

CISD Advertising & Marketing Opportunities 2024-25

All proceeds from Carroll ISD marketing contracts benefit the district's general operating fund and are **not subject to recapture** by the state's Robin Hood program. eBlasts and Promotional Nights are sold on an individual basis.



Digital Marketing	Quantity	Available	Annual Cost
CISD Official Website - Main Page @ southlakecarroll.edu	4	1	\$5,000
Dragon Update - Superintendent's monthly Community video	10	8	\$3,000
Dragon eBlast Email marketing to over 15,000 subscribers. Open rate average - 60%	2 / week		\$250/day
Venue Signage	Quantity	Available	Annual Cost
CISD Bus Advertisement - size: 90" x 21"	TBD	TBD	\$1000 (+cost of ad yr 1)
Dragon Field - Baseball Scoreboard- can be split Bottom of Scoreboard Sign - full 3' x 26'/half 3' x 13'	1 or 2	1 or 2	\$7500/\$3750
Carroll Senior High Softball Scoreboard 1/2 sign on bottom of scoreboard approx. 30" x 10'	1 or 2	1	\$4000/\$2000
Carroll Senior High School Baseball/Softball Complex Baseball/Softball plaza sign 5' x 5'	10	4	\$1,800
Carroll Senior High School Main Gym Scoreboard	4	1	\$1,750
Carroll Senior High School Main Gym Sign approx 8' x 3'	5	0	\$1,500
Carroll ISD Aquatics Center Sign approx. 6' x 4'	8	2	\$1,000
Middle School Gym Sign (Carroll Middle or Dawson Middle)	4	4	\$1,200
On-Site Activation - available with Baseball/Softball signage	Quantity	Available	Annual Cost
Basketball Promotional Night Sponsor Kiosk at home double header game. Sponsor may give away Promotional items	Double Header	Subject to availability	\$300 per event
Baseball/Softball Promotional Night Sponsor Kiosk at home double header game. Sponsor may give away Promotional items.	Double Header	Subject to availability	\$300 per event
Dragon Logo Licensing	Quantity	Available	Annual Cost
Dragon Trademark Use for Advertising Only	Unlimited		\$250
Dragon Trademark/Wordmark Licensing for Merchandise Sales	Unlimited	\$250 + 10% royalty for Dragon logo/ \$500 + 12% royalty for suite of logos	
Other	Quantity	Available	Annual Cost
Dragon Zone Stadium Parking Sponsor	2	2	\$1,500
We Care Employee Recognition Program	Levels \$250 to \$2000 supports Awards, Events, and recognitions for all District Teachers and support staff.		

*All marketing opportunities are subject to availability. Prices and quantities may change without notice.

****Stadium Sponsorships are provided separately.**