

St. John Bosco
High School
’23-’24 School Year

SCOREBOARD
Media



"The beauty of sponsorship is that it is meaningful. It gives you the ability to connect with people through something they've already decided that they care about."

- Kim Skildum-Reid



September 25, 2023

Dear St. John Bosco Community,

We are excited to announce that St. John Bosco High School has partnered with Scoreboard Media to bring state-of-the-art video scoreboards and digital scoring equipment to our campus. Under this partnership, Scoreboard Media has agreed to provide, ***at no cost to the school***, two (2) new LED video scoreboards and two (2) LED shot clocks for use in the main gym, as well as a new 3' x 9' double-sided LED marquee, which will be placed in front of the school.

This new equipment will allow us to offer our student-athletes top-notch athletic facilities, as well as improve the fan experience for everyone in the community. In addition, these boards will be used for many academic purposes and school functions far beyond athletics. Access to this digital and video technology will offer our students a curriculum in video content production and live-game operation.

In addition to the equipment, St. John Bosco will share in the sponsorship revenue for the term of the agreement, which will be very beneficial to the athletic facilities and programs, as well as academic purposes.

As such, a representative from Scoreboard Media may be reaching out to you in order to offer you the opportunity to get your message and brand in front of our community – students, faculty, families, fans, and other supporters. We hope you will agree that this is a great way to advertise your business and you'll be supporting St. John Bosco in the process! Your support of our schools is noticed and appreciated by all.

Go Braves!

Dr. Brian Wickstrom, President

Charlie Megan, President, Scoreboard Media

OVERVIEW

The two new large-format video scoreboards - measuring a HUGE 16'4" wide by 9'8" tall and 9'8" wide by 6'6" respectively will make for an incredible game-time experience for teams and fans! It's also an incredible opportunity for **SPONSORS** to put their business and brand in front of this dedicated community and show their support for the Braves and St. John Bosco!

You can pick one of our sponsorship packages or *we can build a custom sponsorship for you*. Whatever you choose, your business will be on display for the crowds at **all home games and many other events!**



SO MUCH MORE THAN SIGNAGE!

The best sponsorships are those done with the fan in mind. They make the game experience better for your audience. Not only will the crowd NOT want to click-to-close or fast-forward through your ad, we can make it so they'll LOVE it! Don't believe us yet? Think of the fun ways you've seen a Jumbotron used or the exciting activations you've seen at pro and college games. We can do all of those things, and ***your brand can be a part of it***.



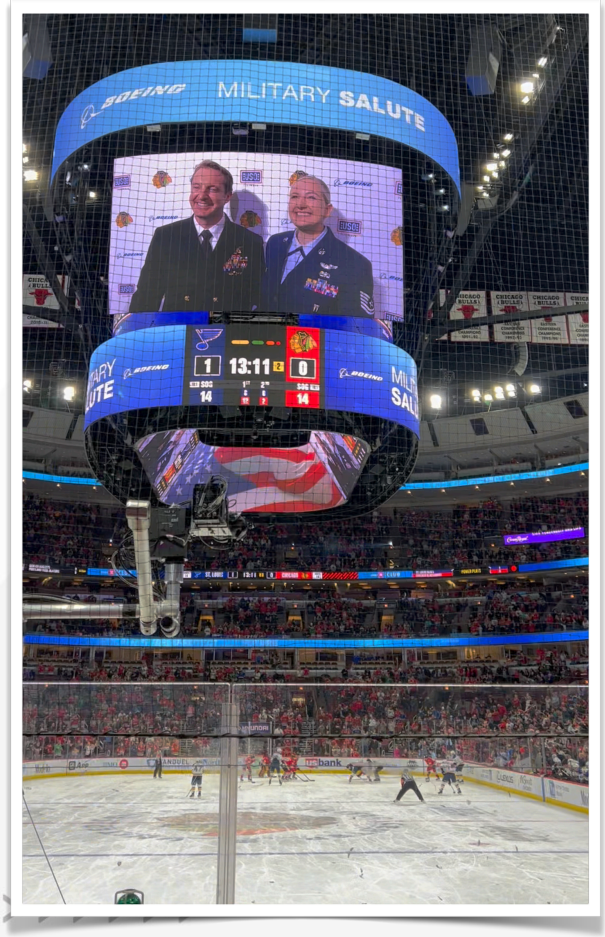




Sponsored Animations

- 3-pointer!
- End of the 1st Period.
- Braves Win!
- Defense!
- Block!
- Make Some Noise!
- Key Play! Swish!, etc.
- ***Dozens more for every sport…***





Brand Activations

- Military Salute, Honor a Nurse (Teacher, etc.)
- Student-Athlete of the Month
- PA Announcements
- Vendor Table
- Tee Shirt Toss, Item Giveaway
- QR code, Engage with the Crowd
- Halftime Race, Contest
- Static Signage
- ***The only limit is our imagination!***

Reaching Your Audience

HERE'S THE BREAKDOWN. Below, you will see how the calculations are made to reach the potential number of impressions associated with each sponsorship level. These numbers are calculated conservatively using the average attendance per game, games played during the year, and the number of times our ad sequencing software displays your ad per game based on display time of 6 seconds per post. Impressions, then, are the total number of opportunities for your ad to be seen by spectators during the course of the school year.

Here's an example of the impression calculation for **one of the sponsorship levels on just one of the sports: Varsity Boy's Basketball.**

St. John Bosco



average attendance per game

total games played per year

serves of your ad per game

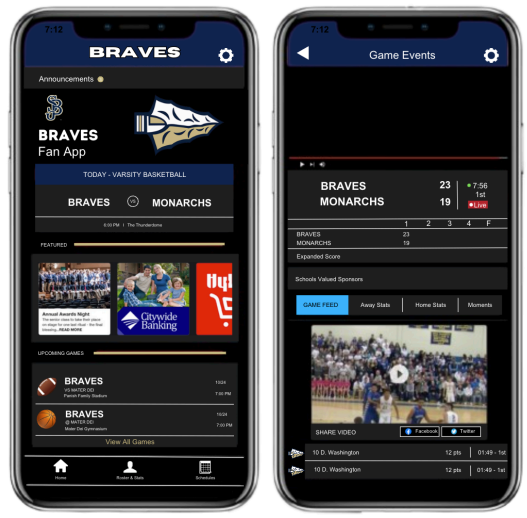
764,400 **impressions per year** with the Champion level sponsorship

NOTE: The impression counts highlighted in this program are based on average attendance and total games for Varsity Boys Basketball. Additionally, we have used estimated attendance figures and home game/event calendars for **JV and C-Team games and well as Wrestling, Boy's Volleyball, and 13 additional school-wide events held in the gymnasium. We've even factored in postseason games and rivalry games,** all combining for the total impression estimates listed on Page 8.

Sponsorship Packages

Choose from one of four value packages below to present your brand and message to students and fans within your community while supporting the school and helping fund a platform that provides real career opportunities for students.

	2 TITLE SPONSORSHIP	10 CHAMPION SPONSORSHIP	15 PREMIER SPONSORSHIP	20 ELITE SPONSORSHIP
Pregame, Halftime Cinema Ads	✓	✓	✓	
Timeout Cinema Ad	✓	✓		
Full-motion Commercials, sound	✓			
Panorama Ad	✓	✓	✓	✓
Brand Wrapper Co-brand	✓			
Fan App Feature Ad	✓	✓	✓	✓
Fan App Game Feed	✓			
In-Game Animations	✓	✓		
Title Sponsor Experience	✓			
	$10,000/yr	$6,000/yr	$3,000/yr	$1,500/yr



FAN APP BONUS EXPOSURE

These special bonus placements extend your brand to customers beyond the gym and field.

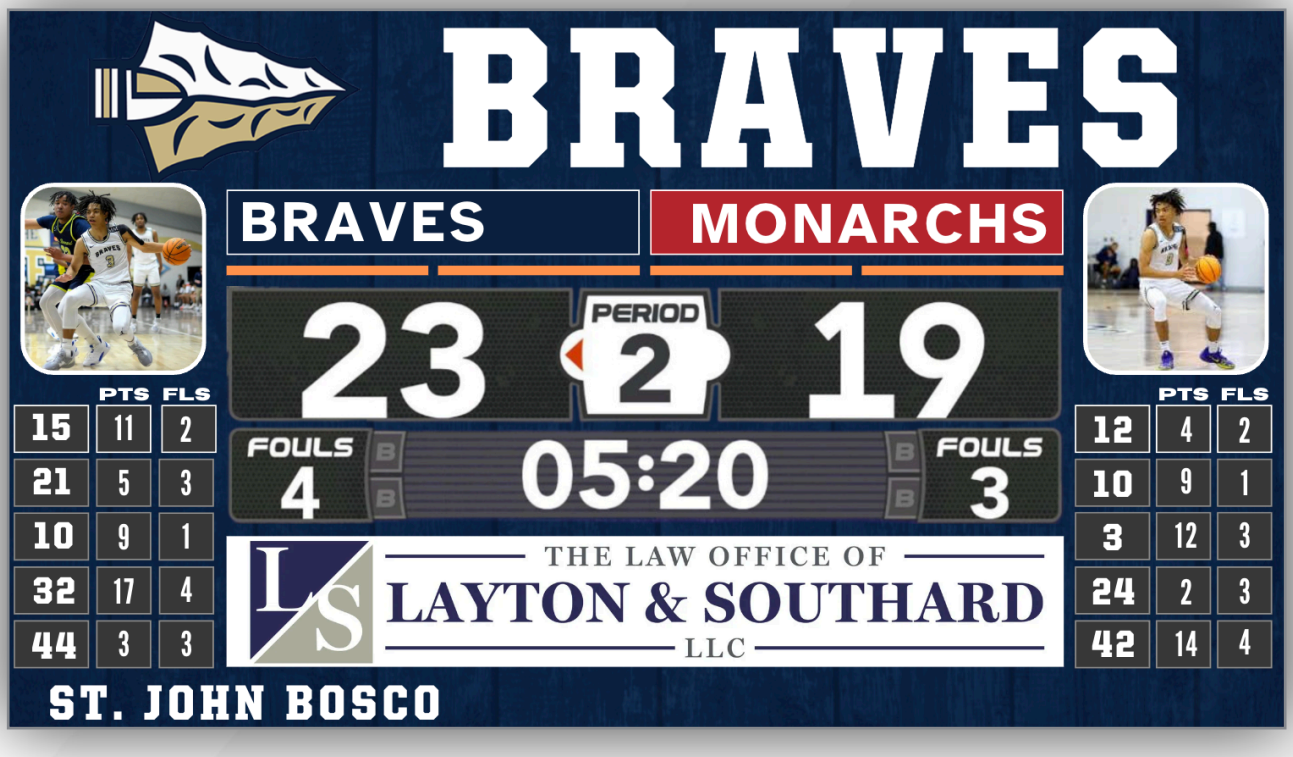
CONTACT **CHARLIE MEGAN**
charlie@scoreboardmedia.com
FOR MORE INFORMATION!

Pricing based on 3-year commitment; payment due annually in advance.

Rotating Panorama Ad

The Panorama area is the persistent ad space that appears at **the bottom of the screen**. The ads in this space rotate in a sequence that can be defined and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.





The Panorama area is the persistent ad space that appears at the bottom of the screen. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.

ARTWORK SPECS:

type: **static**
format: **JPG, PNG**
resolution: **1920x300px @ 72 dpi**
max size: **2MB**

type: **video (no audio recommended)**
format: **MP4**
resolution: **1920x300px**
duration: **15 seconds**
max size: **15MB**

In-game Brand Wrapper

The Brand Wrapper is the backdrop ("wallpaper") that is overlaid by the scoreboard and panorama ad space. There's space reserved at **the top of the display** where branding imagery can be displayed in order to personalize the system to the school or sponsor. Think of it as the branded "digital picture frame" for all the action.





The Brand Wrapper can be leveraged to display school imagery in order to personalize the display for the home team or specific occasion. It can also be utilized for revenue purposes by adding a co-brand sponsor logo alongside the school name or by replacing the entire wrapper with sponsor brand imagery.

ARTWORK SPECS:

type: **static**

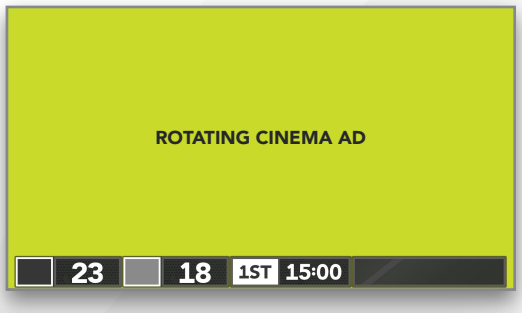
format: **JPG, PNG**

resolution: **dependent upon display model**

max size: **2MB**

Rotating Cinema Ad

Cinema ads are premium-sized digital banners displayed in a predefined rotating sequence during **countdown** periods: **pregame**, **timeouts** and **halftime**. Cinema ads share the same aspect ratio as a standard wide-screen TV commercial and are offered in an impressive, large format in the center of the multimedia display.





Cinema ads are displayed during "countdown" periods: pregame, timeouts and halftime. In this layout, the scoreboard is minimized to a "ticker" format across the bottom of the screen in order to reserve the maximum amount of space for the Cinema ad rotation.

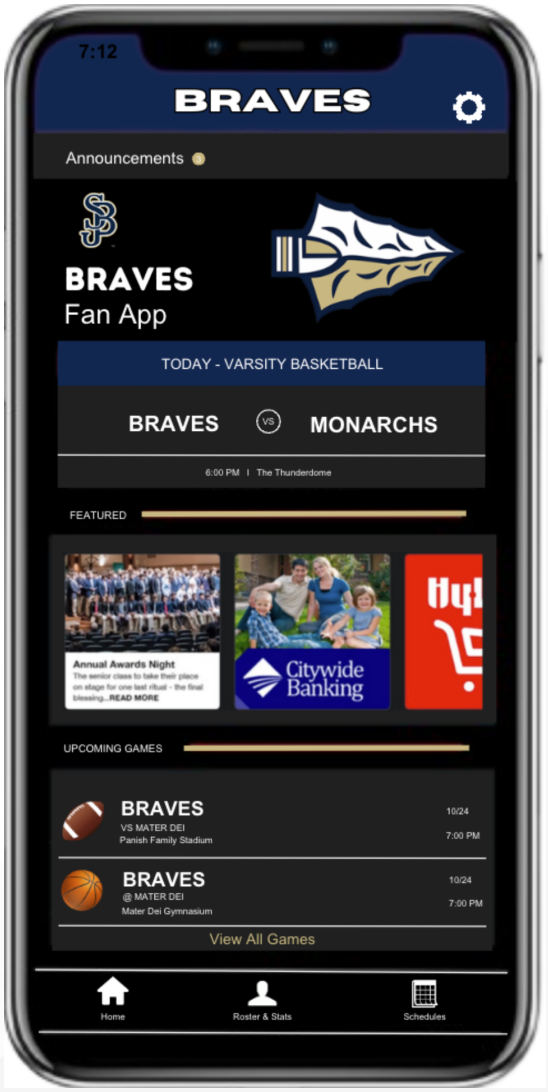
ARTWORK SPECS:

type: **static**
format: **JPG, PNG**
resolution: **1920x1080px @ 72 dpi**
max size: **2MB**

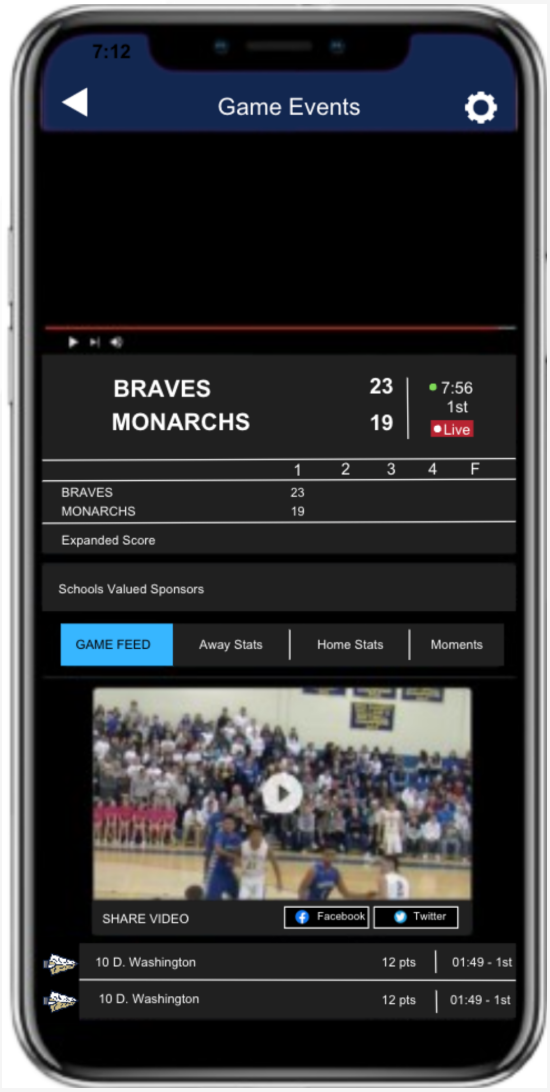
type: **video (no audio recommended)**
format: **MP4**
resolution: **720p (1280x720px)**
duration: **15 seconds**
max size: **35MB**

Fan App Ads

The Fan App was designed to allow fans to keep up with the games when they can't attend in person. They get to see live score updates, game information, and sponsor advertising. Below are the Fan App ad placements in the Fan App that are noted on the Sponsor Packages page.



FAN APP FEATURE AD



FAN APP GAME FEED AD

ARTWORK SPECS:

FAN APP FEATURE AD

type: **static or video**

format: **JPG, PNG | MP4**

resolution: **500x500px**

max size: **2MB | 10MB**

FAN APP GAME FEED AD

type: **static or video**

format: **JPG, PNG | MP4**

resolution: **1920x300px**

max size: **2MB | 10MB**

Title Sponsor Experience

Boost the impact of your sponsorship package by infusing your brand into the full experience at games throughout the year.



Vendor Table
Receive your very own vendor table (with a personalized table banner) at premier games during the season where you can deliver samples, coupons, and/or information.



"Official Sponsor" Banner
Receive a custom-designed digital banner announcing your brand as the official sponsor. It will be included in the pregame and halftime ad rotations.



Game-time Handouts
Give away branded fidget spinners, sunglasses, or other items at two premier games during the season.



PA Shoutout
Let the game announcer thank you for being the official sponsor and deliver a custom message to the crowd at each game.