

# CISD Advertising & Marketing Opportunities 2023

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
<b>CISD Official Website - Main Page</b> southlakecarroll.edu	4	1	\$5,000
<b>Dragon eBlast</b> Daily email marketing to over 15,500 subscribers on school days and twice/week in summer. Open rate - 58 - 60%%	5 / week		\$250/day
Venue Signage	Quantity	Available	Annual Cost
<b>CISD Bus Advertisement - size: 90" x 21"</b>	TBD	TBD	\$1,000
<b>Dragon Field - Baseball Scoreboard</b> - can be split Bottom of Scoreboard Sign - full 3' x 26'/half 3' x 13'	1 or 2	1 or 2	\$10,000/\$5000
<b>Carroll Senior High Softball Scoreboard</b> 1/2 sign on bottom of scoreboard approx. 30" x 10'	2	1	\$1,750
<b>Carroll Senior High School Baseball/Softball Complex</b> Baseball/Softball plaza sign 5' x 5'	10	4	\$1,500
<b>Carroll Senior High School Main Gym Scoreboard</b>	4	1	\$1,750
<b>Carroll Senior High School Main Gym Sign</b> approx 8' x 3'	5	1	\$1,500
<b>Carroll ISD Aquatics Center Sign</b> approx. 6' x 4'	8	2	\$1,000
<b>Middle School Gym Sign</b> (Carroll Middle or Dawson Middle)	4	4	\$1,200
On-Site Activation	Quantity	Available	Annual Cost
<b>Basketball Promotional Night Sponsor</b> Kiosk at home double header game. Sponsor may give away Promotional items	Double Header	Subject to availability	\$300 per event
<b>Baseball/Softball Promotional Night Sponsor</b> 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
<b>Dragon Trademark Use for Advertising Only</b>	Unlimited		\$250
<b>Dragon Trademark Licensing for Merchandise Sales</b>	Unlimited	\$250 + 10% royalty for Dragon logo/ \$500 + 12% royalty for suite of logos	
Other	Quantity	Available	Annual Cost
<b>Dragon Zone Stadium Parking Sponsor</b>	2	2	\$1,500

**Contact Beth Robb, Marketing Coordinator | [beth.robb@southlakecarroll.edu](mailto:beth.robb@southlakecarroll.edu) | 817-949-7087**

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

**\*\*Stadium Sponsorships are provided separately.**