



ATHLETIC PARTNERSHIP PACKAGES

DEVELOPED FOR

RALSTON HIGH SCHOOL
RALSTON, NE



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**DAKTRONICS
SPORTS MARKETING**

SHAPING THE FUTURE

**BE PART
OF A NEW
RAM
TRADITION**

PARTNER WITH RALSTON HIGH SCHOOL

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:

ACADEMICS



students can get hands-on experience beyond the classroom

ACTIVITIES



every athletic team and student group will see the benefits from your sponsorship

BUDGET



your business can help enhance athletics, activities, and the overall school spirit

ATHLETES



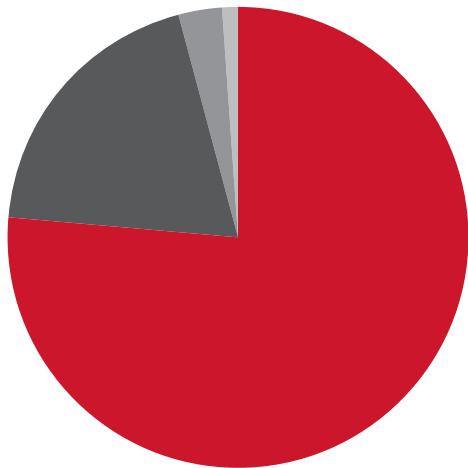
students get pumped up when they see themselves in lights



GOOD FOR YOUR BUSINESS

While supporting your local high school is worthwhile on its own, surveys show that people are more likely to patronize businesses that support local high schools!

Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?*



Agree: 76.51%
Neutral: 19.37%
Disagree: 3.15%
Don't Know: .097%

GYMNASIUM EVENT & ATTENDANCE

EVENT	EVENTS A YEAR
B & G Varsity Basketball	10 – 14
B & G Other Basketball	10 – 14
Varsity Volleyball	5 – 10
Other Volleyball	5 – 10
Boys and Girls Wrestling	2 – 3
Senior Citizen Luncheon	1
Elementary Intramural Basketball Showcase	1
Elementary Intramural Volleyball Showcase	1
District Vocal Music Festival	1
District Instrumental Music Festival	1
High School Vocal Music Concert	1
High School Instrumental Music Concert	1
Senior Honors Night	1
High School Post Prom Event & Community Preview	1
Show Choir Competition	1
Cheer & Dance Competition	1

GAIN THE ADVANTAGE AT **RALSTON HIGH SCHOOL**

Stimulate sales

Increase brand loyalty

Drive traffic to your business

Create brand awareness and visibility

Set yourself apart from the competition

Show support for our community and students

Help keep athletic programs healthy and competitive

Reach local and out-of-town customers more effectively

**Enhance the fan experience and leave a positive impression about
your business and our team**

RALSTON HIGH SCHOOL

RAMS			R	PIRATES			THANK YOU SPONSORS
PLR	FLS	PTS		PLR	FLS	PTS	
3	2	0		2	1	12	  
11	1	0		10	2	8	
20	0	0		15	1	3	
20	1	2		20	0	10	
44	0	0		24	4	6	
68			BONUS <<	PERIOD 4 08:00	>> BONUS		57

HOMESIDE NORTH GYM WALL VIDEO BOARD

VIDEO DISPLAY

1080 x 1920 - 2.5mm
8.86'h x 15.75'w

RALSTON
HOME OF THE RAMS

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RALSTON HIGH SCHOOL



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ANCHOR PARTNERSHIP

(6 TOTAL, \$6,500/YEAR FOR 3 YEAR COMMITMENT)

OUTDOOR STATIC SIGNAGE

One (1) 5' x 8' mesh banner to be displayed on the outfield fence during the spring and summer baseball seasons, and the fall softball season.

One (1) 3' x 8' mesh banner to be displayed on the home side fence between the stands and the track at all home football, soccer and track events.

INDOOR DIGITAL CONTENT

PRE-IN-POST GAME full screen rotating business name, logo, and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

One (1) logo to rotate with all other sponsors on the right-side zone of the main video board during the IN-GAME production at all varsity events.

Minimum of two (2) IN-GAME full screen static ad exposure per regular season home event

One (1) :30 second PRE or IN-GAME sponsor supplied video commercial OR full color logo with corresponding announcement per regular season home varsity game

One (1) logo to rotate with all other sponsors on the right side zone of the two ribbon boards during the IN-GAME production at all varsity events

PROMOTIONAL GAME SPONSORSHIP

Sponsor will choose one (1) home indoor and one (1) outdoor varsity game per year. Game day sponsorship could include:

- Additional PA announcement and digital content (indoor only) recognizing sponsor
- Opportunity for promotional giveaway or contest
- Opportunity to promote or distribute specialty items
- On court/field recognition

MULTI-MEDIA AND PROMOTIONS

One (1) grouped PA announcement at all home varsity events (boys and girls, indoor and outdoor)

One (1) PREGAME :30 second commercial at every home varsity RHS outdoor sporting event with potential bonus spots in game, halftime, and postgame
Sponsor receives a professionally produced :30 second commercial (\$150 value)

FOUNDING PARTNERSHIP

(6 TOTAL, \$4,500/YEAR FOR 3 YEAR COMMITMENT)

STATIC SIGNAGE

One (1) 5' x 8' mesh banner to be displayed on the outfield fence during the spring and summer baseball seasons, and the fall softball season.

One (1) 3' x 8' mesh banner to be displayed on the home side fence between the stands and the track at all home football, soccer and track events.

DIGITAL CONTENT

PRE-IN-POST GAME full screen rotating business name, logo, and/or tagline on video display. Messages will rotate with other partners for each regular season home event.

One (1) logo to rotate with all other sponsors on the right-side zone of the main video board during the IN-GAME production at all varsity events.

One (1) logo to rotate with all other sponsors on the right side zone of the two ribbon boards during the IN-GAME production at all varsity events

One (1) PRE or POST game :15 second sponsor supplied commercial or full screen static ad with a corresponding custom PA announcement

MULTI-MEDIA AND PROMOTIONS

One (1) grouped PA announcement at all home varsity events (boys and girls)

PREMIER PARTNERSHIP - OUTDOOR ONLY

(\$2,000 - 1 YEAR COMMITMENT)

STATIC SIGNAGE

One (1) 5' x 8' mesh banner to be displayed on the outfield fence during the spring and summer baseball seasons, and the fall softball season.

One (1) 3' x 8' mesh banner to be displayed on the home side fence between the stands and the track at all home football, soccer and track events.

PREMIER PARTNERSHIP - INDOOR ONLY

(\$1,500 - 1 YEAR COMMITMENT)

DIGITAL CONTENT

One (1) logo to rotate with all other sponsors on the right-side zone or the bottom zone of the video board during the IN-GAME production at all varsity events.

One (1) logo to rotate with all other sponsors on the right side zone of the two ribbon boards during the IN-GAME production at all varsity events

CONCESSION POPCORN BAG PARTNERSHIP

(\$2,000 - 1 YEAR COMMITMENT + Cost of Printing bags or cost of labels for existing bags)

Logo will be featured on all popcorn bags sold at all indoor and outdoor athletic contests. This includes high school and middle school athletics and activities. First right of refusal for renewal each year. District will check in with the business in May of each year for renewal.

GIVES STUDENTS EXPERIENCE IN THE FIELD

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:

Design and multimedia students have the opportunity to produce videos, create animations, and develop graphics and advertisements for the entire audience to see. They can operate cameras, run instant replays and even run the display itself.

This is valuable experience for our students, because we use the same equipment that can be found in colleges and professional facilities across the nation.

Our students and their families will thank you!



NORTH DAKOTA

- ## SOUTH DAKOTA

- IOWA

- ## NEBRASKA

- MISSOURI

- ## KANSAS

- ## MINNESOTA

- ILLINOIS

- WISCONSIN**

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FUTURE CAREERS IN THE FIELD

Your partnership with Ralston High School will bring students the opportunity to work on the same game day production equipment utilized at Daktronics college and professional leagues such as Arrowhead Stadium, The University of Nebraska, Charles Schwab Field, and the CHI Health Center!

RELATED CAREERS

RADIO

- › Play-by-Play Announcer
- › Color Analyst
- › Audio Engineer
- › Editor

FACILITY/TEAM OPERATION

- › Promotions
- › Ticket Sales
- › Street Team
- › Social Media Specialist

TV PRODUCTION

- › On-Air Personality
- › Video Engineer
- › Audio Engineer
- › Camera Operator
- › Lighting Designer
- › Director
- › Producer
- › Editor
- › Stage-Floor Manager

GRAPHIC DESIGN

- › Web Specialist
- › Graphic Designer

FACILITY/TEAM OPERATION

- › Video Display Operator
- › Sports Information Director
- › Statistician
- › Clock/Scoreboard Operator

RALSTON HIGH SCHOOL



BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



FEATURE ENTITLEMENT



ANIMATED LOGO



COMMERCIAL

CONTACT US

On behalf of the administration, coaches, student-athletes, and families of Ralston High School, we thank you for considering a sponsorship that will help us reach the fullest potential of our activity and athletic programs. Your generous support is vital in allowing us to enhance a variety of causes that advance the Ralston Public Schools mission.

The Ralston Schools Foundation (RSF), a non-profit, tax-exempt organization established in 1983, proudly partners with Ralston Public Schools and Ralston High School in striving toward educational excellence. We welcome the opportunity to present these sponsorship opportunities and hope you choose to partner with us. This collaboration is designed to strengthen our relationship while providing you with valuable exposure and visibility within our school and community. By working together, we can build better athletic programs, enhance our curriculum, and improve the fan experience, all while helping you connect with your own target audience and loyal customers for years to come.

CONTACT INFORMATION

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Ralston Schools
FOUNDATION