



# Community Partnerships

# Become an MISD Partner








Become a Midlothian ISD  
Partner for as little as \$250  
annually. Support our  
community and help Inspire  
Excellence in our youth.



*Silver  
Partner  
\$250*





















*Gold  
Partner  
\$500*

*Platinum  
Partner  
\$1000*

|  | <i>Silver<br/>Partner<br/>\$250</i>   | <i>Gold<br/>Partner<br/>\$500</i>   | <i>Platinum<br/>Partner<br/>\$1000</i>  |
|--|---|---|---|
| RECOGNITION AT DISTRICT STAFF MEETINGS   |   |   |  |
| DISTRICT CONVOCATION BOOTH   |  |  |  |
| PARENT NEWSLETTER ADVERTISEMENT (PER YEAR)   | 1   | 1   | 2   |
| ABILITY TO DELIVER DIGITAL MARKETING MATERIAL AT CAMPUSES (PER YEAR FOR A THREE WEEK PERIOD, LIMITED TO FOUR PER NEWSLETTER) |   | 1   | 1   |
| USE OF "PROUD MISD PARTNER" LOGO IN MARKETING MATERIALS  |  |  |  |
| USE OF CAMPUS LOGO IN DISTRICT RELATED PUBLICATIONS  | 1   | 2   | 3   |
| SEATS AT THE PARTNER APPRECIATION BREAKFAST  | 2   | 2   | 2   |



*Diamond Partner*    *Educator Champion*    *Student Champion*  
 \$2500                    \$5000                    \$10,000

| RECOGNITION AT DISTRICT MEETINGS   | LISTING   | SMALL LOGO  | LARGE LOGO  |
|--|---|---|---|
| NEW STAFF ORIENTATION PROGRAM  |   |   |    |
| DISTRICT CONVOCATION BOOTH   |    |    |    |
| DISTRICT PD DAY BOOTH  |   |    |    |
| STAFF APPRECIATION EVENTS<br>(PER YEAR AT ALL 14 CAMPUSES)   | 1   | 2   | 4   |
| LISTING IN STAFF NEWSLETTER  | LISTING   | SMALL LOGO  | LARGE LOGO  |
| LISTING IN PARENT NEWSLETTER   | 4   |  |  |
| BUSINESS LOGO ON DISTRICT WEBSITE  |   |  |  |
| ABILITY TO DELIVER DIGITAL MARKETING MATERIAL AT CAMPUSES (PER YEAR FOR A THREE WEEK PERIOD, LIMITED TO FOUR PER NEWSLETTER) | 1   | 2   | 4   |
| USE OF "PROUD MISD PARTNER" LOGO IN MARKETING MATERIALS  |  |  |  |
| SEATS AT THE PARTNER APPRECIATION BREAKFAST  | 4   | 6   | 8   |
| DIGITAL "PROUD MISD PARTNER" LOGO FOR YOUR WEBSITE   |  |  |  |
| "PROUD MISD PARTNER" SHIRT FOR EMPLOYEES   | 2   | 4   | 8   |
| TICKETS TO FOOTBALL GAME AND HIGH SCHOOL MUSICAL   | 2   | 4   | 8   |
| "PROUD MISD PARTNER" GRAPHIC FOR DISPLAY   |  |  |  |
| USE OF CAMPUS LOGO IN DISTRICT RELATED PUBLICATIONS  | 4   | 6   |  |

# Exclusive Sponsorships

|                              | FREQUENCY | INVESTMENT              | FREQUENCY | INVESTMENT |
|------------------------------|-----------|-------------------------|-----------|------------|
| STAFF MISD SHIRTS            | YEARLY    | \$15,000                |           |            |
| BUS ADS - 40 BUSES           | YEARLY    | \$11,000                |           |            |
| TOY/EOY BANQUET              | YEARLY    | \$15,000                |           |            |
| SUMMER STAFF RECOGNITION     | YEARLY    | \$4,500                 |           |            |
| ELEMENTARY CAR PICKUP TAGS   | YEARLY    | \$4,500                 |           |            |
| COACHES LUNCH                | YEARLY    | \$2,000                 |           |            |
| REALTOR MEETING              | YEARLY    | \$3,000                 |           |            |
| PARTNER BREAKFAST            | YEARLY    | \$3,000                 |           |            |
| BUILDER MEETING              | YEARLY    | \$2,000                 |           |            |
| NEW TEACHER BREAKFAST        | YEARLY    | \$2,000                 |           |            |
| NEW TEACHER WELCOME          | YEARLY    | \$4,000                 |           |            |
| PTO/BOOSTER MEETING          | YEARLY    | \$2,500                 |           |            |
| SILVER STAR PASSES           | YEARLY    | \$1,000                 |           |            |
| STAFF PD DAY SNACKS          | MULTI     | \$1,000 <sup>ea</sup>   |           |            |
| ELEMENTARY FIRST DAY FOLDERS | YEARLY    | \$2,000                 |           |            |
| PARENT NEWSLETTER AD         | YEARLY    | \$1,500                 | 3 MONTHS  | \$600      |
| STAFF NEWSLETTER AD          | YEARLY    | \$600                   | 3 MONTHS  | \$250      |
| DISTRICT CALENDAR (6 TOTAL)  | YEARLY    | \$800                   |           |            |
| DISTRICT WEBSITE             | YEARLY    | \$1,500                 | 3 MONTHS  | \$600      |
| CAMPUS PERFECT ATTENDANCE AD | MULTI     | \$400 <sup>ea</sup>     |           |            |
| 287 BILLBOARD                | YEARLY    | \$8,000                 |           |            |
| GRADUATION AD                | YEARLY    | \$400 <sup>ea</sup>     |           |            |
| SILVER STAR LUNCHEON         | MULTI     | \$2,500 <sup>ea</sup>   |           |            |
| ATHLETICS AWARDS             | SEASON    | \$250 <sup>campus</sup> |           |            |
| STUDENT SUCCESS AWARDS       | 9/year    | varies by program       |           |            |

Custom Opportunities to recognize student success available upon request

**GAIN VALUABLE RECOGNITION WITH  
THESE SPONSORSHIP OPPORTUNITIES**

- Campus and district logos may only be used, with prior-approval by District Partners in good standing or district-associated booster clubs.
- No district or campus associated logo may be used in proximity of any prohibited themes or products. See board policy GKB for more specific information.
- Campus and Student Appreciation Events apply to awards or gifts where the event is publicized on any media outlet including social media accounts.
- Donations to our staff and students are always encouraged and accepted when no outside publicity is involved.
- Partners should always provide the district with a current high resolution business logo as well as camera or broadcast ready materials when necessary.
- Yearly agreements require a signed agreement on file and run from July 1 through June 30.

# Sponsorship Requirements

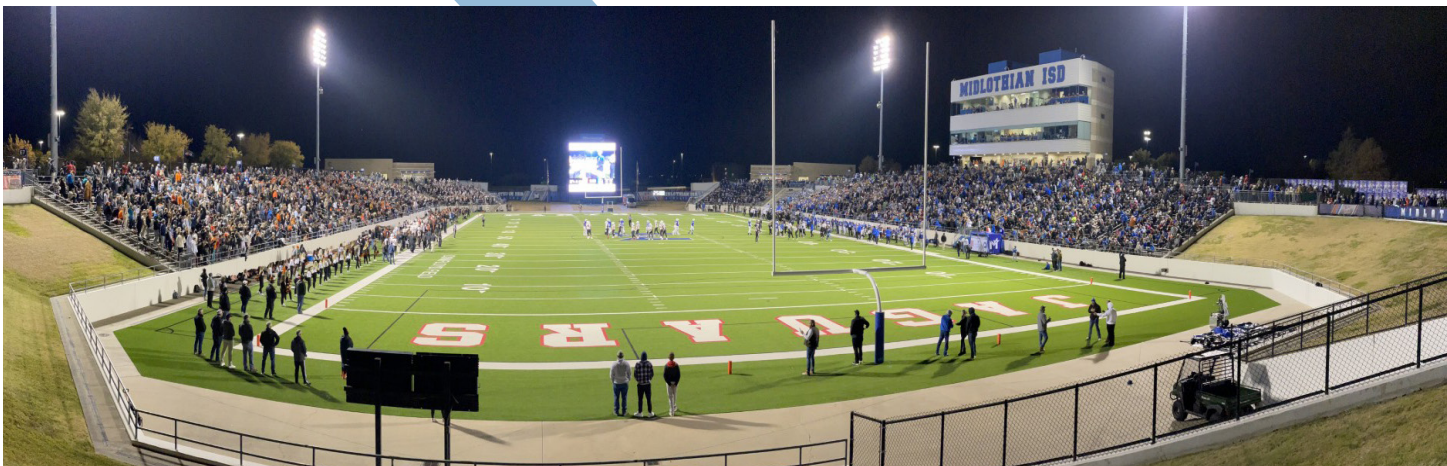
www.midlothianisd.org

# Sports Opportunities

Midlothian citizens continue  
to support their student  
athletes. Capture a loyal,  
local audience with stadium  
advertising.



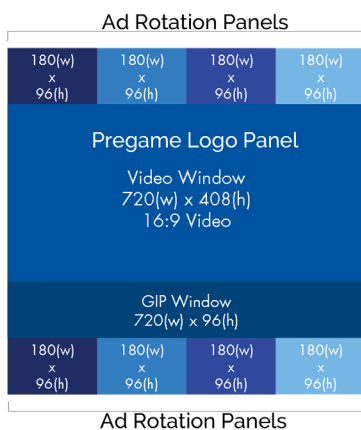
| <i>INDIVIDUAL ITEMS</i>   | <i>YEARLY</i> |
|---|---------------|
| MISD STADIUM SUITE (PER GAME, INCLUDING FOOD SERVICE AND 25 TICKETS)        | \$1,200       |
| MISD STADIUM AD PANEL LOGO ROTATION   | \$1,500       |
| MISD STADIUM PLAY CLOCK (ADDITIONAL PRODUCTION CHARGES MAY APPLY)           | \$2,000       |
| FEATURE SPONSOR (HELMET SHUFFLE, TRIVIA, SMILE)                             | \$1,500       |
| MIDLOTHIAN AFTER DARK (4TH QUARTER ANNOUNCEMENT OF POST-GAME OPPORTUNITIES) | \$750         |
| MHS ARENA AD PANEL ROTATION   | \$1,000       |
| HHS GYM AD PANEL ROTATION   | \$1,000       |





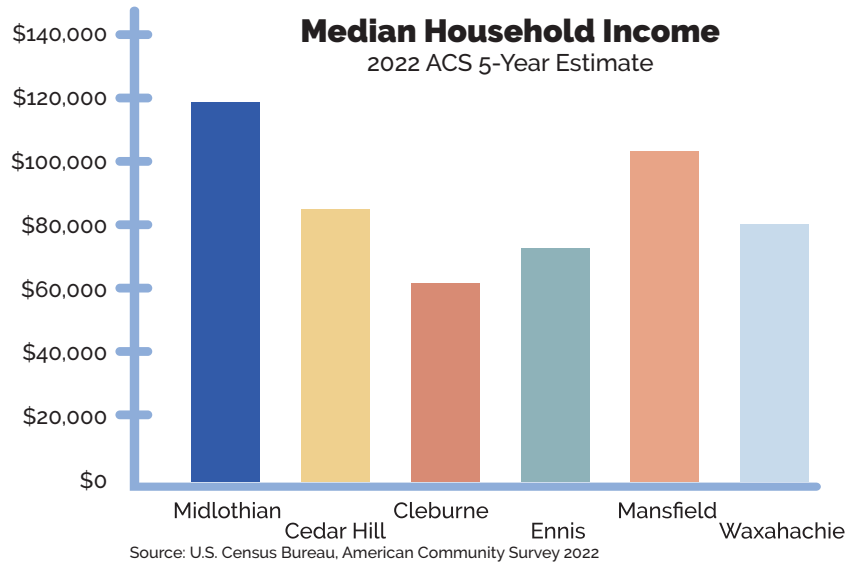
| Bronze               | Silver                | Gold                   |
|----------------------|-----------------------|------------------------|
| \$5,000/<br>\$4,500* | \$10,000/<br>\$9,000* | \$15,000/<br>\$14,000* |

|   |        |          |         |
|---|--------|----------|---------|
| PREGAME LOGO ROTATION   |        |          |         |
| AD PANEL LOGO ROTATION  |        |          |         |
| 30 SECOND COMMERCIAL  |        | PRE-GAME | IN-GAME |
| GAME SPONSORSHIP  |        |          |         |
| FEATURE ENTITLEMENT   |        |          |         |
| GAME SUITE  |        |          |         |
| GAME TICKETS  | 2/game | 4/game   | 8/game  |
| RESERVED PARKING  | 1/game | 1/game   | 2/game  |
| ON-FIELD RECOGNITION  |        |          |         |
| MHS/HHS GYM LOGO ROTATIONS  |        |          |         |
| SEATS AT THE PARTNER APPRECIATION BREAKFAST                       | 6      | 8        |         |
| LINK ON ATHLETICS WEBPAGE   |        |          |         |
| "PROUD Misd PARTNER" SHIRT FOR EMPLOYEES                          | 2      | 4        | 8       |
| "PROUD Misd PARTNER" GRAPHIC FOR DISPLAY                          | 2      | 4        | 8       |
| USE OF "PROUD Misd PARTNER" LOGO IN DISTRICT RELATED PUBLICATIONS |        |          |         |



\*WITH THREE-YEAR CONTRACT

**Midlothian ISD gained 3,559 residents from 2022 to 2023. That's 34% of the total Ellis County increase!**



### Top 10 US Counties in Annual Percent Growth

July 1, 2022 to July 1, 2023

| Rank | State      | County   | April 1, 2020 | July 1, 2022 | July 1, 2023 | Growth |
|------|------------|----------|---------------|--------------|--------------|--------|
| 1    | Texas      | Kauffman | 145,307       | 172,611      | 185,690      | 7.6%   |
| 2    | Texas      | Rockwall | 107,844       | 123,342      | 131,307      | 6.5%   |
| 3    | Texas      | Liberty  | 91,631        | 102,462      | 108,272      | 5.7%   |
| 4    | Georgia    | Jackson  | 75,912        | 84,009       | 88,615       | 5.5%   |
| 5    | Georgia    | Dawson   | 26,796        | 30,189       | 31,732       | 5.1%   |
| 6    | Texas      | Chambers | 46,562        | 51,309       | 53,876       | 5.0%   |
| 7    | Texas      | Comal    | 161,493       | 184,749      | 193,928      | 5.0%   |
| 8    | Texas      | Ellis    | 192,44        | 212,323      | 222,829      | 4.9%   |
| 9    | S Carolina | Jasper   | 31,986        | 31,986       | 33,544       | 4.9%   |
| 10   | Virginia   | New Kent | 24,952        | 24,952       | 26,134       | 4.7%   |

Source: U.S. Census Bureau, Vintage 2023 Population Estimates

## Get In Touch

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