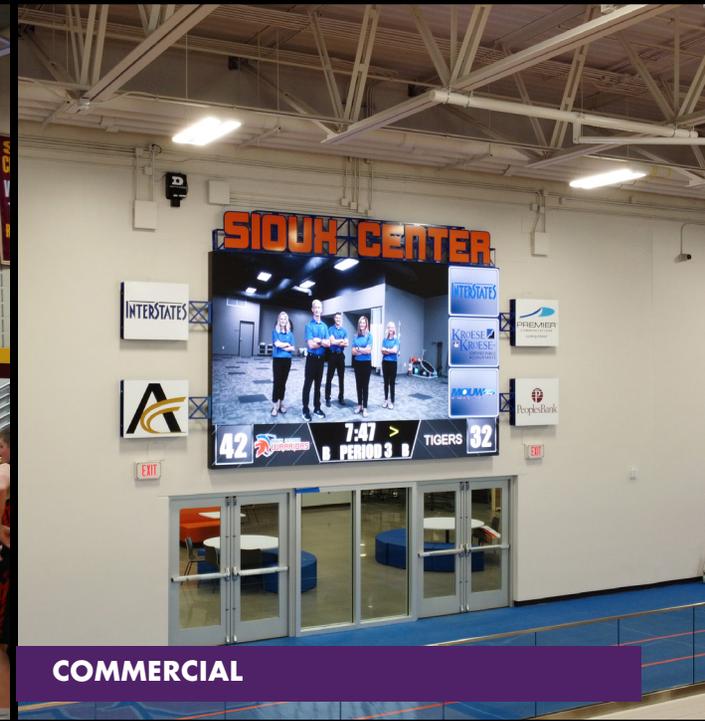
LAUREL HIGH SCHOOL



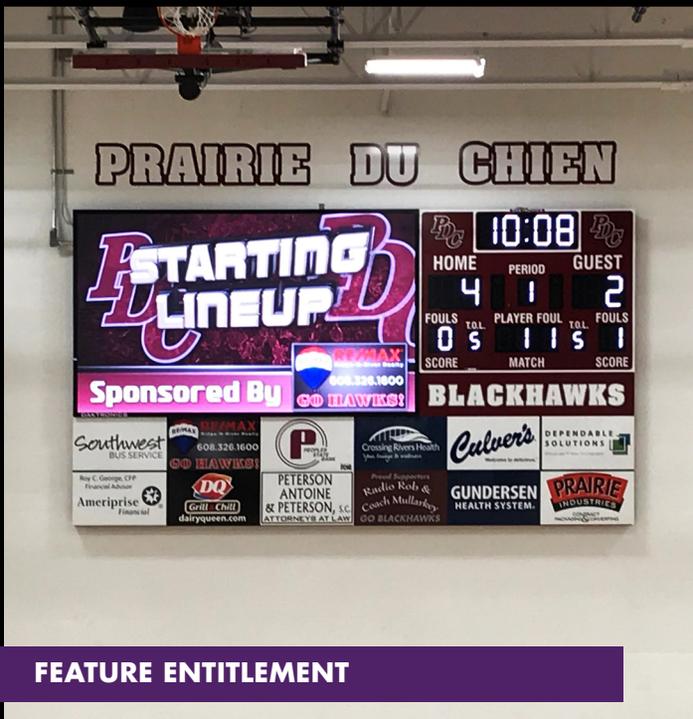
BILLBOARD AD



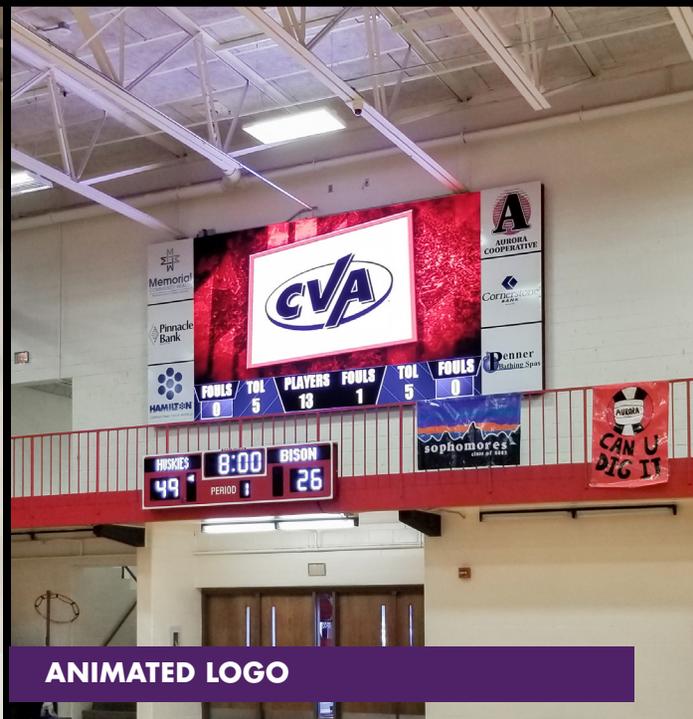
BILLBOARD AD (RIGHT ZONED AREA)



COMMERCIAL



FEATURE ENTITLEMENT



ANIMATED LOGO

