



PARTNERSHIP PACKAGES

DEVELOPED FOR

WHITNALL SCHOOL DISTRICT GREENFIELD, HALES CORNERS, AND FRANKLIN

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**DAKTRONICS
SPORTS MARKETING**

WHITNALL SCHOOL DISTRICT

BECOME A PART OF WHITNALL

TRADITION

&

FUTURE

WHITNALL SCHOOL DISTRICT

LETTER OF SUPPORT **DAVE PENTEK**

Whitnall School District is proud to celebrate the accomplishments of our students and their immense talents. The video scoreboard will provide the unique opportunity of using the latest technology to showcase our students as they participate in athletics, fine arts, and other organizations. The experience for fans attending events will be heightened as we showcase our students and school. This project is a creative way to make a significant improvement to our facilities with minimal cost to the district, and also highlights the wonderful support that we have with the local businesses and organizations. This community sponsored project reveals how deeply Falcon Pride is felt throughout the communities and the school district.

Dave Pentek

Athletic/Activities Director Whitnall High/Middle School

WHITNALL SCHOOL DISTRICT

REASONS TO PARTNER WITH **WHITNALL SCHOOL DISTRICT**

- › **SHOWCASE COMMUNITY SUPPORT AND SUPPORT FOR OUR STUDENTS AND ATHLETES**
- › **CREATE AWARENESS AND VISIBILITY**
- › **INCREASE BRAND LOYALTY**
- › **REACH THOUSANDS OF OUT OF TOWN VISITORS**
- › **DRIVE TRAFFIC**
- › **STIMULATE SALES, USAGE, AND TRIALS**
- › **INTERACT WITH CUSTOMERS**
- › **DIFFERENTIATE YOUR PRODUCT FROM COMPETITORS**
- › **HELP KEEP OUR ATHLETIC PROGRAMS COMPREHENSIVE AND STRONG**
- › **PROVIDE STUDENTS WITH AN OPPORTUNITY TO LEARN ABOUT AREA BUSINESSES, SPORTS MARKETING, AND IT PRODUCTION IN A REAL-WORLD SETTING**
- › **ENHANCE THE OVERALL QUALITY OF OUR PROGRAMS AND FACILITIES**
- › **ENHANCE THE EXPERIENCE FOR OUR SPECTATORS AND LEAVE A POSITIVE IMPRESSION ON VISITORS FROM OTHER COMMUNITIES**
- › **SUPPORT WHITNALL PRIDE!**

WHITNALL SCHOOL DISTRICT

INSTALLATION PHOTO



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WHITNALL SCHOOL DISTRICT

PLATINUM PARTNERSHIP

PLATINUM PARTNERSHIP (3 TOTAL)

STATIC SIGNAGE

One (1) full color backlit sponsor application below main scoring display, approx. 3'h x 8'w

DIGITAL CONTENT - (WHITNALL HS VARSITY FOOTBALL EVENTS)

One (1) PRE or IN-GAME :15 sponsor provided commercial OR advertising exposure with corresponding PA announcement per regular season home varsity game (two sentence max) in Zone A

Minimum of eight (8) IN-GAME advertising exposures rotating in Zone B

Minimum of two (2) IN-GAME advertising exposures in Zone A

PRE-POSTEVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts in Zone A and B

One (1) exclusive in-game video feature/entitlement in Zone A per regular season home Whitnall HS Varsity Football and Soccer Game, to be determined between WHS and sponsor (Platinum Level to have 1st choice of entitlement)

- | | |
|--------------------------|--------------------------|
| Official Starting Lineup | Halftime Show |
| Touchdown | Upcoming Whitnall Events |
| First Down | Extra Point |

DIGITAL CONTENT - (ALL OTHER OUTDOOR WHITNALL ATHLETIC EVENTS)

PRE-POSTEVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts in Zone A and B

PROMOTIONAL GAME SPONSORSHIP

One (1) Game Day Sponsorship per year. School and sponsor will help choose (1) home football, soccer or track event per year.

- Game day sponsor recognition
- Additional PA announcement and digital content recognizing game sponsors
- Opportunity for promotional giveaway and contesting (per school's approval)
- Opportunity to promote or distribute specialty items
- On field recognition

MULTI-MEDIA/PRINT/PROMOTIONS

Two (2) event passes which includes admission to all Whitnall varsity home athletic events (excludes post season events)

One (1) logo or mention in team activities program

Logo/link on athletic website-<https://www.whitnall.com/schools/high/activities/>

Social Media recognition TBD



SCOREBOARD COLOR: to be chosen by facility
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DAKTRONICS
SPORTS MARKETING

WHITNALL SCHOOL DISTRICT

GOLD PARTNERSHIP

GOLD PARTNERSHIP (4 TOTAL)

DIGITAL CONTENT - (WHITNALL HS VARSITY FOOTBALL EVENTS)

One (1) PRE-GAME :15 sponsor provided commercial OR advertising exposure with corresponding PA announcement per regular season home varsity game (two sentence max) in Zone A

Minimum of four (4) IN-GAME advertising exposures rotating in Zone B

PRE-POST-EVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts in Zone A and B

One (1) exclusive in-game video feature/entitlement in Zone A per regular season home Whitnall HS Varsity Football or Soccer Game, to be determined between WHS and sponsor (Platinum Level to have 1st choice of entitlement)

- Official Starting Lineup
- Touchdown
- First Down
- Timeout
- Halftime Show
- Upcoming Whitnall Events
- Extra Point

DIGITAL CONTENT - (ALL OTHER OUTDOOR WHITNALL ATHLETIC EVENTS)

PRE-POST-EVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts in Zone A and B

PROMOTIONAL GAME SPONSORSHIP

One (1) Game Day Sponsorship per year. School and sponsor will help choose (1) home football, soccer or track event per year.

- Game day sponsor recognition
- Additional PA announcement and digital content recognizing game sponsors
- Opportunity for promotional giveaway and contesting (per school's approval)
- Opportunity to promote or distribute specialty items
- On field recognition

MULTI-MEDIA/PRINT/PROMOTIONS

Two (2) event passes which includes admission to all Whitnall varsity home athletic events (excludes post season events)

One (1) logo or mention in team activities program

Social Media recognition TBD



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DAKTRONICS
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WHITNALL SCHOOL DISTRICT

SILVER PARTNERSHIP

SILVER PARTNERSHIP (10 TOTAL)

DIGITAL CONTENT - (WHITNALL HS VARSITY FOOTBALL EVENTS)

Minimum of four (4) IN-GAME advertising exposures rotating in Zone B

PRE-POST-EVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts in Zone A and B

DIGITAL CONTENT - (ALL OTHER OUTDOOR WHITNALL ATHLETIC EVENTS)

PRE-POST-EVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts in Zone A and B

MULTI-MEDIA/PRINT/PROMOTIONS

One (1) logo or mention in team activities program

Social Media recognition TBD

23.75

25'

WHITNALL  **FALCONS**

HOME **10** < **9:36** **QTR 2** **GUEST** > **00**

WHITNALL BOOSTER CLUB

GREENFIELD Financial Partner

GREENFIELD AUTO

TOL 2 DOWN 2 TO GO 10 BALL ON 20 TOL 1

PLATINUM PARTNER **PLATINUM PARTNER** **PLATINUM PARTNER**



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DAKTRONICS
SPORTS MARKETING

WHITNALL SCHOOL DISTRICT

INVENTORY

	STATIC SIGNAGE	DIGITAL :15 COMMERCIAL ZONE A	DIGITAL ROTATING AD ZONE B	DIGITAL ROTATING AD ZONE A	PRE & POST ROTATING LOGOS ZONE A & B	DIGITAL FEATURE ENTITLEMENT ZONE A	GAME SPONSORSHIP	EVENT PASSES	PRINT PROGRAM MENTION	LOGO ON WEBSITE	SOCIAL MEDIA	SCROLLING LIST OF BRONZE DONORS DURING HALF TIME
PLATINUM	(1)	(1) FB	(8) FB	(2) FB	✓ FB, SO, TR	(2) FB, SO	(1) FB, SO, TR	(2) FB, SO, TR	✓ FB, SO, TR	✓	✓	
GOLD		(1) FB	(4) FB		✓ FB, SO, TR	(1) FB or SO	(1) FB, SO, TR	(2) FB, SO, TR	✓ FB, SO, TR		✓	
SILVER			(4) FB		✓ FB, SO, TR				✓ FB, SO, TR		✓	
BRONZE												✓

WHITNALL  FALCONS

HOME 10 < 9:36 QTR 2 > 07 GUEST

ZONE A

ZONE B

ZONE C

PLATINUM PARTNER PLATINUM PARTNER PLATINUM PARTNER



INVEST IN WHITNALL PRIDE

› **PLATINUM PARTNER** [3 available]

\$10,000 a year for 5 years

› **GOLD PARTNER** [4 available]

\$4,000 a year for 5 years

› **SILVER PARTNER** [10 available]

\$1,000 a year for 5 years

› **BRONZE PARTNER**

Donation Partner

THANK YOU

On behalf of Whitnall School District and Daktronics Sports Marketing we deeply appreciate the opportunity to present these partnership opportunities for your consideration. We would be honored to assist in providing the best possible experience to meet and exceed your every expectation.

We would also like to extend a sincere thank you to all of our potential sponsors for helping us grow into the best athletic program possible. We enjoy serving our community and athletics and look forward to helping you connect with your fans, potential customers and improve the overall entertainment experience for many years to come.

CONTACT INFORMATION

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