



DALLAS

INDEPENDENT SCHOOL DISTRICT



JOIN THE LEGACY

PREMIER PARTNERSHIP OPPORTUNITIES

DALLAS ISD ATHLETICS

Updated February 2025



TEXAS HIGH SCHOOL FOOTBALL THERE'S NOTHING LIKE IT

"In a state where everything seems oversized, mythicized, and romanticized, high school football bestows a tradition on a town that it doesn't have to share with anyplace else. It's as personal as it gets."

ABC News



There will never be a more exciting time to partner with Dallas Independent School District Athletics than right now! We want you to be a part of the Spirit of Dallas and become one of our Premier Partners



DALLAS ISD STADIUMS

The Dallas Independent School District boasts eight community stadiums featuring state of the art video boards. The stadiums host 22 high schools and 31 middle schools all committed to educational excellence and athletic achievement.

AT A GLANCE

Dallas ISD has video boards at all eight of its central stadiums across Dallas. Dallas ISD teams can participate in events at any of the stadiums and may be the home or even the visiting team if they are playing another Dallas ISD team.

DALLAS ISD ATHLETIC DEPARTMENT PHILOSOPHY

The Dallas Independent School District Department of Athletics is committed to excellence in academics and athletics. We are dedicated to the student-athlete experience, aiming to instill honor and integrity, adhere to the rules of competition and sportsmanship, and produce champions in sports and in life.

Our mission supports the overall mission of Dallas ISD to educate all students for success while seeking to become a premier urban school district.

Our No. 1 focus is to create positive experiences for our students in athletics.

We believe that athletics can be a major part of students' overall physical, mental, and emotional development in their education process.

We know that student-athletes generally are in class more and out-perform their peers in the classroom and on standardized tests.

Sound athletic programs provide valuable lessons that help student-athletes learn to make strong choices and develop strong habits. The daily influential power of a positive coach can be life changing. Student athletes experience daily victories discovering within themselves the ability to overcome adversity, to develop leadership skills, to develop winning attitudes, to be hard workers, and to be part of a team that requires sacrifice and service to others.

ATHLETIC DEPARTMENT OBJECTIVES

- The Dallas ISD Department of Athletics is committed to excellence and the development and success of our students through competitive education-based athletics.
- Establish successful programs with positive environments for student athletes.
- Maintain quality experiences in athletic programs:
 - High Expectations
 - Teamwork
 - Commitment to Excellence
 - Quality Coaches (Role Models)
 - Character Development
 - Honor the Game
 - Respect your Opponent

THIS IS DALLAS ISD ATHLETICS

More than 9,300 student-athletes in grades 7-12 at 22 comprehensive high schools and 31 middle schools in Dallas ISD.

3,544 Middle School Athletes
5,822 High School Athletes

Dallas ISD sponsors 21 sports at the high school level and 12 sports at the middle school level:

High School Sports: Baseball, Basketball, Cross Country, Football, Golf, Soccer, Softball, Swimming, Team Tennis, Tennis, Track & Field, Volleyball, Wrestling

Middle School Sports: Baseball, Basketball, Cross Country, Football, Soccer, Softball, Track & Field, Volleyball.

Middle school athletes in each sport compete each season for city championships.



W.H. ADAMSON
LEOPARDS



BRYAN ADAMS
COUGARS



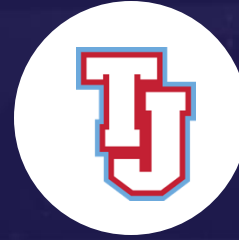
DAVID W. CARTER
COWBOYS



EMMETT J. CONRAD
CHARGERS



HILLCREST
PANTHERS



THOMAS JEFFERSON
PATRIOTS



JUSTIN F. KIMBALL
KNIGHTS



LINCOLN
TIGERS



JAMES MADISON
TROJANS



MOISES E. MOLINA
JAGUARS



NORTH DALLAS
BULLDOGS



L.G. PINKSTON
VIKINGS



ROOSEVELT
MUSTANGS



W.W. SAMUELL
SPARTANS



SEAGOVILLE
DRAGONS



SKYLINE
RAIDERS



SOUTH OAK CLIFF
GOLDEN BEARS



H. GRADY SPRUCE
TIMBERWOLVES



SUNSET
BISON



W.T. WHITE
LONGHORNS



WILMER-HUTHINS
EAGLES



WOODROW WILSON
WILDCATS

A POWERFUL PARTNERSHIP OPPORTUNITY

Your brand has a fantastic opportunity to reach the City of Dallas students, faculty, and families through Dallas ISD Athletics.

Your organization can capitalize on that excitement by becoming a premier partner, leveraging the crowds and community pride into a meaningful ROI.

By becoming a premier partner, you can literally place your brand in front of the entire Dallas community, as all Dallas ISD high schools call their featured sports stadiums home.

Along with regular-season football, these featured stadiums draw crowds to soccer matches and track & field meets throughout the year.

In all, it is expected that more than 600,000 people will attend more than 200 varsity events at the featured athletic venues annually.

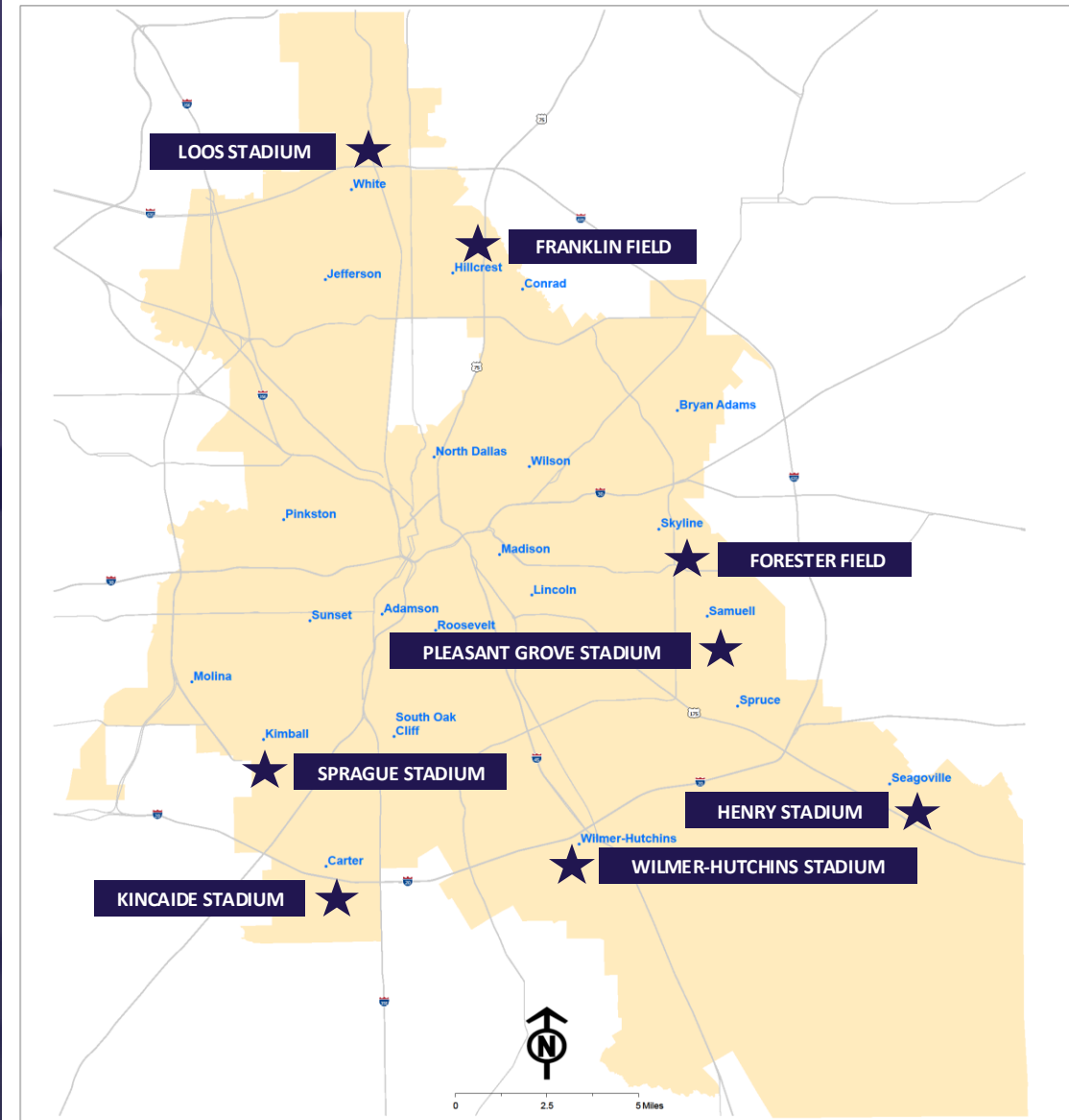
DALLAS ISD STUDENT DEMOGRAPHICS

- Hispanic/Latino: 71.5%
- Black/African American: 19.6%
- White: 5.5%
- Asian: 1.3 %
- American Indian: 0.3%
- Hawaiian: 0.01%
- Multi-Race: 1.8%
- Not Reported: 0.1%

TEXAS HS FOOTBALL ATTENDANCE DEMOGRAPHICS

- Male: 58%
- College Graduates: 51.5%
- Household Income: \$68,000
- Ages 8-12: 3%
- Ages 13-18: 50%
- Ages 19-34: 7%
- Ages 35-54: 40%

PLAY BIG DALLAS



FORESTER FIELD

YOUR AD
HERE



FRANKLIN FIELD

DALLAS INDEPENDENT SCHOOL DISTRICT
FRANKLIN STADIUM
YOUR AD
HERE



KINCAIDE STADIUM

YOUR AD HERE

LOOS STADIUM

YOUR AD
HERE



Dallas ISD Video Board Locations

- Forester Field: 8233 Military Parkway | Dallas, Texas | 75227
 - Franklin Field: 7017 Lakehurst | Dallas, Texas | 75230
 - Loos Stadium: 3815 Spring Valley Road | Addison, Texas | 75001
 - Kincaide Stadium: 9191 S. Polk Street | Dallas, Texas | 75232
 - ★ Sprague Stadium: 3606 Boulder Drive | Dallas, Texas | 75223
 - ★ Wilmer-Hutchins Stadium: 5520 Langdon Road | Dallas, Texas | 75241
 - ★ Pleasant Grove Stadium: 8228 Maddox | Dallas, Texas | 75217
 - ★ Henry Stadium: 819 Jack Street | Seagoville, Texas | 75253
- ★ New video boards currently under construction. Pictures available late summer 2025.

Non-Exclusive Premier Partnership Advertising Package

Dallas ISD Varsity Football:

- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout each Dallas ISD varsity football game
- Video - Two (2) .15 second HD video spot in-game (English & Spanish) and two (2) .15 second HD video spot pre-game (English & Spanish) at each Dallas ISD varsity football game
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
- PA - Two (2) .15 second pre-recorded PA's in-game (English & Spanish) and two (2) .15 second pre-recorded PA's pre-game (English & Spanish) at each Dallas ISD varsity football game
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
 - Sponsor logo to be displayed on video board during PA
- Minimum of one hundred and twenty (120) games

Dallas ISD Varsity Track & Field:

- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout select Dallas ISD varsity Track & Field meets
- Video - Six (6) .15 second HD video spots (English & Spanish) during select Dallas ISD varsity Track & Field meets
 - Three (3) in English, Three (3) in Spanish. Six (6) total spots
- PA - Six (6) .15 second pre-recorded PA's (English & Spanish) during select Dallas ISD varsity Track & Field meets
 - Three (3) in English, Three (3) in Spanish. Six (6) total spots
 - Sponsor logo to be displayed on video board during PA
- Minimum of fifteen (15) Track & Field meets

Dallas ISD Varsity Soccer:

- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout select Dallas ISD varsity soccer matches
- Video - Two (2) .15 second HD video spot in-game (English & Spanish) and two (2) .15 second HD video spot pre-game (English & Spanish) at select Dallas ISD varsity soccer matches
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
- PA - Two (2) .15 second pre-recorded PA's in-game (English & Spanish) and two (2) .15 second pre-recorded PA's pre-game (English & Spanish) at select Dallas ISD soccer matches
 - Sponsor logo to be displayed on video board during PA
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
- Minimum of eighty (80) games

Opportunity to activate (10' x 10' exhibit space) at select varsity football, soccer and or track events throughout the school year (games, date and times subject to availability)

One (1) dedicated social media message in the Fall, and one (1) dedicated social media message in the Spring (to be posted on official Dallas ISD Athletics Facebook, Instagram and X accounts)

Sponsor logo and link on Dallas ISD Athletics website

\$35,000 per year (5 year deal)

or

\$40,000 per year (3 year deal)

** Category Exclusivity Additional \$25,000 per year*



Non-Exclusive Mid-Level Advertising Package \$25,000 Per Year

** Category Exclusivity Additional \$25,000 per year*

Dallas ISD Varsity Football:

- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout each Dallas ISD varsity football game
- Video - Two (2) .15 second HD video spot in-game (English & Spanish) and two (2) .15 second HD video spot pre-game (English & Spanish) at each Dallas ISD varsity football game
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
- PA - Two (2) .15 second pre-recorded PA's in-game (English & Spanish) and two (2) .15 second pre-recorded PA's pre-game (English & Spanish) at each Dallas ISD varsity football game
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
 - Sponsor logo to be displayed on video board during PA
- Sponsor logo and link on Dallas ISD Athletics website
- Minimum of one hundred and twenty (120) games



Non-Exclusive Mid-Level Advertising Package

\$15,000 Per Year

** Category Exclusivity Additional \$25,000 per year*

Dallas ISD Varsity Soccer:

- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout select Dallas ISD varsity soccer matches
- Video - Two (2) .15 second HD video spot in-game (English & Spanish) and two (2) .15 second HD video spot pre-game (English & Spanish) at select Dallas ISD varsity soccer matches
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
- PA - Two (2) .15 second pre-recorded PA's in-game (English & Spanish) and two (2) .15 second pre-recorded PA's pre-game (English & Spanish) at select Dallas ISD soccer matches
 - Sponsor logo to be displayed on video board during PA
 - Two (2) in English, Two (2) in Spanish. Four (4) total spots
- Sponsor logo and link on Dallas ISD Athletics website
- Minimum of eighty (80) games



Non-Exclusive Mid-Level Advertising Package

\$15,000 Per Year

** Category Exclusivity Additional \$25,000 per year*

Dallas ISD Varsity Track & Field:


- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout select Dallas ISD varsity Track & Field meets
- Video - Six (6) .15 second HD video spots (English & Spanish) during select Dallas ISD varsity Track & Field meets
 - Three (3) in English, Three (3) in Spanish. Six (6) total spots
- PA - Six (6) .15 second pre-recorded PA's (English & Spanish) during select Dallas ISD varsity Track & Field meets
 - Three (3) in English, Three (3) in Spanish. Six (6) total spots
 - Sponsor logo to be displayed on video board during PA
- Sponsor logo and link on Dallas ISD Athletics website
- Minimum of fifteen (15) Track & Field meets



Non-Exclusive Game Activation Package

\$15,000 Per Year

- One (1) 10' x 10' exhibit space at twenty (20) select varsity football, soccer and or track events throughout the school year
 - Tent, table and chairs to be provided by sponsor
- Sponsor logo and link on Dallas ISD Athletics website



Additional Available Inventory 2025 - 2027

- Athletic Hall of Fame Ceremony
 - Additional information and pricing available upon request
- Basketball Holiday Invitational
 - Additional information and pricing available upon request
- Baseball/Softball Outfield Wall Signage
 - Three Softball Fields | Two Baseball Fields
 - Additional information and pricing available upon request
- Digital Tickets: Coming soon!
- Live Event Streaming: Coming soon!



CONTACT US

For more information on how your company or organization can become a premier partner with Dallas ISD Athletics, contact us today.

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