

ELKHORN PUBLIC SCHOOLS



The scoreboard displays the following information:

- Teams: **STORM** (score 20) vs **DRAGONS** (score 17)
- Time: **03:15**
- Quarter: **QUARTER 3**
- Score: **1ST & 10**
- Ball on: **BALL ON 35**

Sponsors and logos on the scoreboard include: Elkhorn Public Schools Foundation, Equitable Bank, Dairy Chef, Nebraska Realty, and Omaha Orthodontics.

FOUNDATION PARTNERSHIP PROGRAM

The Elkhorn Public Schools Foundation has recently donated funds to the Elkhorn Public School District for the purchase of a brand new, all digital scoreboard. This new platform infuses high-impact advertising into the fan experience, giving you a progressive and flexible way to build your brand within your key demographic area. The proceeds generated through advertising sponsorships will continue to fund the programs and mission of the Elkhorn Public Schools Foundation.

Please contact Stacey Selk at sselk@elkhornfoundation.org for more information.



ELKHORN

PUBLIC SCHOOLS

Dear Community Partner,

The Elkhorn Board of Education recently approved a partnership with the Elkhorn Public Schools Foundation for the purchase of a new scoreboard at the District Stadium. One feature of the new

scoreboard system will be advertising opportunities and partnerships available to local businesses and corporations. The new system will provide a large, vivid digital display for our advertising partners with a variety of display options.

As a potential sponsor, please know that the Elkhorn Stadium is a shared facility between Elkhorn High and Elkhorn South High Schools and soon will be used by students attending Elkhorn North High School beginning in August of 2020. The facility is widely used by our schools and students thus making your advertising investment highly visible.

In addition to these many activities, the scoreboard will be utilized as a teaching and learning tool by students in classrooms at all three high schools. The intersection of advertising, graphic design, computer software, and media production makes this a valuable learning opportunity for our students.

This new scoreboard is part of a nearly \$3 million renovation to our stadium as the District adds new turf, a visitor plaza entrance with expanded visitor seating, concessions, and restrooms. The facility and scoreboard will touch thousands of students, parents, and community members while showcasing our partnership.

We have provided several options with a wide range of features for you to consider and hope you will join in a partnership with the Elkhorn Public Schools. Please consider joining the Elkhorn Public School brand that is strong and widely acclaimed due to the tremendous success of our students. We thank you in advance for your ongoing support!

Sincerely,

Bary Habrock
Superintendent

“ ... the scoreboard will be utilized as a teaching and learning tool by students in classrooms at all three high schools. ”



Sponsorship Packages

Choose from one of our FIVE packages below to present your brand and message to students, parents and fans within the Elkhorn community while supporting the Elkhorn Public Schools Foundation programs. Sponsorship Package advertising will occur at all levels of football and soccer competitions.

Title SPONSORSHIP

- Company Name/Logo printed on a large customized screen across top of Scoreboard.
- Tonights Sponsor Banner & PA Verbal Announcement (1x/season, choice of game)
- Game-time Handout/Vendor Table (1x/season, choice of game)
- Commercial Style Cinema Ad (with logo, 1x/game, exclusive to game spot)
- Activity Passes (4)
- Pregame Cinema Ad
- Timeout Cinema Ad
- Halftime Cinema Ad
- Brand Ad (small, left side)
- Signature Ad (middle)
- Fan App Bonus

1

AVAILABLE

\$25,000/year
5-year commitment

Championship SPONSORSHIP

- Brand Wrapper Premier Ad
- Activity Passes (4)
- Pregame Cinema Ad
- Timeout Cinema Ad
- Halftime Cinema Ad
- Brand Ad (small, left side)
- Signature Ad (middle)
- Fan App Bonus

1

AVAILABLE

\$15,000/year
3-year commitment

Premier SPONSORSHIP

- Pregame Cinema Ad
- Halftime Cinema Ad
- Brand Ad
(small, left side)
- Fan App Bonus

10
AVAILABLE

\$5,000/year
3-year
commitment

Elite SPONSORSHIP

- Signature Ad
(small, right side)
- Fan App Bonus

15
AVAILABLE

\$2,000/year
3-year
commitment

Varsity SPONSORSHIP

- Brand Ad
(small, right side)

20
AVAILABLE

\$1,000/year
3-year
commitment

Sponsorship Add-On Opportunities* for the Varsity Football Season

Boost the impact of your sponsorship by infusing your brand into other facets of the game by bundling one or more of the following opportunities with a Sponsorship Package. *Sponsorship Add-On Opportunities only available for varsity football competitions.

GAME-TIME HANDOUTS & VENDOR TABLE | \$1,500/game

Provide giveaway items like branded fidget spinners, sunglasses or t-shirts to be handed out at a game. Excite the crowd and they'll attribute the good time they experience to you. Giveaway item must be approved by Athletic Director. One available per game, Title Sponsorship reserves first choice of game. Advertiser in charge of distributing handouts. Vendor table to be set up outside the stadium entrance. Distribution of coupons not allowed.

PA VERBAL ANNOUNCEMENT & TONIGHT'S SPONSOR BANNER SPIN-UP | \$1,000/game

Receive a custom designed digital banner and verbal recognition announcing your brand as the game's sponsor. Custom banner and verbal PA recognition will occur twice per game: once after introductions and once at halftime. One available per game. Title Sponsorship receives first choice of game.

STRIV TV BROADCAST VERBAL RECOGNITIONS | \$750/game

Let the Striv TV game announcer thank you for being the game's sponsor and deliver a custom message from you to their broadcast audience. Two available per game.

SPONSOR SPIN-UPS | \$750/game

Your company logo will appear as a spin-up displayed on the scoreboard during the game when 3rd down conversions and timeouts occur. One available per game.

PLAYER SPOTLIGHT SPIN-UP | \$2,000/season

Your sponsor logo will appear as a spin-up displayed on the scoreboard during the introduction of players prior to the game. One available for entire season.

COMMERCIAL STYLE CINEMA AD WITH SOUND | \$900/game

If your sponsorship package includes a pregame cinema ad, add sound to it and make it a full commercial style ad. Three available per game. Ad runs prior to game starting.

The Breakdown

Below you will find the calculation to estimate the potential number of impressions per year for your sponsorship package. These numbers are calculated conservatively using the average attendance per game, the number of football and soccer games played during the year (all levels) and how many times the ad sequencing software displays your ad per game.

→ **500**

AVERAGE ATTENDANCE
per game



40

TOTAL GAMES
played per season



27

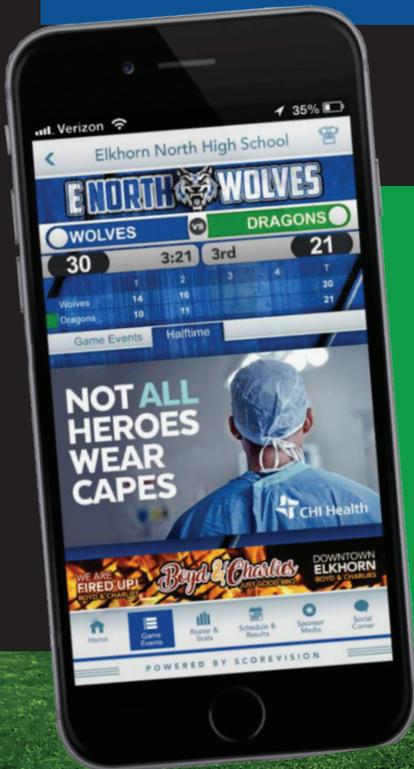
SERVES
of your ad per game

**FOOTBALL and
SOCCER SEASONS**

540,000 ←

Impressions* per year (with the Elite level sponsorship)

**The total number of opportunities for your ad to be seen per year by advertising with ScoreVision.*



Fan App

The same ads displayed on the jumbotron are pushed out to the Fan App, so fans who can't attend the game in person still see your brand message and live score updates.





Luke Ford

Statement of Gratitude for the Stadium Expansion

from the Elkhorn Public Schools Athletic Directors



Mark King



Roger Ortmeier

A major element of the Elkhorn Public Schools mission is to unite students, families, educators and the community in the educational process. The Elkhorn Public Schools Stadium is a great venue to accomplish this purpose. We have had the good fortune of occupying this incredible stadium since the fall of 1998 when Elkhorn High School was the only high school in the district. In the fall of 2010, we opened our second high school, Elkhorn South. We are excited to soon see the opening of our third high school, Elkhorn North, in the fall of 2020. Elkhorn is a thriving community that prides itself on being a leader in education. All of our outstanding activities and athletics in the Elkhorn Public Schools add to the richness of the educational experience we are able to provide our students. We would like to offer a heartfelt thank you to the Elkhorn Public Schools Foundation and the community of Elkhorn for supporting our stadium expansion and scoreboard project, as we continue to provide an excellent educational experience.

Foundation Program Spending

During the 2017-18 school year, the Foundation invested over \$667,000 in programs to help the students, teachers and schools in the Elkhorn Public School District!

