

2024-2025

# FORNEY ISD

*advertising*



FORNEY ISD VALUES THE RELATIONSHIP OF INDUSTRY, BUSINESS AND COMMUNITY PARTNERS TO PROVIDE INNOVATIVE PROGRAMS AND SERVICES TO ENHANCE THE LIVES OF FISD STUDENTS AND STAFF. WE OFFER A WIDE RANGE OF ADVERTISING OPPORTUNITIES THAT PROVIDE VISIBILITY AND AWARENESS FOR BUSINESSES OF ANY SIZE.

**BY THE  
NUMBERS**

**18,000**

**Students**

**2,300**

**Employees**

**LARGEST**

**Employer in  
Kaufman County**

**FASTEST**

**Growing County  
in the Nation**



**ROBYN COX**  
Advertising Specialist  
469-762-4104  
rdcox@forneyisd.net

# DISTRICT WIDE SPONSORSHIP



PACKAGES

## ANCHOR PACKAGE

ALUMINUM ADVERTISING SIGNAGE ON EACH OF THE 4 HIGH SCHOOL BASEBALL AND SOFTBALL OUTFIELD FENCES

**NEW** VINYL BANNER IN EACH OF THE 6 MIDDLE SCHOOL AND HIGH SCHOOL GYMS

**NEW** PERMANENT BACKLIT SCOREBOARD SIGNAGE AT CITY BANK & BETTER LIFE STADIUM

**NEW** ADVERTISING ON ALL 21 DIGITAL MARQUEES

**\$20,000**

\$16,000 PER YEAR  
WITH 5 YEAR AGREEMENT

## FOUNDER'S PACKAGE

ALUMINUM ADVERTISING SIGNAGE ON EACH OF THE 4 HIGH SCHOOL BASEBALL AND SOFTBALL OUTFIELD FENCES

**NEW** VINYL BANNER IN EACH OF THE 6 MIDDLE SCHOOL AND HIGH SCHOOL GYMS

**NEW** DIGITAL AD ON SIDEBAR OF SCOREBOARD AT CITY BANK & BETTER LIFE STADIUM

**NEW** ADVERTISING ON ALL 21 DIGITAL MARQUEES

**\$15,000**

2 SPOTS  
\$12,000 PER YEAR  
WITH 5 YEAR AGREEMENT

## VALUE PACKAGE

ALUMINUM ADVERTISING SIGNAGE ON EACH OF THE 4 HIGH SCHOOL BASEBALL AND SOFTBALL OUTFIELD FENCES

**NEW** VINYL BANNER IN EACH OF THE 6 MIDDLE SCHOOL AND HIGH SCHOOL GYMS

**NEW** SIGNAGE ON 25-SECOND GAME CLOCK AT CITY BANK AND BETTER LIFE STADIUM

**NEW** ADVERTISING ON ALL 21 DIGITAL MARQUEES

**\$10,000**

2 SPOTS  
\$8,000 PER YEAR  
WITH 5 YEAR AGREEMENT

## ATHLETIC PACKAGE

ALUMINUM ADVERTISING SIGNAGE ON EACH OF THE 4 HIGH SCHOOL BASEBALL AND SOFTBALL OUTFIELD FENCES

**NEW** VINYL BANNER IN EACH OF THE 6 MIDDLE SCHOOL AND HIGH SCHOOL GYMS

**NEW** ADVERTISING ON ALL 21 DIGITAL MARQUEES

**\$7,500**

2 SPOTS  
\$6,000 PER YEAR  
WITH 5 YEAR AGREEMENT

MINIMUM 3-YEAR AGREEMENT PAID ANNUALLY; 20% DISCOUNT ON FIVE-YEAR AGREEMENTS





# VARSITY FOOTBALL SPONSORSHIP

PACKAGES



**NEW!**  
**FAN CAM SPONSOR**

THROUGHOUT EACH FOOTBALL GAME, FANS WILL BE SHOWN ON THE VIDEO BOARD USING THE FAN CAM. THIS WILL INCLUDE A COMPANY LOGO AND WILL BE DISPLAYED 1-4 TIMES EACH QUARTER. THIS SPONSOR WILL RECEIVE RECOGNITION AS THE 'SPONSOR FAN CAM' EACH TIME A FAN IS SHOWN.

**\$6,000**  
PER SEASON  
1 SPOT

**GAME SPONSOR**

SPONSOR REPRESENTATIVE WILL DELIVER THE GAME BALL FOR THE COIN TOSS AT EACH FORNEY AND NORTH FORNEY HOME GAME. ANNOUNCER WILL ANNOUNCE THE SPONSOR AND LOGO/DIGITAL AD WILL BE DISPLAYED ON SCOREBOARD.

**\$10,000**  
PER SEASON  
1 SPOT

**TOUCHDOWN SPONSOR**

DIGITAL AD ON SIDE OF SCOREBOARD AND ANNOUNCER WILL READ SCRIPT FOLLOWING EACH HOME TEAM TOUCHDOWN.

**\$5,000**  
PER SEASON  
1 SPOT

ADVERTISING OPPORTUNITIES APPLY TO BOTH FORNEY AND NORTH FORNEY VARSITY FOOTBALL GAMES. THERE ARE 9 HOME GAMES TOTAL BETWEEN THE TWO TEAMS FOR THE 2024 SEASON.



# JUNIOR ATHLETIC PACKAGE



**NEW!**

ADVERTISING SIGNAGE ON EACH OF THE 4 MIDDLE SCHOOL SCOREBOARDS

VINYL BANNER IN EACH OF THE 4 MIDDLE SCHOOL GYMS

ADVERTISING ON ALL 21 DIGITAL MARQUEES

**\$6,500**

2 SPOTS

\$5,200 PER YEAR  
WITH 5 YEAR AGREEMENT



# HALFTIME SPONSOR



**NEW!**

LOGO WILL BE DISPLAYED ON  
SCOREBOARD FOR THE  
DURATION OF THE HALF TIME  
SHOW (BOTH STADIUMS)

**\$6,000**

PER SEASON

1 SPOT





# ADDITIONAL SPONSORSHIP



## BASEBALL/SOFTBALL FENCE ADS

8'X4' ALUMINUM ADVERTISING SIGNAGE  
ON OUTFIELD FENCES AT FORNEY AND  
NORTH FORNEY HIGH SCHOOL BASEBALL  
& SOFTBALL FIELDS.

**\$500 PER FIELD  
EACH SEASON**

**\$1,500 PER SEASON ON  
ALL 4 FIELDS**





# ADDITIONAL SPONSORSHIP

PACKAGES

## MARQUEE ADVERTISING

FORNEY ISD HAS 21 DIGITAL MARQUEE SIGNS LOCATED IN FRONT OF EACH CAMPUS AND THE ADMINISTRATION BUILDING. ADS ROTATE EVERY 5 SECONDS AND APPEAR, ON AVERAGE, EVERY 3-4 MINUTES.

**\$4,000/YEAR FOR ALL 21 MARQUEES**

**\$2,500 YEAR FOR ALL INTERMEDIATE  
MIDDLE & HS MARQUEES (9)**

**\$2,750 YEAR FOR ALL ELEMENTARY  
MARQUEES (11)**

**\$500/YEAR FOR A SINGLE MARQUEE**

