



## PARTNERSHIP PACKAGES

DEVELOPED FOR

# VISALIA UNIFIED SCHOOL DISTRICT

VISALIA, CA



**© COPYRIGHT NOTICE**

The details and expressions shown are confidential and proprietary. Do not reproduce by any means without the expressed written consent of DSM.  
DSM<sup>SM</sup> is a service mark of Daktronics. Copyright © 2023 DSM. November 1, 2023 9:55 AM

DAKTRONICS  
SPORTS MARKETING



SHAPING THE  
FUTURE

BE PART  
OF A NEW  
VISALIA  
TRADITION



DAKTRONICS



# VISALIA UNIFIED SCHOOL DISTRICT

## PARTNER WITH VISALIA UNIFIED SCHOOL DISTRICT

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."*

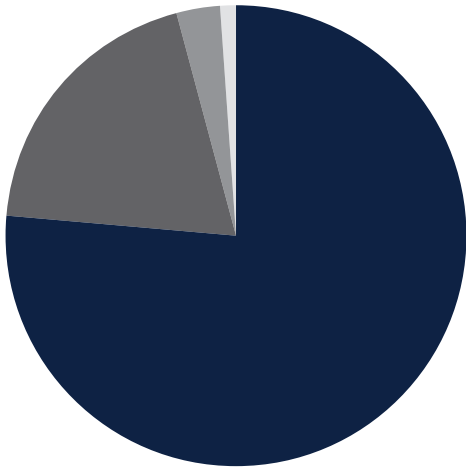
**Kasey Teske, Principal, Canyon Ridge High School**



## 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%**

# VISALIA UNIFIED SCHOOL DISTRICT

## EVENT & ATTENDANCE PER STADIUM

EVENT	EVENTS A YEAR	ATTENDANCE	YEARLY TOTAL
Football	20	3k	60k
Soccer	28	250	7k
Track	4-5 high school, 3 Jr High and 4 Elementary	250 dual meets and Jr High 400+, Elementary 2k+ more for championship	5k
Community Events (Movie Nights, Concerts/festivals, auctions, dances, etc...)	Future Opportunities		
Facility Rentals (Youth leagues and games, summer camps etc...)	Future Opportunities		
Graduation	4	4,500	18k
CIF Events	Future Opportunities		
School Events (Dances, assemblies, pep rallies, etc...)	6-10	2,500 kids per rally, powder puff for example 300	15k

### MINERAL KING BOWL



**SEATING  
CAPACITY  
8500**



**AVERAGE  
ATTENDANCE  
1500**



**EVENTS  
A YEAR  
50+**

### VISALIA COMMUNITY STADIUM



**SEATING  
CAPACITY  
4600**



**AVERAGE  
ATTENDANCE  
1500**



**EVENTS  
A YEAR  
50+**



# VISALIA UNIFIED SCHOOL DISTRICT

## GAIN THE HOME-FIELD ADVANTAGE AT VISALIA UNIFIED SCHOOL DISTRICT

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 Jacob, Athletic Director, Perrysburg High School**

# VISALIA UNIFIED SCHOOL DISTRICT

## CTE & LINKED LEARNING OPPORTUNITIES

Your partnership with Visalia Unified School District will bring students the opportunity to work on the same game day production equipment utilized at Daktronics college and professional leagues such as San Jose State University, UC Davis and California Polytechnic 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





# VISALIA UNIFIED SCHOOL DISTRICT

## INSTALLATION SITE PHOTO



THIS ARTWORK IS PROTECTED UNDER FEDERAL AND INTERNATIONAL COPYRIGHT LAW. EXPRESSED PERMISSION FROM DAKTRONICS INC. IS REQUIRED FOR REPRODUCTION. RENDERINGS ARE FOR THE EXCLUSIVE USE OF DAKTRONICS, DAKTRONICS CUSTOMERS, AND A CUSTOMER'S PARTNERS. RENDERINGS ARE CONCEPTUAL IN NATURE, AND ALTERATIONS MAY OCCUR DURING THE DESIGN AND INSTALLATION PROCESS. THEREFORE, THESE RENDERINGS DO NOT REPRESENT FABRICATION OR STRUCTURAL ENGINEER CERTIFIED OR STAMPED DOCUMENTS. SCREENS AND/OR PRINTER CALIBRATION MAY IMPAIR VISUAL ACCURACY OF SPECIFIED COLORS SHOWN.



# VISALIA UNIFIED SCHOOL DISTRICT

INSTALLATION SITE PHOTO



THIS ARTWORK IS PROTECTED UNDER FEDERAL AND INTERNATIONAL COPYRIGHT LAW. EXPRESSED PERMISSION FROM DAKTRONICS INC. IS REQUIRED FOR REPRODUCTION. RENDERINGS ARE FOR THE EXCLUSIVE USE OF DAKTRONICS, DAKTRONICS CUSTOMERS, AND A CUSTOMER'S PARTNERS. RENDERINGS ARE CONCEPTUAL IN NATURE, AND ALTERATIONS MAY OCCUR DURING THE DESIGN AND INSTALLATION PROCESS. THEREFORE, THESE RENDERINGS DO NOT REPRESENT FABRICATION OR STRUCTURAL ENGINEER CERTIFIED OR STAMPED DOCUMENTS. SCREENS AND/OR PRINTER CALIBRATION MAY IMPAIR VISUAL ACCURACY OF SPECIFIED COLORS SHOWN.

### Sponsorship Options



\$80,000 - \$100,000 / Annually



\$50,000 - \$75,000 / Annually



\$10,000 - \$45,000 / Annually

### Sponsorship Terms

- Length: 60 - 120 months
- Sponsorship opportunities depending on level, with full facility branding or option to sponsor specific stadium facilities
- Full details and sample potential agreement available online



# 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**

JOHN PEREZ  
DIRECTOR OF ATHLETICS  
JPerez@VUSD.ORG



## **© COPYRIGHT NOTICE**

The details and expressions shown are confidential and proprietary. Do not reproduce by any means without the expressed written consent of DSM.  
DSM<sup>SM</sup> is a service mark of Daktronics. Copyright © 2023 DSM. November 1, 2023 9:55 AM



**DAKTRONICS**  
**SPORTS MARKETING**

# VISALIA UNIFIED SCHOOL DISTRICT



BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



COMMERCIAL



FEATURE ENTITLEMENT



ANIMATED LOGO

**VIDEO**  
WHY ADVERTISE AT SCHOOLS?

