



Showcase Your Business. Empower Students. Strengthen the Community. Sanger High School's Student-Led Media & Marketing Program — Powered by DATCU

Sanger High School is proud to launch an exciting, hands-on Career and Technical Education (CTE) initiative, made possible through the generous support of **DATCU (Denton Area Teachers Credit Union)**. This innovative program provides real-world experience to high school students enrolled in our **Audio/Video Production, Computer Graphics & Animation, and Business programs**—with a focus on producing, managing, and marketing live content for events at Indian Stadium.

A Unique Win-Win for Students and Local Businesses

At the heart of this program is Indian Stadium's high-quality digital video scoreboard—a powerful platform for local businesses to connect with our community while supporting student learning and growth.

- **Audio/Visual Students** film, edit, and broadcast live events
- **Graphics/Digital Media Students** design and operate scoreboard content
- **Business Students** lead advertising sales and manage client relationships

All advertising revenue is managed by the Sanger Education Foundation, which supports student programs in partnership with DATCU.

Why Partner with Sanger High School?

When you partner with us, your business becomes part of something bigger—helping shape the next generation of media, marketing, and business professionals while enjoying meaningful exposure to a dedicated local audience.

Sponsorship benefits include:

- ✓ **High-Impact Brand Visibility** at every stadium event
- ✓ **Exclusive Advertising Space** with limited partner slots
- ✓ **Community Goodwill & Customer Loyalty**
- ✓ **Targeted Reach** to local families, fans, and educators
- ✓ **Enhanced Marketing ROI** with multi-channel exposure

Exclusive Partnership Perks

To maximize value and impact, we intentionally limit scoreboard sponsorships, offering:

- **Premium On-Screen Placement**
 - **Custom Student-Created Content Featuring Your Business**
 - **Priority Access to Special Event Sponsorship Opportunities**
-

Be more than a sponsor—be a partner in student success.

Invest in education, gain meaningful exposure, and make a lasting impact on your community.

PACKAGE INFORMATION

PACKAGE 1: DATCU Main Presenting Sponsorship

Includes all benefits outlined below and all agreed-upon Memorandums of Understanding (MOUs), including advertising agreements between Sanger ISD and the Sanger Education Foundation (SEF).

PACKAGE 2: Limited to 2 Partners Only

Two (2) exclusive sponsorship packages designed to maximize exposure and community engagement:

Annual Investment Options

- \$ \$5500 per year with a 4-year agreement
 - \$ 6000 per year with a 2-year agreement
-

Digital Media Benefits

- One (1) 30-second video commercial (with audio) played during each regular season home football game, plus a minimum of 4–5 additional major stadium events
 - One (1) feature entitlement sponsor ad per home football game (shown during a timeout) and at 4–5 additional stadium events, weather permitting
 - One (1) animated logo displayed in rotation with other sponsors during pregame, in-game, halftime, and post-game segments
 - Two (2) in-game static logo placements per home football game and 4–5 other events
 - One (1) windowed logo on the video board when operational
-

Multi-Media & Game Day Recognition

- One (1) exclusive game day sponsorship per season (football)
 - Two (2) custom PA announcements during your sponsored game
 - Two (2) grouped PA announcements per game, recognizing all advertisers
-

Hospitality & Perks

- Game Day Hospitality Tent with snacks and drinks for up to 15 guests at a home game, along with (1) Game Day Sponsor reserved parking space - excluding Senior Night and Homecoming
 - Six complimentary tickets to all regular-season home football games
-

PACKAGE 3: Limited to 2 Partners Only

Annual Investment:

- \$2500 per year with a **4-year agreement**
 - \$3000 per year with a **2-year agreement**
-

Digital Media Inclusions

- **One (1) 20-second video commercial with audio** featured at each **regular season home football game**, plus **4–5 additional stadium events**
 - **One (1) feature entitlement ad** per game, aired during a timeout, plus **4–5 additional events**
 - **One (1) animated logo** displayed in rotation with other sponsors during **pregame, in-game, halftime, and post-game**, weather permitting
 - **One (1) in-game static logo** per home football game and **4–5 additional stadium events**
-

Multi-Media Recognition

- **Two (2) grouped PA announcements** per home game and additional stadium events, thanking all sponsors for their support
-

Hospitality Perks

- Six Meal Deal Vouchers with Old No. 6 for pregame meals, along with (1) Game Day Sponsor reserved parking space - excluding Senior Night and Homecoming
 - Six complimentary tickets to all regular-season home football games
-

Need a Commercial Produced?

Custom video commercials can be created by the **Sanger High School AV Department** for **\$300**, contracted directly through the program.

Package 4: Entry-Level Sponsorship

Available to up to 20 Partners in Year One

- \$800 per year with a 4-year agreement
 - \$1,200 per year with a 2-year agreement
-

Digital Media Benefits

- One (1) animated logo rotated with other sponsor logos during pregame, in-game, halftime, and post-game at all regular season home football games, plus 4–5 additional stadium events (weather permitting)
 - One (1) in-game static logo per football game and additional stadium events
-

Multi-Media Recognition

- Two (2) grouped PA announcements per game, recognizing and thanking all participating sponsors at regular season home games and 4–5 additional events
-

Hospitality Perks

- Four (4) complimentary tickets to all regular-season home football games
-

**FOOTBALL SCOREBOARD VIDEO DISPLAY
SPONSORSHIP AGREEMENT**

Effective Date: _____ The Parties:

The Foundation

SANGER EDUCATION FOUNDATION, INC.
P.O. Box 429
400 Bolivar Street, Suite 102
Sanger, TX 76266
(940) 600-8890

Video Sponsor ("the Sponsor")

AGREEMENT

This Agreement is entered into by and between the Sanger Education Foundation (the "Foundation") and the undersigned Video Sponsor (collectively, the "Parties"). It is effective as of the "Effective Date" stated above, regardless of the actual date of execution.

In consideration of the Sponsor's payment of the agreed sponsorship fee and the mutual promises, covenants, and conditions set forth herein, the Parties agree as follows:

I. SPONSORSHIP PACKAGE

The available video sponsorship packages are outlined in **Exhibit I**, which is incorporated by reference. By selecting a package, the Sponsor acknowledges and agrees to:

- The financial commitment ("sponsorship fee") associated with the selected package and
- All applicable terms, conditions, and requirements are described in **Exhibit I**.

The Sponsor hereby agrees to purchase the following sponsorship package and to pay the corresponding sponsorship fee for the term indicated below (check applicable option):

Package Selected: TWO THREE FOUR

Term Length: 2-YEAR TERM 4-YEAR TERM

II. TERM

All terms begin on **September 1** and end on **August 31** of the year the term expires.

III. PAYMENT

- 50% of the sponsorship fee is due at signing.
- The remaining 50% will be paid in equal quarterly installments over the first year, due on the **1st of each quarter-month**.
- A **3% processing fee** applies to credit/debit card payments.

IV. CANCELLATION

a. By Foundation: May cancel if its MOU with Sanger ISD ends. Sponsor will receive a refund of the **unused portion** of its fee.

b. By Sponsor: May cancel only if ceasing business operations. Refund applies to unused portion.

c. Cancellation Date: Effective the last day of the month, written notice is received.

d. Unused Portion: Calculated as follows:

1. Divide total fee by the number of months in term
 2. Multiply that monthly fee by months used
 3. Subtract used portion from amount paid = refund
- e. Sole Remedy:** Refund of the unused portion is Sponsor's **only remedy**.

V. FAILURE TO PAY

Non-payment terminates this Agreement automatically. Sponsor forfeits any refund of prior payments.

VI. CONTENT

- Sponsor is responsible for all production costs and ensuring legal compliance of its content.
- SISD and the Foundation do **not** assume liability for sponsor content.
- SISD may reject or remove any content at its sole discretion.
- If rejected, Sponsor may revise the content or cancel, subject to refund of the unused portion only.
- Sponsor waives the "volunteer doctrine" and "rescue doctrine" and assumes full liability.

VII. INDEMNITY

Sponsor agrees to **defend and hold harmless** the Foundation and SISD from all claims, damages, or legal actions arising from its content, including intellectual property violations or offensive/illegal material—even if caused in part by SISD or the Foundation.

VIII. DISPLAY IS NOT ENDORSEMENT

Displaying content does **not** imply endorsement by SISD or the Foundation. Sponsor agrees to indemnify both parties against any claims arising from the use of its products or services.

IX. DISPLAY PRIORITY

Sponsor understands that SISD student-produced content may receive **priority**. Display of the Sponsor's video is not guaranteed. Sponsor waives refund or other claims if expectations of display frequency are not met.

X. NO ASSIGNMENT

Sponsor may not assign this Agreement without written consent. Sponsor remains liable even if its business is sold or transferred.

XI. ENTIRE AGREEMENT

This Agreement represents the **complete understanding** between the Parties. No oral statements or prior communications are binding. Modifications must be in writing and signed by both Parties.

XII. GOVERNING LAW

This Agreement is governed by **Texas law**. Exclusive venue for disputes is **Denton County, Texas**.

XIII. ARBITRATION

If a dispute arises, Parties agree to first mediate through **DCAP**. If unresolved, the dispute will proceed to **binding arbitration** through the same mediator. The prevailing party may recover attorney's fees and arbitration costs.

SPONSOR:

Company Name: _____

Signed: _____, its Authorized Representative

Printed Name: _____

Title: _____

Date: _____

SANGER EDUCATION FOUNDATION, INC.

Signed: _____, its Executive Director

Printed Name: _____

Date: _____

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
-

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