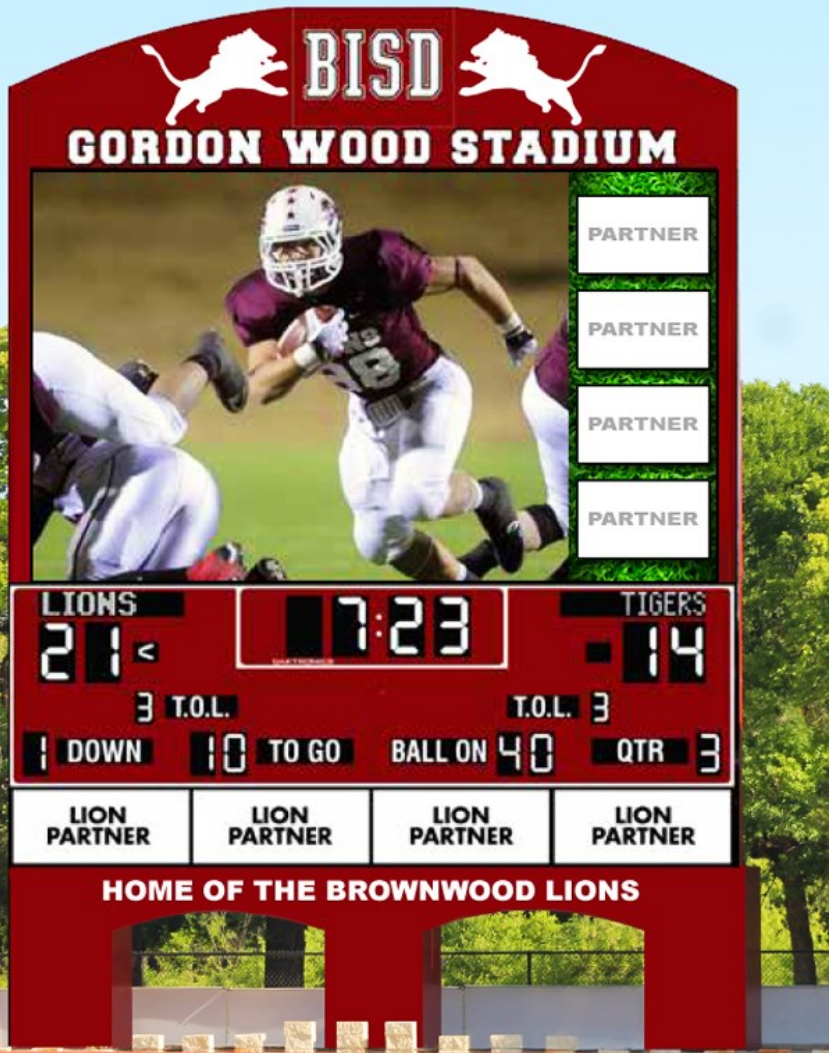




LION Partnership Package



CONTACT:

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LION Partnership – Four (4) Available

\$5,000/year for 5 years – this will include the following add-ons for year 1: promotions, multimedia, and hospitality. In years 2-5, these add-ons will be sold separately to our partners if they choose to purchase them.

STATIC SIGNAGE

- One (1) Backlit Lion Panel 4'h x 9'w
- One (1) Sponsor Logo at Southall Field; One (1) Sponsor Logo at Softball Field
- One (1) Sponsor Logo at GWS Ticket Booth

DIGITAL CONTENT

- One (1) windowed static logo rotated on video board per regular season home varsity football game
- One(1) pre-game animated partner logos - 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

Add-Ons:

PROMOTIONS

- One (1) game day sponsorship per season (excluding Homecoming)
- Two (2) customized PA announcement when advertiser has their game-day sponsor night
- One (1) kiosk opportunity per season (excluding Homecoming); in conjunction with sponsorship night
- Two (2) grouped PA thanking sponsors for involvement for each regular season home event

MULTI-MEDIA

- One (1) logo and link on the Brownwood ISD athletic website
- Thirty-second (:30) GameTime Radio advertisement to run at athletic venues during all contests (BHS Gym for volleyball and basketball; GWS for sub-varsity and varsity football, soccer, Blue Bonnet Relays; Softball; Southall Field for baseball); ad frequency determined by contest type and breaks in action; Lion Partner ads are set at double (2X frequency)

HOSPITALITY

- One (1) honorary captain for the coin flip on your game day sponsorship evening
- Four (4) reserved season tickets
- One (1) parking pass