KATY ISD MARKETING & ADVERTISING

ADVERTISING PRICING GUIDE







80+ Campus & District Centers | 94,000+ Students | Thousands of Daily Impressions

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01 Partnering with Katy ISD

Partnering With Katy ISD

Katy Independent School District (Katy ISD) is one of the largest and fastest-growing school districts in Texas, serving a vibrant and highly engaged community in the greater Houston area. With more than 94,000 students, 14,000+ employees, and over 80 campuses and facilities, Katy ISD provides businesses with unmatched opportunities to connect with families, educators, staff, and community members through trusted, high-visibility platforms and events.

From Friday night football games and fine arts performances to district-wide communications and community events, Katy ISD serves as a central hub of activity — creating meaningful touchpoints for brand awareness, engagement, and long-term community connection.

Why Partner With Katy ISD

Businesses partnering with Katy ISD gain access to a highly engaged audience while aligning with one of the most respected educational institutions in the region.
Benefits Include:

- Build brand awareness within a trusted community environment
- Reach high-value households with strong local ties and purchasing power
- Increase visibility through digital, print, event, and on-campus advertising opportunities
- Connect with students, families, staff, and community leaders across multiple channels
- Demonstrate community investment through support of local education

Ways to Connect With Katy ISD

Katy ISD offers a variety of partnership and advertising opportunities designed to help businesses maximize local visibility and engagement, including:

- Print and digital advertising Opportunities
- Event Sponsorships
- Employee Discount Programs
- Community & Family Promotions
- Volunteer & Mentorship Programs
- Donations & Support Initiatives
- Partners in Education Program

Meaningful Community Impact

All revenue generated through Katy ISD’s Marketing & Advertising program directly supports the district’s General Operating Fund, helping fund day-to-day operations, educational programs, and student opportunities.

Let’s Build Something Impactful Together

Whether you are a local business or a regional brand, Katy ISD values long-term partnerships that support both business growth and community engagement. We can help you create a customized advertising and partnership strategy that meets your goals and makes a meaningful impact across Katy ISD.

02 Katy ISD Contact Information

If you're interested in partnering with Katy ISD, please contact one of our key team members below for more information.

Char Galpin
Marketing and Advertising Manager
chariunisgalpin@KATYISD.ORG
Office: 281.396.2111
Cell: 281.235.4917

Laurie Mitchell
Internal Communications & Marketing Director
laurielmitchell@katyisd.org
Office: 281.396.2298
Cell: 832.722.4390

03 Advertising E-Newsletters - Katy Update

Katy Update: Where Community & Business Meet

Katy Update is Katy ISD's external community newsletter, connecting thousands of parents, families, employees, residents, and community members with the latest district news, events, achievements, and opportunities. Advertising in Katy Update gives businesses a unique opportunity to place their brand directly in front of a highly engaged local audience through a trusted district communication channel. From family services and community events to camps, healthcare, retail, and local promotions, Katy Update helps businesses increase visibility and build meaningful connections within the Katy community.

Newsletter Stats & Pricing Katy Update

- Katy Update
  - 125K+ subscribers
  - Sent Out Monthly
  - Delivered Rate: 87%
  - Monthly Cost:
    - Premium Banner
      - $770
    - Banner 2
      - $575
    - Banner 3
      - $485



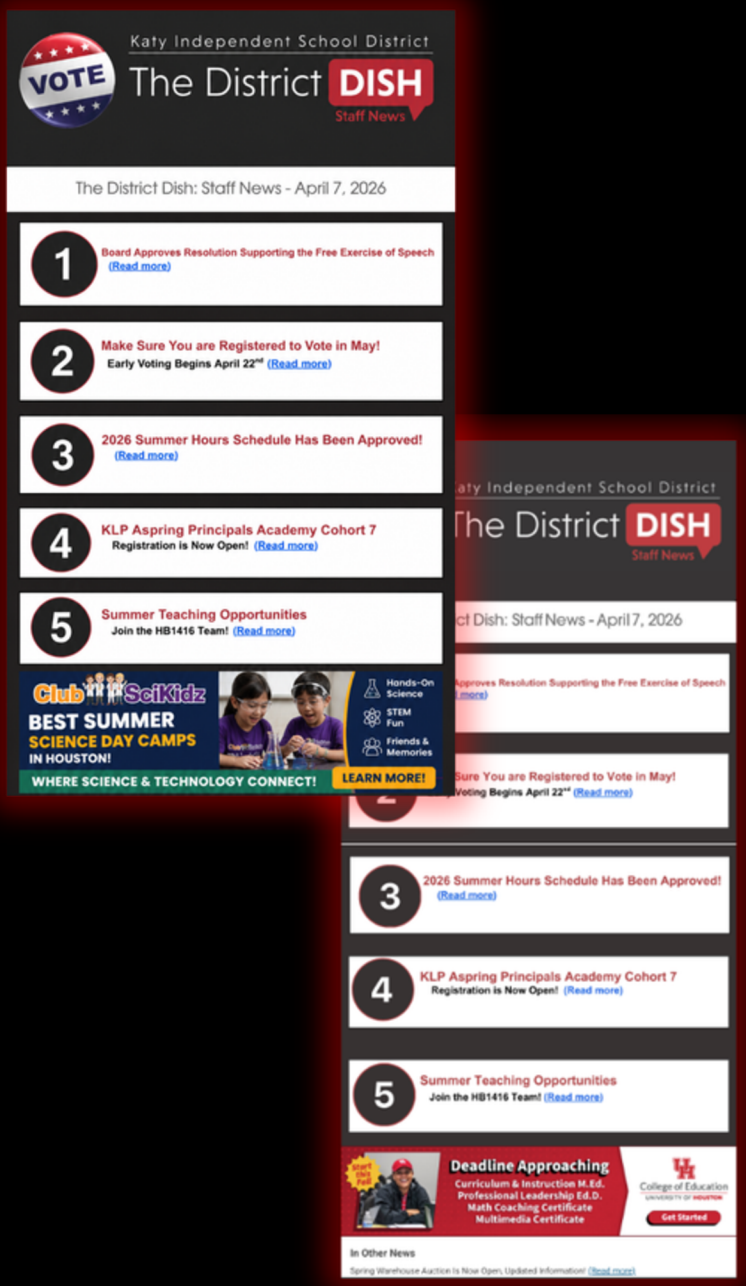
04 Advertising - E-Newsletters -The District Dish

Reach the People Who Power Katy ISD

The District Dish is Katy ISD's employee-focused newsletter, delivered directly to thousands of district staff members across the Katy community. Designed to keep employees informed, engaged, and connected, the newsletter features district news, employee highlights, upcoming events, staff resources, and community opportunities. Advertising in The District Dish gives businesses a unique opportunity to place their brand directly in front of one of the largest and most engaged employee communities in the area — creating meaningful visibility and trusted local connections with Katy ISD staff.

Newsletter Stats & Pricing Katy Update

- The District Dish
  - 14K+ Subscribers
  - Sent Out Weekly
  - Weekly Cost:
    - Premium Banner
      - $275
    - Banner 2
      - $210
    - Banner 3
      - $170



05 Advertising - Street Facing Banners

Put Your Brand on the Katy Landscape.

Make a bold impression with Katy ISD's street-facing banner opportunities. Positioned in high-traffic areas near campuses, stadiums, and community event spaces, these large-format banners give businesses premium visibility to thousands of daily drivers, families, students, and visitors across the Katy community. Whether promoting your brand, services, or community partnership, street-facing banners offer a powerful way to stand out, build recognition, and connect with one of the fastest-growing communities in Texas.

Street Facing Banners

- Taylor High School
  - Size: 72" X 36"
  - Mesh Vinyl Material
  - Price: $10K
- Tompkins High School
  - Size: 72" X 36"
  - Mesh Vinyl Material
  - Price: $10K





All banner artwork, printing, and production expenses are to be provided by the sponsoring business and are separate from advertising fees.

06 Advertising - School Bus ADS

Drive Your Brand Through the Katy Community

Take your brand beyond a single location with Katy ISD Bus Advertising — a high-visibility marketing opportunity that puts your business directly into the daily rhythm of the Katy community. Each bus serves elementary, junior high, and high school campuses, operating up to six routes per day, creating repeated exposure across multiple neighborhoods and audience segments.

From morning drop-offs to afternoon pickups, Katy ISD buses travel through residential communities, major roadways, business corridors, and school zones—delivering consistent, high-frequency impressions to parents, students, staff, commuters, and residents. With bold exterior ad placements, your brand stays top-of-mind throughout the school year while reaching thousands of potential customers where they live, drive, and engage.

More routes. More visibility. More community impact.
Your brand doesn't just advertise—it becomes part of the daily journey across Katy.

Katy ISD School Bus Banners

- One AD Calendar Year
  - Size: 90" X 30"
  - Vinyl Material
  - Price: $1,800 per bus plus the cost of Vinyl

- 20 Buses for Calendar Year
  - Size: 90" X 30"
  - Vinyl Material
  - Price: $25K plus the cost of vinyl

- 100 Buses for Calendar Year
  - Size: 90" X 30"
  - Vinyl Material
  - Price: $100,000 plus the cost of vinyl



07 Advertising - Gerald D. Young Agricultural Science Center

Hang Your Brand Where Katy Agriculture Comes to Life

Put your brand on display at the Gerald D. Young Agricultural Sciences Center with eye-catching hanging banner opportunities that connect your business to students, families, educators, and community members from across Katy ISD. From livestock shows and competitions to community events and agricultural programs, the center welcomes thousands of visitors throughout the year — creating a unique and memorable space for businesses to gain visibility and show their support for the next generation of leaders. Hanging banners offers a bold, high-impact way to become part of the experience in one of Katy ISD's most distinctive venues.

Hanging Banner

- Main Entrance Banner
  - Size: 48" X 120"
  - Fabric Polyester
  - Price: $7,500
    - plus the cost of banner

- Standard Area Banner
  - Size: 36" x 96"
  - Fabric Polyester
  - Price: $4,000
    - plus the cost of banner



08 Advertising - District Events

Sponsor the Moments That Bring Katy Together

Be part of the moments the Katy community talks about all year long. Katy ISD event sponsorships give businesses the opportunity to showcase their brand at exciting district events, employee celebrations, family programs, and more. With thousands of attendees, high-energy environments, and strong community engagement, sponsorships are a fun and impactful way to increase visibility, build local connections, and show your support for students, staff, and families across Katy ISD. It's more than a sponsorship — it's your brand becoming part of the Katy experience.

Sponsorship Information

- Primary Sponsor
  - Main Entrance Banner
  - Event Naming Recognition
  - On-Stage Acknowledgement
  - Premium logo placement
  - Social Media mention
  - Website listing on Event page
  - Price: $8,000

- Supporting Sponsor
  - Logo recognition
  - On-stage Acknowledgement
  - Price: $2,500

- Available Events
  - Student Excellence Awards
  - Employee Services Award
  - Teacher of the Year Award



09 Advertising - Katy Connects Staff Perks

Connecting Katy ISD Employees with Community Deals & Perks

Put your business in front of thousands of Katy ISD employees through the Katy Connects Perks List — a dedicated space where staff can discover exclusive local discounts, services, events, and special offers. From restaurants and retail to wellness, entertainment, home services, and family activities, this is a unique opportunity to increase visibility, drive local traffic, and build lasting connections with one of the largest and most engaged employee communities in the Katy area. Businesses will also receive added exposure through a direct link featured in the weekly District Dish employee newsletter, helping drive additional awareness and engagement. Show your support for Katy ISD staff while growing your business in the community they serve every day.

Sponsorship Opportunities

- Premium Partner
  - Listed at the top of the list
  - Company logo + 100 word description
  - Spotlight in the internal newsletter
  - 1 Social media highlight
  - Price: $2,000 year

- Standard Sponsor
  - Placement on the Perks list
  - 1 Social media highlight
  - Price: $1,000



10 Advertising - Katy Connects Community Link

Your Guide to Family Fun, Camps & Community Connections

Showcase your business to thousands of Katy ISD families actively searching for trusted camps, childcare, family-friendly activities, educational programs, events, and local experiences. By being featured in the Katy Community Connections list, your business gains valuable visibility in a highly engaged community resource designed to connect families with local opportunities. Whether you offer summer camps, enrichment programs, day care services, entertainment, or family outings, this is a fun and impactful way to promote your business, grow community awareness, and become a go-to resource for Katy families year-round. Additionally, monthly e-blasts highlighting new businesses and featured opportunities will be sent to families within Katy ISD's North, South, East, and West areas, providing targeted local exposure and increased community engagement.

Sponsorship Opportunity

- Listing
  - Listed in the community list
  - Emailed to our subscription list
  - Price: $250 per month





11 Advertising - Legacy Rhodes Stadium

Put Your Brand in the Heart of Friday Night Lights

Advertising at our stadiums places your business in front of thousands of passionate fans, families, students, and community members throughout the year. From Friday night football and championship games to district events and community gatherings, Katy ISD's stadiums are one of the premier destinations in Katy for high-energy experiences and unmatched visibility. With opportunities including digital boards, stadium signage, sponsorship activations, and branded experiences, your business can become part of the excitement while building strong recognition within one of the fastest-growing communities in Texas.





11.a Advertising - Legacy Rhodes Stadium Price

From Friday night lights to graduation celebrations, Legacy and Rhodes Stadium welcome more than 500,000 visitors annually. Reach students, families, staff, and community members through premium advertising placements designed to maximize visibility and community engagement.

Opportunity	Price Per Year	Description
Activities Complex Naming	Under Contract Summer 2027	10 Year naming partner for the entire complex
Entrance Naming	$40,000	Branded entrance at both stadiums
Scoreboard Packages	$30,000	Logoed ad space on main video board
Ribbon board packages	$15,000	Logoed ad space on ribbon boards
Parking Lot Flag Poles	$24,000	20 Flag Pole banners to all entrances
Fan Interaction Social Media	$12,000	15 Fan Interactive Social Media, select games
Concession Stand Vendors	Under Contract	Ability to sell from Legacy Stadium Stands
Goal Post Pad Covers	$9,000	Get on the field! Sign limitations
Time out Sponsor	$12,000	Logoed custom time-out graphic 4 guaranteed
Proud Military Moment	Under Contract	PE: 15 PA Announcement per game w/logo
Audio Commercial W/Logo	$5,000	Logoed highlight reel at the end of each half
Half-Time Highlights	$5,000	Logoed highlight reel at end of each half
District Weekly Standings	$6,000	Logoed graphic with PA Support - 3rd Quarter

12 Advertising - Sports

Your Brand. Every Sport. Every Season.

Take your brand beyond the sidelines and into the heart of Katy ISD athletics. With advertising opportunities across football, baseball, softball, basketball, soccer, swimming, tennis, volleyball, fine arts, and more, businesses can connect with thousands of passionate fans, students, families, and community members throughout the year. From stadium signage and digital displays to event sponsorships and on-site activations, Katy ISD athletics provide high-energy environments that create lasting visibility and meaningful community connections for your business.

Opportunity	Price Per Year	Description
Athletic Ticket Sponsor	$7,500	Banner Ad Space on Athletics Ticketing Page
Play-offs	$25,000	Overall Sponsor for Athletics Play-Off Matches
SALT Sponsor	Varies	Varies

13 Merrell Center - ADS

Elevate Your Brand at the Merrell Center

The Leonard E. Merrell Center serves as one of Katy ISD's premier event venues, welcoming thousands of visitors each year for graduations, competitions, conferences, performances, and community events. Advertising at the Merrell Center provides businesses with a unique opportunity to connect with students, families, staff, and community members in a high-traffic, highly visible environment.

Merrell Center AD Option

- Digital Signage
  - Rotating AD space on the electronic billboards
  - Present at major Katy ISD events
  - Vibrant, digital graphics
  - Price: $5,000





14 Let’s Get Started

Let’s Build Something Impactful Together

Partnering with Katy ISD provides businesses with meaningful opportunities to connect with students, families, staff, and the greater Katy community through trusted, high-visibility platforms and events. Whether you are looking to increase brand awareness, support local education, or create long-term community engagement, our team can help build a customized advertising package designed to meet your goals.

All revenue generated through advertising opportunities directly supports Katy ISD’s General Operating Fund, helping fund day-to-day district operations and initiatives that benefit students, staff, and the community.



MISSION STATEMENT

KATY INDEPENDENT SCHOOL DISTRICT, THE LEADER IN EDUCATIONAL EXCELLENCE, TOGETHER WITH FAMILY AND COMMUNITY, PROVIDES UNPARALLELED LEARNING EXPERIENCES DESIGNED TO PREPARE AND INSPIRE EACH STUDENT TO LIVE AN HONORABLE, FULFILLING LIFE...TO CREATE THE FUTURE.

VISION STATEMENT

BE THE LEGACY

BOARD OF TRUSTEES

LANCE REDMON, PRESIDENT
DAWN CHAMPAGNE, VICE PRESIDENT
JAMES CROSS, SECRETARY
JIM DAVIDSON, MEMBER
REBECCA FOX, MEMBER
NATHAN SHIPLEY, MEMBER
CICELY TAYLOR, MEMBER

KATY ISD ADMINISTRATION

KEN GREGORSKI, ED.D., SUPERINTENDENT
LESLIE HAACK, DEPUTY SUPERINTENDENT
JUSTIN GRAHAM, GENERAL COUNSEL
CHRISTINE CASKEY ED.D., CHIEF ACADEMIC OFFICER
ANDREA GROOMS, PH.D., CHIEF COMMUNICATIONS OFFICER
CHRISTOPHER J. SMITH, CHIEF FINANCIAL OFFICER
BRIAN SCHUSS, CHIEF HUMAN RESOURCES OFFICER
JOHN ALAWNEH, PH.D., CHIEF INFORMATION OFFICER
TED VIERLING, CHIEF OPERATIONS OFFICER

IT IS THE POLICY OF KATY ISD NOT TO DISCRIMINATE ON THE BASIS OF SEX, DISABILITY, RACE, RELIGION, COLOR, GENDER, AGE OR NATIONAL ORIGIN IN ITS EDUCATION PROGRAMS AND/OR ACTIVITIES, INCLUDING CAREER AND TECHNOLOGY PROGRAMS, NOR IN ITS EMPLOYMENT PRACTICES AND TO PROVIDE EQUAL ACCESS TO THE BOY SCOUTS AND OTHER DESIGNATED YOUTH GROUPS.