



## Digital Scoreboard Sponsorship Package

Dear Valued Community Partner,

We are excited to share a unique opportunity to support student-athletes and showcase your business in a highly visible and impactful way. Our district stadium, located in a centralized area, hosts numerous athletic events year-round. With the installation of a new state-of-the-art digital scoreboard, we are inviting community stakeholders to become part of this exciting advancement by becoming scoreboard sponsors.

This sponsorship package outlines how your brand can gain valuable exposure while supporting the development of student-athletes across our district. Thank you for considering joining us in this important initiative.

Sincerely,

**Kevin Grooms**

**Director of Athletics**

**Bibb County School District**

**478-765-8550**

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### About the Stadium & Audience

**Stadium Name:** Ed Defore & Thompson Stadium

**Location:** 2851 Heath Rd & 1210 Shurling Drive Macon, Ga.

**Schools Served:** Middle Schools/High Schools in Bibb County School District

**Annual Events Hosted:** Football, soccer, track, etc.

**Estimated Attendance Per Year:** 13,000

This venue is the home of countless student-athletes and a destination for fans, families, and community members. Your business will receive repeated, high-value exposure at all major athletic events.

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## Sponsorship Opportunities

### PLATINUM SPONSOR – \$10,000/year

- Premier digital ad placement during every event
- Logo featured pre-game, halftime, and post-game
- Mention in all public address announcements
- Featured in monthly athletic newsletter and social media
- Tabling opportunity at two events per season

### GOLD SPONSOR – \$5,000/year

- Digital ad in scoreboard rotation during events
- Halftime shoutout during select games
- Logo placement on district athletics webpage
- Tabling opportunity at one event

### SILVER SPONSOR – \$2,500/year

- Logo in digital scoreboard loop during quarter breaks
- Recognition in event program
- One social media thank-you post

### BRONZE SPONSOR – \$1,000/year

- Name/logo included in a shared sponsor banner on scoreboard
- End-of-season thank-you recognition

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## Ad Specifications & Submission Guidelines

- **Digital Format:** High-resolution PNG or JPEG
- **Dimensions:** 1920x1080 pixels (HD)
- **Deadline:** Ads must be submitted two weeks prior to the event season start
- **Send Ads To:** [kevin.grooms@bcsdk12.net](mailto:kevin.grooms@bcsdk12.net)/[jennifer.raymond@bcsdk12.net](mailto:jennifer.raymond@bcsdk12.net)

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## Why Sponsor?

Your investment directly supports: - Uniform and equipment upgrades - Transportation for athletic teams - Facility enhancements - Scholarship opportunities

Together, we can ensure our student-athletes have the resources they need to succeed—on and off the field.

## **Ready to Join Us?**

For more information or to become a sponsor, please contact:

**Kevin Grooms**

**District Athletic Director**

**Phone:** 478-765-8550

**Email:** [kevin.grooms@bcsdk12.net](mailto:kevin.grooms@bcsdk12.net)

We appreciate your support and look forward to partnering with you!