

A background image of a football team in blue uniforms and helmets, lined up on a field. The image is semi-transparent, allowing the text to be overlaid.

DALLAS

INDEPENDENT SCHOOL DISTRICT



JOIN THE LEGACY

PREMIER PARTNERSHIP OPPORTUNITIES

DALLAS ISD ATHLETICS

Updated June 2026

There is no better time than right now to partner with Dallas ISD Athletics, which is coming off a banner year when the district's teams and individuals soared to new heights.

Our student-athletes didn't just compete; they raised the standard.



- ▶ ***South Oak Cliff football captured its third state championship in five years.***
- ▶ ***Lincoln girls' basketball and girls' track & field won state championships.***
- ▶ ***Madison and Kimball boys' basketball continued their championship traditions, while Carter made history with its first-ever state title.***

Simply put, Dallas ISD showed up and delivered on the biggest stage.

And it didn't stop there. From individual gold medals to deep playoff runs across multiple sports, our student-athletes represented the very best of who we are as a district: disciplined, resilient, and driven to succeed.

This is about more than winning. This is about developing leaders, building character, and creating opportunities for student-athletes in the heart of Dallas.

With more than 600,000 fans attending events each year, Dallas ISD Athletics sits at the center of one of the most passionate and diverse communities in Texas.

There has never been a better time to stand behind Dallas ISD Athletics.

To **invest** in our student-athletes.

To **connect** with our communities.

And, to be part of something **bigger** than the game.

Join us and be a part of what's next. Together, let's Play BIG Dallas!





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 ISD Department of Athletics is committed to excellence in both academics and athletics. We prioritize the student-athlete experience, striving to instill honor, integrity, sportsmanship, and a respect for competition – developing champions in both sports and in life.

Our mission aligns with Dallas ISD's commitment to preparing all students for success while building a premier urban school district. We are dedicated to creating positive, meaningful athletic experiences that support each student's physical, mental, and emotional growth.

Athletics play a vital role in education. Student-athletes often demonstrate higher levels of engagement, attend class more consistently, and perform strongly in the classroom.

Through quality programs and strong coaching, students gain valuable life skills: learning to overcome adversity, build leadership, develop discipline, and work as part of a team. These experiences shape character, promote accountability, and prepare students for success beyond the field of play.

ATHLETIC DEPARTMENT OBJECTIVES

The Dallas ISD Department of Athletics is committed to excellence and the overall development of our student-athletes through competitive, education-based programs.

We strive to:

- Build successful programs that foster positive, supportive environments
- Deliver high-quality athletic experiences grounded in:
 - High expectations
 - Teamwork
 - Commitment to excellence
 - Quality coaching and mentorship
 - Character development
 - Sportsmanship
 - Respect for the game and opponents

THIS IS DALLAS ISD ATHLETICS

2025-2026 School Year as of April 2026

Dallas ISD Athletics serves more than **11,200 student-athletes** in grades 7-12 across **22 high schools** and **31 middle schools**.

11,234

Total Athletes

Boys: 6,677 (59.4%)

Girls: 4,557 (40.6%)

7,362

High School Athletes

Boys: 4,391

Girls: 2,971

3,872

Middle School Athletes

Boys: 2,286

Girls: 1,586

High School Sports Include:

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

Middle School Sports Include:

Baseball, Basketball, Cross Country, Football, Soccer, Softball, Track & Field, Volleyball

Middle school athletes compete each season for city championships, building a strong foundation for future success.



W.H. ADAMSON
LEOPARDS



BRYAN ADAMS
COUGARS



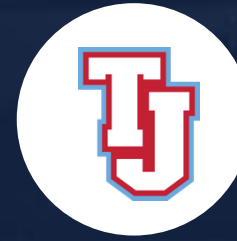
DAVID W. CARTER
COWBOYS



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. SAMUEL
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

Dallas ISD Athletics offers your brand direct access to one of the largest and most engaged communities in the City of Dallas: students, families, faculty, and fans.

As the second largest school district in Texas, Dallas ISD offers your brand direct access to one of the largest and most engaged communities in the City of Dallas: **140,000 students and their families**, **22,000 district staff**, and **22 separate school communities and their alumni**.

As a premier partner, your organization can leverage the passion and pride of Dallas ISD athletics to create meaningful brand connections and drive real impact.

With all Dallas ISD high schools competing at our featured stadiums, your brand gains consistent, high-visibility exposure across the entire district. In addition to varsity football, these venues host soccer matches and track & field events throughout the year, delivering ongoing engagement opportunities.

Each year in these eight stadiums, Dallas ISD Athletics attracts more than **600,000 attendees** across **200+ varsity events**, providing a powerful platform to reach and connect with the Dallas community at scale.



DALLAS ISD STUDENT DEMOGRAPHICS

Dallas ISD represents one of the largest and most diverse student populations in Texas, with a strong Hispanic/Latino majority and deep community engagement.

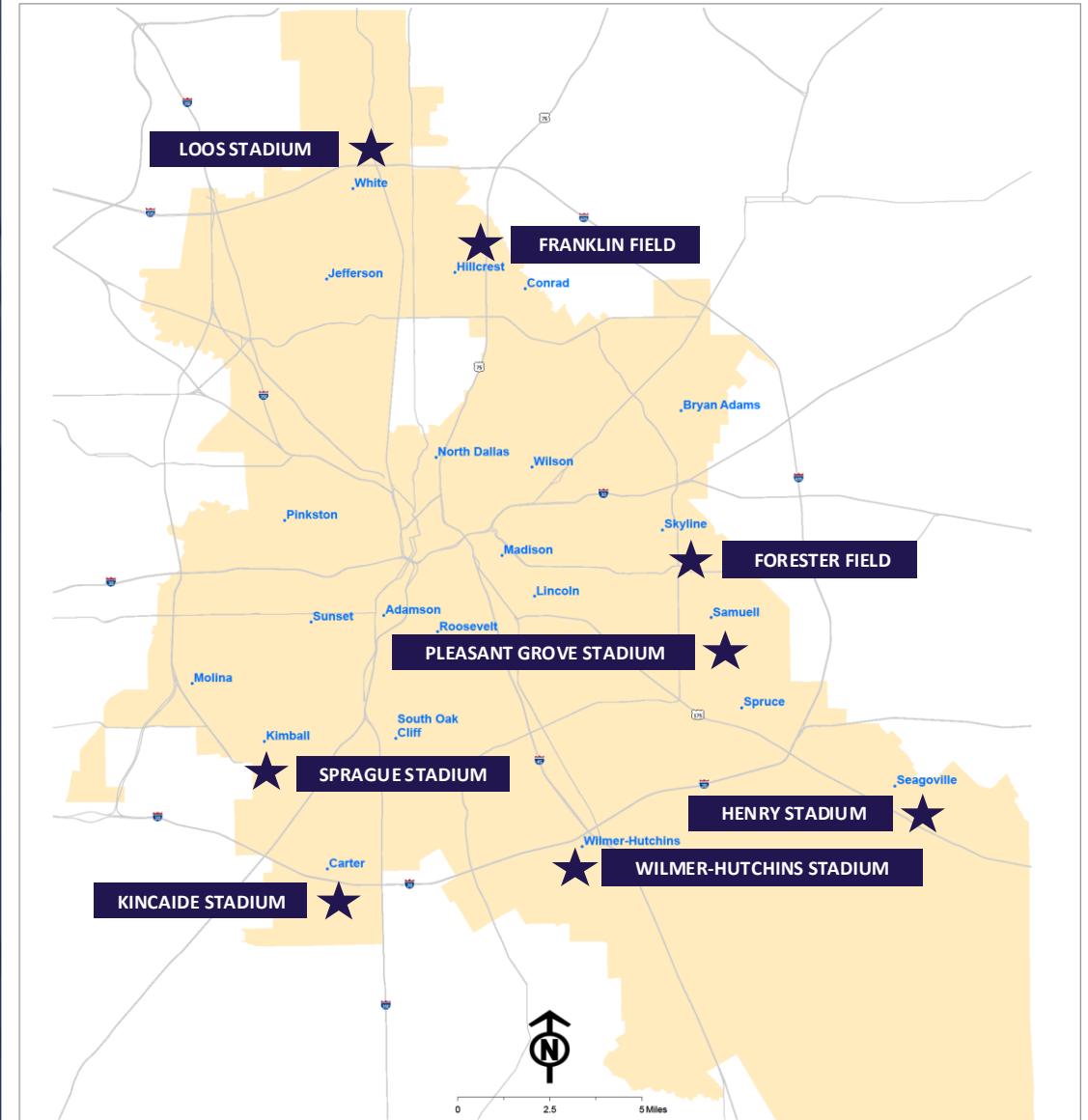
- Hispanic/Latino: 63.9%
- Black/African American: 27.0%
- White: 5.3%
- Asian: 1.0%
- American Indian: 0.4%
- Multi-Race: 2.1%
- Not Reported: 0.1%
- Male: 50.9%
- Female: 49.1%
- Economically Disadvantaged: 80.5%

Data provided by My Data Portal

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



Dallas ISD Video Board Locations

- **Forester Field**: 8233 Military Parkway | Dallas, Texas | 75227
- **Franklin Field**: 7017 Lakehurst | Dallas, Texas | 75230
- **Henry Stadium**: 819 Jack Street | Seagoville, Texas | 75253
- **Kincaide Stadium**: 9191 S. Polk Street | Dallas, Texas | 75232
- **Loos Stadium**: 3815 Spring Valley Road | Addison, Texas | 75001
- **Pleasant Grove Stadium**: 8228 Maddox | Dallas, Texas | 75217
- **Sprague Stadium**: 3606 Boulder Drive | Dallas, Texas | 75223
- **Wilmer-Hutchins Stadium**: 5520 Langdon Road | Dallas, Texas | 75241

KINCAIDE STADIUM



FORESTER FIELD

YOUR AD
HERE



FRANKLIN STADIUM

YOUR AD
HERE



LOOS STADIUM

YOUR AD
HERE



PLEASANT GROVE

DALLAS
INDEPENDENT SCHOOL DISTRICT

PLEASANT GROVE
STADIUM

**YOUR AD
HERE**

A smaller inset image showing the football field and bleachers of Pleasant Grove Stadium under a clear sky.

SEAGOVILLE

DALLAS
INDEPENDENT SCHOOL DISTRICT

SEAGOVILLE
STADIUM

**YOUR AD
HERE**

A smaller inset image showing a basketball court with a scoreboard at Seagoville Stadium. The scoreboard displays "4TH & 16", "10:09", and "BALL ON 44".

SPRAGUE STADIUM

SPRAGUE
STADIUM

**YOUR AD
HERE**

A smaller inset image showing the football field and bleachers of Sprague Stadium.

WILMER-HUTCHINS

WILMER-HUTCHINS
EAGLE STADIUM

**YOUR AD
HERE**

A smaller inset image showing the football field and bleachers of Wilmer-Hutchins Eagle Stadium.

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)

Sponsor to be included on NFHS Network live-stream of every game held in Dallas ISD's central athletic facilities and campus gymnasiums (basketball, football, soccer, volleyball games and wrestling matches). Branded clickable banner, visibility alongside game schedules, highlights, top matchups and pre-roll and in-game commercial videos.

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)
\$40,000 per year (3 year deal)
\$45,000 (1 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



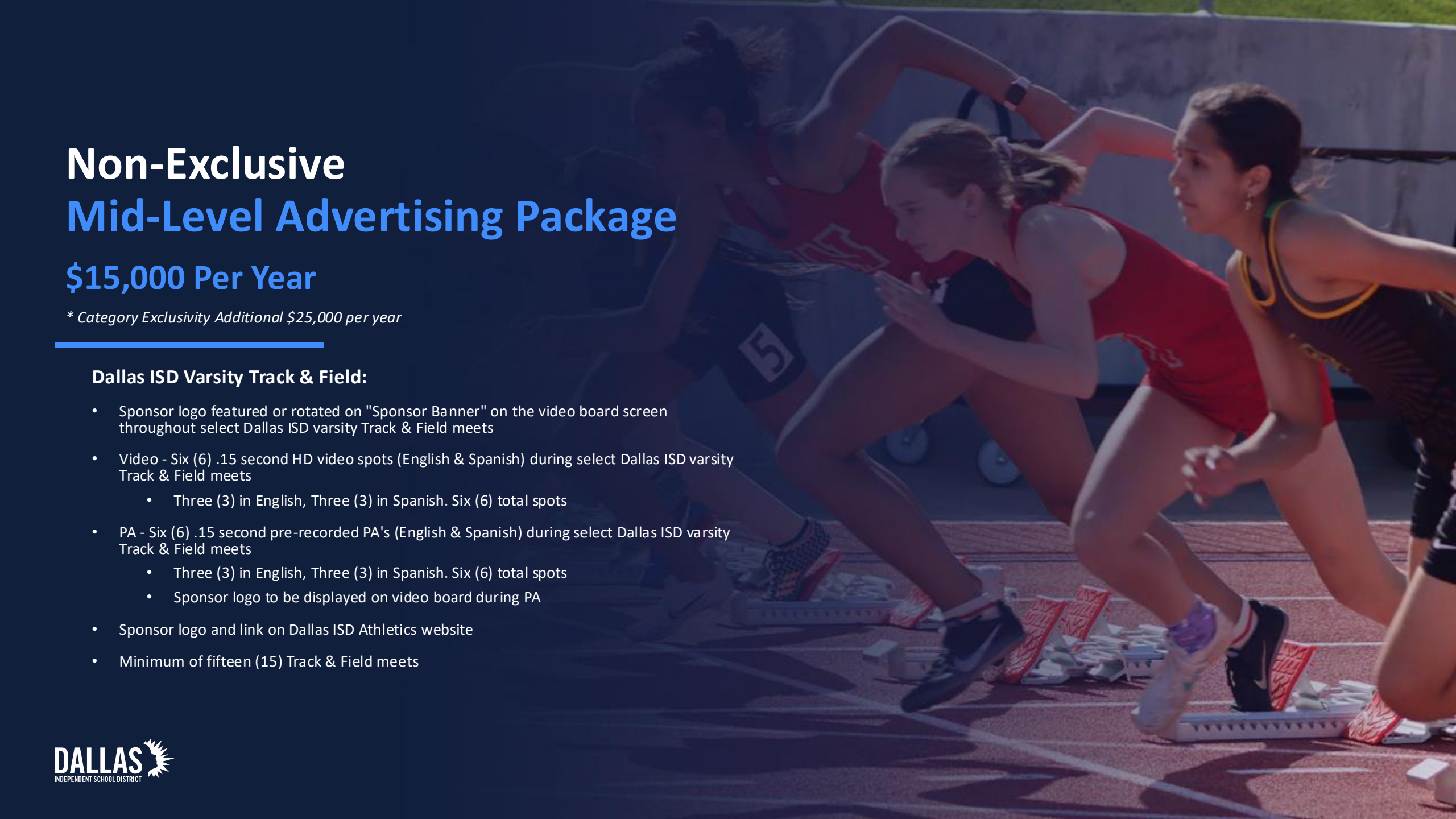
Non-Exclusive Mid-Level Advertising Package

\$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

- 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
- Pregame slide to be featured on the video board for selected activation dates
- Sponsor logo and link on Dallas ISD Athletics website

\$15,000 Per Year

- One (1) 10' x 10' exhibit space at ten (10) select varsity football, soccer and or track events throughout the school year
 - Tent, table and chairs to be provided by sponsor
- Pregame slide to be featured on the video board for selected activation dates
- Sponsor logo and link on Dallas ISD Athletics website

\$7,500 Per Year

Additional Available Inventory

Game of the Week Presented by <Your Brand>

Dallas ISD Athletics has partnered with Texas Sports Productions to deliver the Dallas ISD Game of the Week, a premier live-stream broadcast showcasing the district's top matchups across multiple sports.

Last year, TSP produced more than 50 live streams, including regular-season contests, playoff games, and special broadcasts celebrating Dallas ISD's football and basketball state champions.

Each broadcast features a multi-camera production, full graphics package, and professional commentary highlighted by play-by-play and color analysts for football, along with dedicated announcers for basketball, baseball, softball, and more.

As the presenting sponsor, your brand becomes synonymous with Dallas ISD's top weekly showcase, receiving premium visibility throughout the broadcast and promotion across digital platforms.

Sponsorship Benefits

- Exclusive naming rights: "Dallas ISD Game of the Week presented by [Your Brand]"
- Prominent logo placement within live broadcasts and graphics package
- Recognition during live reads by announcers
- Minimum of four 30-second commercial video spots
- Inclusion in promotional materials and social media
- Association with the district's most high-profile matchups and championship moments

**\$75,000 for the entire 50-game all-sport package or
\$50,000 for football only**



Dallas ISD Athletics Exclusive Digital Tickets

Sponsor logo and link to be included on all Dallas ISD Athletics digital tickets on GoFan.com

Dallas ISD Athletics sold more than 248,600 during the 2025-2026 school year giving the opportunity to give your brand exposure on every ticket to reach a wide audience that extends beyond the immediate community. The district sold nearly 270,000 tickets during the 2024-2025 school year and more than 261,000 tickets during the 2023-2024 school year.

\$25,000 1-Year Deal

Non-Exclusive Community Package

- Sponsor logo featured or rotated on "Sponsor Banner" on the video board screen throughout each Dallas ISD varsity football game, soccer game and track and field meets
 - Minimum of two hundred and fifteen (215) games/meets
- One (1) 10' x 10' exhibit space at ten (10) 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

\$12,500 Per Year

Non-Exclusive Social Package

- 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 social accounts)
- Sponsor logo and link on Dallas ISD Athletics website

\$5,000 Per Year

Dr Pepper 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

CONTACT US

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

Jordan Ashford

Pro Challenge Inc

214.550.6137

Jordan@ProChallengeInc.com

Todd Lamb

Dallas ISD Athletics

214.797.4460

blamb@dallasisd.org



DALLAS
EDUCATION FOUNDATION

