

Video Content Submission Guidelines for Scoreboard Advertising

Sanger High School | Powered by DATCU & the Sanger Education Foundation

Supported Video Formats

We accept the following formats for scoreboard display:

Accepted video file types:

- .mp4, .avi, .mov
- Daktronics VMPF files

 **Unsupported Format:** QuickTime/RLE (often labeled “Lossless” in Adobe After Effects) is not supported. For technical details, visit [Daktronics Support Article](#)

Delivery Instructions

Please submit all content via **USB flash drive**, clearly labeled and delivered to:

Sanger High School

Attn: Principal
3001 FM 455 Lane
Sanger, TX 76266

Approval Process

Advertising is accepted for revenue purposes only and does not represent an open communication forum. SISD reserves the right to reject any content that:

- Violates laws, board policy, or campus rules
- Is inappropriate for a school setting
- Promotes products with health risks
- May cause disruption or require added security
- Generates controversy, complaints, or litigation

The following content will not be accepted:

1. False/misleading claims
 2. Copyright violations or unfair competition
 3. Disparagement of competitors
 4. Illegal or misleading contests
 5. Obscene, vulgar, or offensive content
 6. Ambiguous or misleading statements
 7. Appeals for donations/funding
 8. Unverified testimonials
 9. References to bodily functions or discomfort
 10. Politically charged, prejudicial, or disruptive messaging
 11. Promotion of alcohol or tobacco
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Deadlines & Responsibilities

Company-Created Videos:

- Must be submitted **by August 1**.
- If a video is not approved, the sponsor must:
 - Edit the video to meet guidelines at their own expense **or**
 - Cancel their sponsorship agreement with the **Sanger Education Foundation (SEF)**.
- Final approved videos must be delivered **at least five (5) business days** before the first home varsity football game.

Displaying a company's content does **not imply endorsement** by Sanger ISD or SEF. Acceptance of advertising does not influence district purchasing decisions or vendor selection.

District-Created Videos:

- Allow a minimum of **eight (8) weeks** prior to the first home varsity game for production and approval.

Compliance

Sponsors are solely responsible for ensuring their content complies with:

- All applicable laws and ordinances
- Sanger ISD Board policies **GKB** and **GKDA**

For questions or assistance, contact:

Sanger High School Principal

 (940) 458-7497