



# JOHNSON COUNTY CENTRAL PUBLIC SCHOOLS PARTNERSHIP PACKAGES



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



band, cheer and student government can all see benefits from your sponsorship

## BUDGET



your business can help pay for the video board itself, and add to school funds

## ATHLETES



students get pumped up when they see themselves in lights

## GAIN THE HOME-FIELD/COURT ADVANTAGE PARTNER WITH JOHNSON COUNTY CENTRAL HIGH

- 1 Stimulate sales
- 2 Increase brand loyalty
- 3 Drive traffic to your business
- 4 Create brand awareness and visibility
- 5 Set yourself apart from the competition
- 6 Show support for our community and students
- 7 Help keep athletic programs healthy and competitive
- 8 Enhance the fan experience and leave a positive impression about your business and our team
- 9 Reach local and out-of-town customers more effectively

### CONTACT INFORMATION

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# JOHNSON COUNTY CENTRAL PUBLIC SCHOOLS PARTNERSHIP PACKAGES

## FOUNDING PARTNERSHIP (4 TOTAL, \$7,500/YEAR)

### STATIC SIGNAGE

- One (1) logo on an ad panel on side of the outdoor video board, approximate size TBD.
- One (1) logo on an ad panel above or below a scoreboard in the gym, approximate size TBD

### OUTDOOR DIGITAL CONTENT

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

Two (2) in-game full screen static ad exposure per regular season home event

One (1) quarter of first down sponsorships per every home varsity football game. Sponsor logo will play on the Eagle's first down graphic on the video board for a whole quarter. Sponsors will each take one of the four quarters.

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

### MULTI-MEDIA/PRINT/PROMOTIONS

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

One (1) ad exposure on the JCC athletics live stream per regular season varsity event

### PROMOTIONAL GAME SPONSORSHIP

One (1) game day sponsorship per year. School and sponsor will choose (1) home indoor varsity game per year. Game day sponsorship could include:

- Additional PA announcement and digital content recognizing sponsor
- Opportunity for promotional giveaway or contest
- Opportunity to promote or distribute specialty items
- On field recognition

### INDOOR DIGITAL CONTENT

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

One (1) in-game full screen static ad exposure per regular season home event

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

One (1) in game sponsor feature entitlement per home varsity basketball or volleyball game. Sponsor logo can play on animated graphics such as National Anthem, Starting Lineups, Halftime, Timeout, etc.





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## ANCHOR PARTNERSHIP (6 TOTAL, \$3,500/YEAR)

### OUTDOOR DIGITAL CONTENT

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

Two (2) in-game full screen static ad exposure per regular season home event

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

### PROMOTIONAL GAME SPONSORSHIP

One (1) game day sponsorship per year. School and sponsor will choose (1) home indoor varsity game per year. Game day sponsorship could include:

- Additional PA announcement and digital content recognizing sponsor
- Opportunity for promotional giveaway or contest
- Opportunity to promote or distribute specialty items
- On field recognition

### MULTI-MEDIA/PRINT/PROMOTIONS

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

One (1) ad exposure on the JCC athletics live stream per regular season varsity event

### INDOOR DIGITAL CONTENT

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

Two (2) in-game full screen static ad exposure per regular season home event

One (1) three point sponsor feature entitlement. A founding partner logo will play on the three point animation and founding partners will rotate the turns as three pointers are made.

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

## PREMIER PARTNERSHIP (8 TOTAL, \$1,500/YEAR)

### OUTDOOR DIGITAL CONTENT

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

One (1) in-game full screen static ad exposure per regular season home event

### INDOOR DIGITAL CONTENT

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

One (1) in-game full screen static ad exposure per regular season home event

### MULTI-MEDIA/PRINT/PROMOTIONS

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

One (1) ad exposure on the Eagle Eye Broadcasting stream per regular season varsity event

