

# PFLUGERVILLE ISD PARTNERSHIP OPPORTUNITY



Video Scoreboard Sponsorship Packages  
The Pfield - District Stadium



# A FAST GROWTH DISTRICT



- Pflugerville is the 3rd fastest growing city in the U.S.
- More than 25,500 students
- Expected to increase enrollment to 40,000 students within the next 20 years
- 31 schools
- Encompassing nearly 95 square miles



## GREETINGS FROM OUR SUPERINTENDENT >>> DOUG KILLIAN, PH.D.

Thank you for your interest in partnering with Pflugerville ISD through our video scoreboard sponsorship program.

I am proud of The Pfield Stadium and its ability to showcase the talented athletic and fine arts students in our district. Did you know nearly 24,000 PfISD students participate in fine arts and 4,000 secondary students participate in athletics? This large student involvement makes our district stadium the heartbeat of the city on Thursday and Friday nights.

Our video scoreboard sponsorship program impacts students and families engaged in football, soccer, band, dance and cheerleading. We are also proud of the fact that the video scoreboard is fully operated by a group of audio/visual student leaders from each of our high schools.

This program allows PfISD to build relationships with our community and business partners. Through this partnership we will be able to provide you with a valuable way to promote your business while enhancing the experience and engagement of our stadium visitors. I'm excited about the opportunity to work with you. Thank you for connecting with Pflugerville ISD.

Passionately serving the best interests of students,  
Doug Killian, Ph.D.



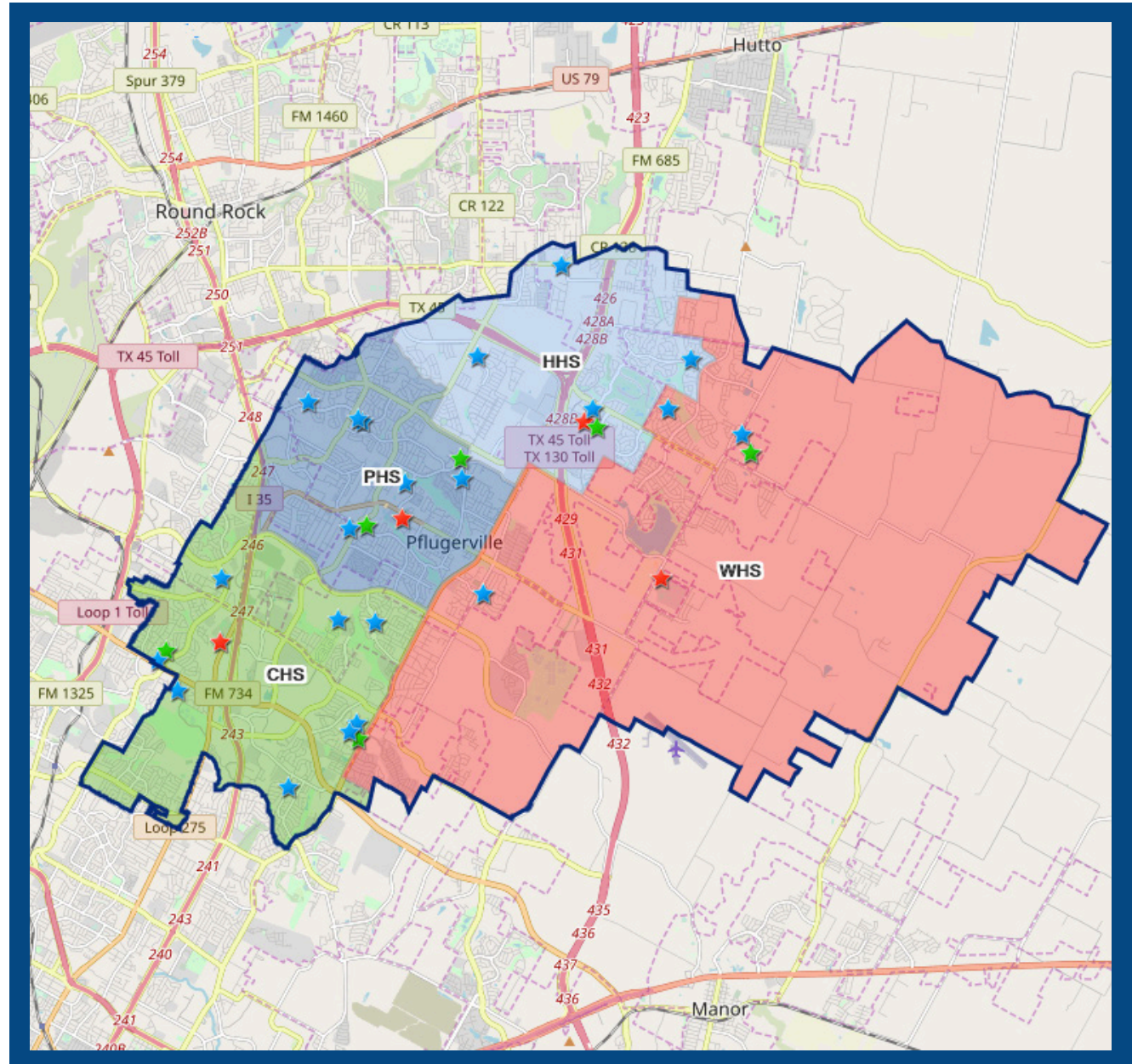
# WHY SHOULD YOU PARTNER WITH US?

## EXPOSURE

- 20 regular season varsity football games
- Average game attendance: 6,000 - 10,000
- 4-5 UIL playoff football games
- 4 middle school district football championship games
- 10-15 regular season varsity soccer games
- Multiple soccer playoff games
- Middle school district soccer championships
- City of Pflugerville Pfirecracker Pfestival
- Alex Okafor football camp

## BENEFITS

- Create awareness and visibility
- Increase brand loyalty
- Stimulate sales
- Showcase community and social responsibility
- Showcase products and services
- Differentiate product from competitors



Our fans represent PfISD students and families who are zoned from six municipalities including Pflugerville, Austin, Coupland, Hutto, Manor and Round Rock.

# SPONSORSHIP PACKAGES

We have four sponsorship packages available: platinum, anchor, founding and premier. Each package is a five-year commitment except for the digital premier package, which is a one-year commitment. View rates below. Visit [pfisd.net/sponsors](http://pfisd.net/sponsors) for availability.

## PLATINUM

\$60,000/year\*  
1 placement  
5-year commitment

## ANCHOR

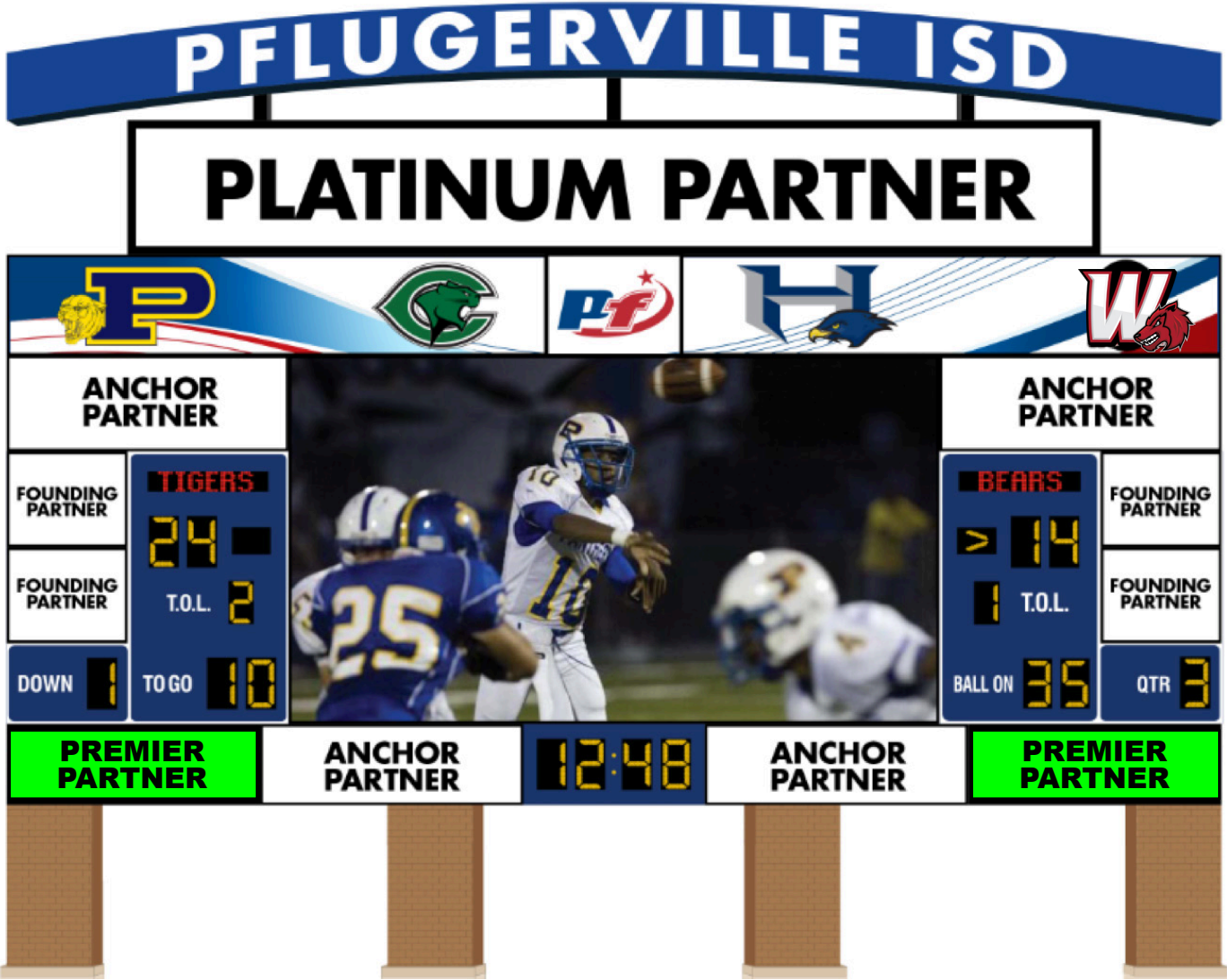
\$20,000/year\* (upper location)  
2 placements  
\$15,000/year\* (lower location)  
2 placements  
5-year commitment

## FOUNDING

\$10,000/year\*  
4 placements  
5-year commitment

## PREMIER

*LED panels, displayed when video board is operating*  
\$2,500/year  
unlimited placements  
1-year commitment



\*Quarterly and monthly payment options are available.



# PLATINUM PACKAGE

\$60,000/year (1 Placement)

Five-year commitment (Platinum Partner has exclusivity)

## STATIC SIGNAGE

One (1) Back-lit, full color logo application on scoreboard (Approx. 8'x 57')

## DIGITAL CONTENT

Two (2) :30 second sponsor commercials\*

One (1) :10 second sponsor promo image\*

Eleven (11) :05 second animated sponsor logos

- 3 pre-game, 6 in-game, 2 post-game

One (1) feature intitlement

-ex. sponsor of: touchdown, first down, fumble, etc.

One (1) Game day sponsorship static logo\*

## ADDITIONAL CONTENT

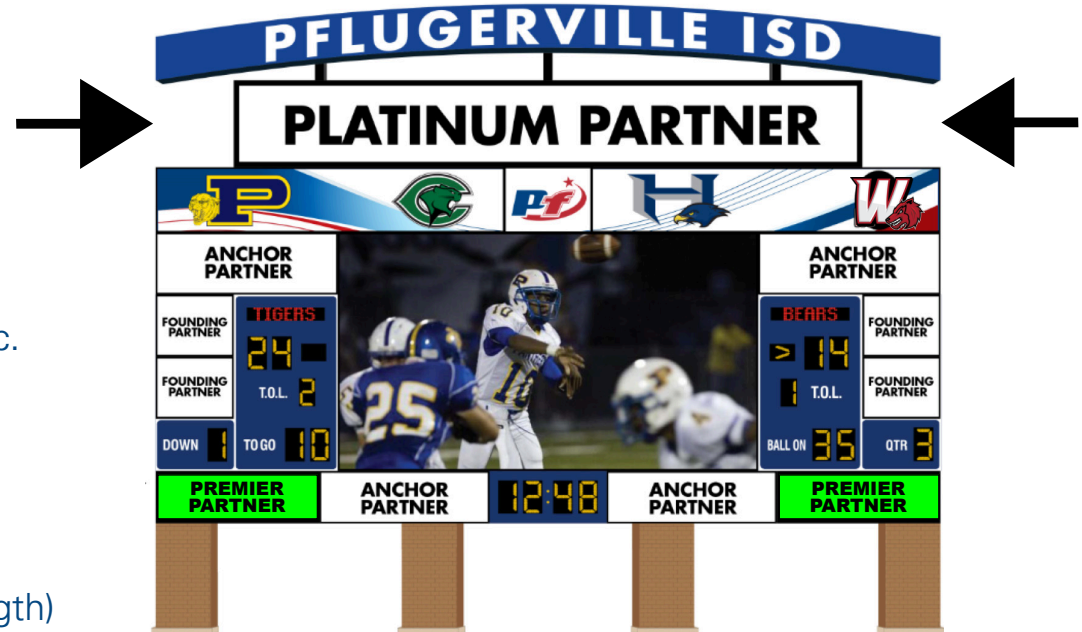
One (1) Game-day sponsorship promotional opportunity

One (1) P.A. announcement - customized (:05 - :10 in length)

One (1) Logo on PfISD Athletics/Sponsorship Website

Six (6) Season tickets for all regularly scheduled home football games

Two (2) Parking passes



*\*Sponsors will need to provide the :30 second commercial, logo and a promotional image. See audio/visual specifications on last page.*

# ANCHOR PACKAGE

Upper Section: \$20,000/year (2 Placements)

Lower Section: \$15,000/year (2 Placements)

Five-year commitment

## STATIC SIGNAGE

Upper Section: One (1) Back-lit, full color logo application on scoreboard (Approx. 5'8" x 16'9")

Lower Section: One (1) Back-lit, full color logo application on scoreboard (Approx. 4'10" x 15'8")

## DIGITAL CONTENT

One (1) :15 second sponsor commercial\*

One (1) :10 second sponsor promo image\*

Six (6) :05 second animated sponsor logos  
- 2 pre-game, 4 in-game

One (1) feature intitlement

-ex. sponsor of: touchdown, first down, fumble, etc.

One (1) Game day sponsorship static logo\*

## ADDITIONAL CONTENT

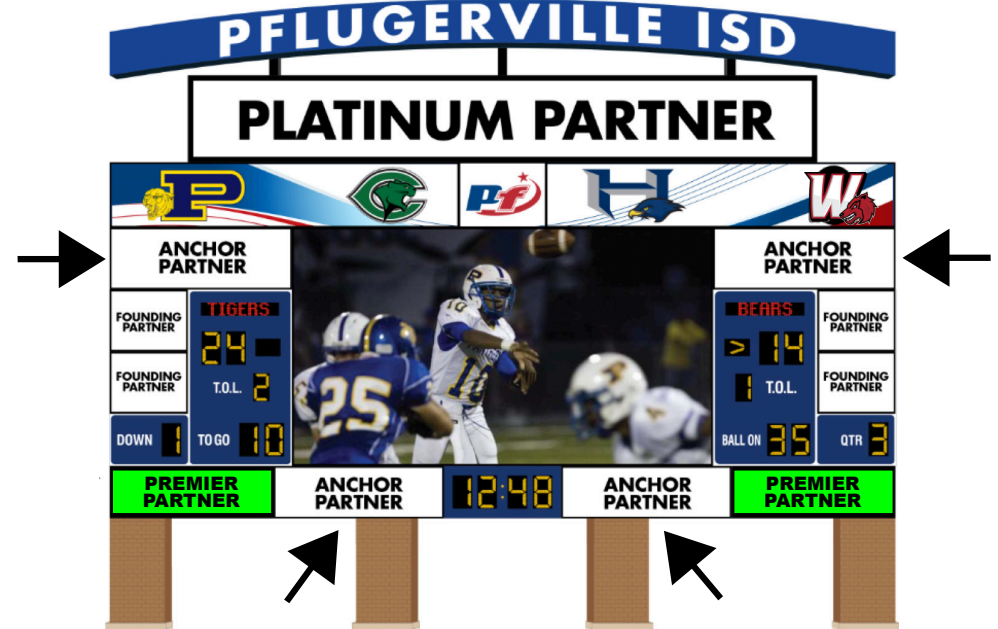
One (1) Game-day sponsorship promotional opportunity

One (1) P.A. announcement (grouped by sponsorship level)

One (1) Logo on PfISD Athletics/Sponsorship Website

Four (4) Season tickets for all regularly scheduled home football games

Two (2) Parking passes



\*Sponsors will need to provide the :15 second commercial, logo and a promotional image. See audio/visual specifications on last page.

# FOUNDING PACKAGE

\$10,000/year (4 Placements)

Five-year commitment

## STATIC SIGNAGE

One (1) Back-lit, full color logo application on scoreboard (Approx. 5'8" x 7'2")

## DIGITAL CONTENT

One (1) :15 second sponsor commercial\*

One (1) :10 second sponsor promo image\*

Four (4) :05 second animated sponsor logos

- 1 pre-game, 3 in-game

One (1) feature intitlement

-ex. sponsor of: touchdown, first down, fumble, etc.

One (1) Game day sponsorship static logo\*

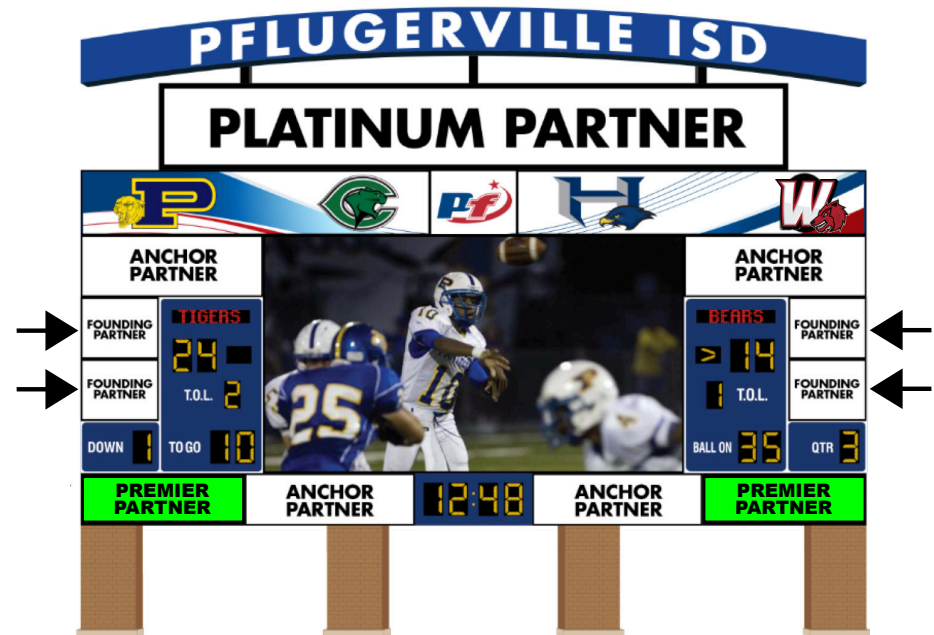
## ADDITIONAL CONTENT

One (1) P.A. announcement (grouped by sponsorship level)

One (1) Logo on PfISD Athletics/Sponsorship Website

Two (2) Season tickets for all regularly scheduled home football games

One (1) Parking pass



*\*Sponsors will need to provide the :15 second commercial, logo and a promotional image. See audio/visual specifications on last page.*



# PREMIER PACKAGE

\$2,500/year (Unlimited Placements)

LED panels, displayed only when video board is operating

One-year commitment

## STATIC SIGNAGE

One (1) :10 second static logo rotation on LED panels\*

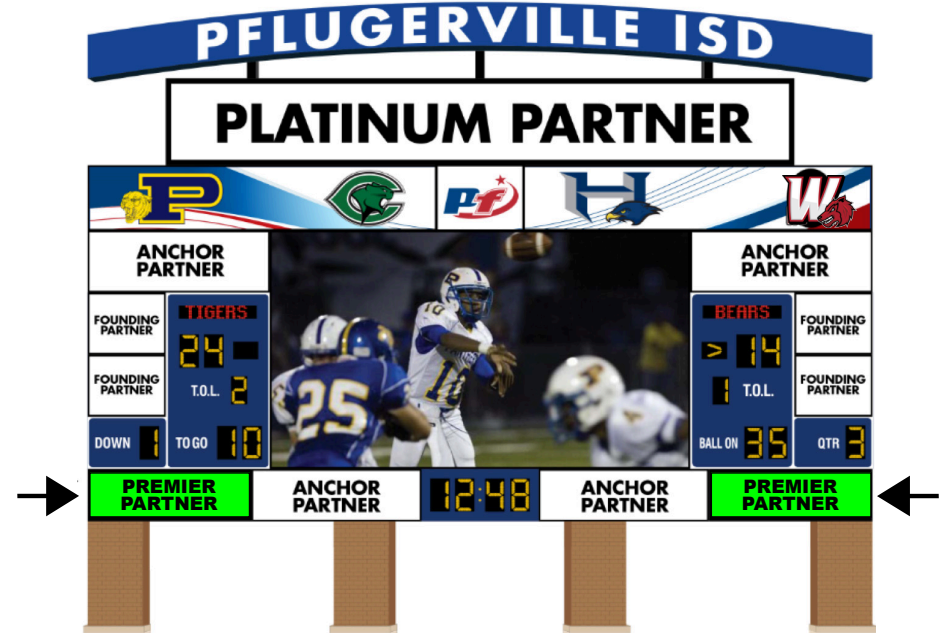
## DIGITAL CONTENT

Four (4) :05 second animated sponsor logos

- 1 pre-game, 3 in-game

One (1) P.A. announcement (grouped by sponsorship level)


One (1) Logo on PfISD Athletics/Sponsorship Website



\*Sponsors will need to provide the logo. See audio/visual specifications on last page.

# AUDIO/VISUAL SPECIFICATIONS

## DMP-8000 SPECS

<b>Color mode</b>	RGB
<b>Resolution</b>	72 DPI Resolution
<b>Pixel aspect ratio</b>	Square
<b>Recommended static file format</b>	PNG
<b>*Other acceptable static file formats</b>	BMP, GIF/GFF, JPG/JPEG, TGA, TIF
<b>Display-ready animated file format</b>	MP4 with H.264 Codec
<b>Profile</b>	Main- for resolutions up to standard-definition video (720w x 525h)
<b>Level</b>	5.1
<b>Bitrate (target- maximum mbps)</b>	3-4 Mbps – up to standard definition, 720 (w) x 525 (h)
<b>Frame rate</b>	29.97 fps – North American video output formats
<b>Audio</b>	AAC Audio at 48 kHz in the MP4 File Format, normalize to 0dBu 

## OTHER CONTENT CONSIDERATIONS

<b>Length</b>	The optimal length for content is less than 15 seconds. This allows for the message to be conveyed effectively to the greatest number of spectators before their attention is focused elsewhere.
<b>Transitions</b>	All content should loop, or transition smoothly in time for the end, back to the beginning in case it runs multiple time consecutively.
<b>Text</b>	Messages should be concise, appear in bold, highly legible fonts.
<b>Backgrounds</b>	Text and logos should appear in front of a contrasting background. Predominately white backgrounds should be avoided as they tend to be bright and wash out the accompanying logos/images.

201 Daktronics Drive PO Box 5128 Brookings, SD 57006-5128  
tel 800-325-8766 605-697-4300 fax 605-697-4700  
www.daktronics.com email sales@daktronics.com  
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I'M  
READY  
TO BECOME  
A SPONSOR!



Please fill out the sponsorship interest form (link below). A PfISD representative will reach out to assist you.

[www.pfisd.net/sponsorinterest](http://www.pfisd.net/sponsorinterest)