



POUDRE  
SCHOOL  
DISTRICT

# FRENCH FIELD VIDEOBOARD

## ONE STEP CLOSER



# POUDRE SCHOOL DISTRICT

**In 2020, the Poudre School District is making a major move to stay at the forefront of the athletic experience for its student athletes and patrons by seeking sponsors to help with the purchase and installation of large outdoor Videoboards at French Field and the not yet named new district stadium schedule to open in fall of 2022. These multipurpose, fully digital interactive screens will replace outdated and limited scoreboards that will allow PSD to develop student created content that can be utilized by our community partners in the form of traditional advertising.**

This is another example of Poudre School District's cutting-edge vision to connect our students with industry leaders to develop customer approved content. Spectator engagement and the fan experience will be greatly improved with the ability to customize displays for each of our sports. Our existing four large comprehensive high schools plus the two new large high schools slated to open in 2022, will benefit from new educational learning opportunities in media production, video production, graphic design, marketing, animation and technical skills that lead to real world career skills using state of the art technology.

Attendance at all our athletic and extracurricular events is among the highest in the state year in and out. Advertising space and time are limited and in high demand. Don't miss your chance to partner with Poudre School District and help us provide welcoming, safe facilities that meet the needs of students, staff and the community.



## STUDENT DRIVEN

Classroom & Industry Partnerships allow for students to collaborate and drive approved customer content



## STATE OF THE ART

Interactive boards, peripheral equipment and software are cutting edge and utilized by universities and professional organizations



## GAME DAY

PSD events are some of the city's highest attended with a legitimate Game Day experience. Concert level sound, hype videos, starting lineups, interactive games are all part of the experience

## BRAND WRAPPER

"Backdrop" of scoreboard; Ability to cobrand with Eastwood for more exposure



## CINEMA ADS

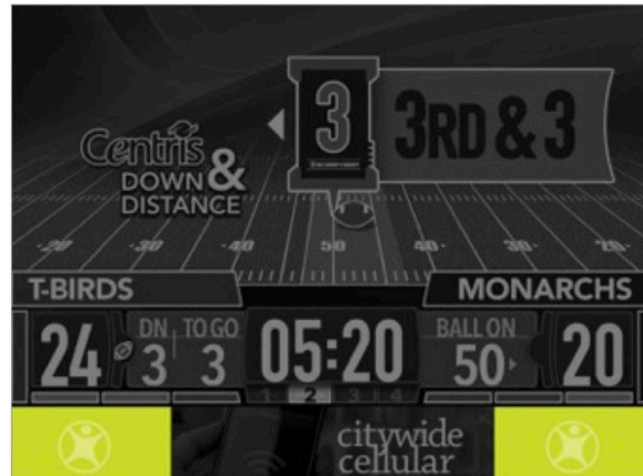
Large ads that take over the screen during events, static or video without sound - think commercial.

*Pregame / Halftime / Timeout*



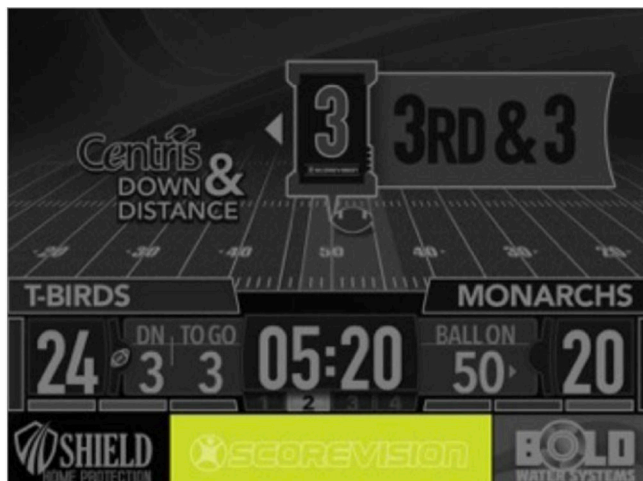
## BRAND ADS

Ad space in the lower corners of the board, static or animated.



## SIGNATURE ADS

Larger ad in the lower center of the board, static or animated.



# POUDRE SCHOOL DISTRICT ATHLETIC DEPARTMENT STRATEGIC PLAN

## PURPOSE

The Poudre School District is seeking funding and sustainable revenue streams from area businesses, public or private organizations, or other entities that want to sponsor various District athletic facilities. All funding received through sponsorships and advertising will be used to purchase, maintain and improve District athletic equipment and facilities. We expect that the sponsorships shall be in the form of an annual payment for a fixed term.

The Poudre School District Athletic Department is implementing this improvement plan initially to upgrade the outdated scoreboards at our District stadium, French Field, as well as, the scoreboards in our main gymnasiums at the existing four large comprehensive high schools, and to assist in the purchase of scoreboards for our newly constructed District stadium to be completed by Fall of 2022 as well as to assist in the purchase of scoreboards for the main gymnasiums at the two new middle/high schools, at the Wellington and Prospect sites. The current scoreboards are outdated and will be replaced by videoboards that utilize digital technology. Digital videoboards will provide endless potential uses outside of standard scoreboard operations. They also serve as a great venue for students to gain real life hands-on experience while also creating a new revenue stream opportunity.

## BACKGROUND AND DEMOGRAPHIC INFORMATION

Poudre School District is a public-school district covering about 1,800 square miles in Northern Colorado, encompassing several communities including Fort Collins, LaPorte, Timnath, Wellington, Red Feather, Livermore, Stove Prairie and parts of Windsor. Our school district serves over 30,000 students and operates 52 schools including five charter schools. Currently there are four large comprehensive high schools, nine middle schools, 31 Elementary schools and an assortment of alternative learning schools. PSD anticipates opening two new Middle/High Schools in 2022 in Wellington and east of Interstate 25, off Prospect Road.

Over 8,000 students from PSD participate in high school and middle school athletic programs. The high school teams compete in the 13-member schools Front Range League. The Front Range League is comprised of schools from the northern suburbs of Denver, the city of Boulder, and schools up and down the I-25 northern corridor. The nine middle schools participate and compete in a robust 10-sport athletic conference that culminates with district-wide championship events.

Currently our large outdoor District stadium hosts on average 115 varsity-level sporting events per school year. The smaller District stadium located at Fossil Ridge High School hosts an additional 82 events average per school year. Both the larger stadium venue called French Field and located on the Rocky Mountain High campus and Fossil Stadium also host many lower level athletic events, middle school athletic contests and numerous community and private club events. Both sites are typically utilized about five-six days/nights per week in the fall and spring seasons.

## CONNECT YOUR BUSINESS TO ONE OF AMERICA'S TOP SCHOOL DISTRICTS

Partnerships provide the ability to promote your business or organization through strategic marketing channels while investing in public education with Poudre School District.

Your sponsorship will help the Poudre School District Athletic Department accomplish one of its important strategic goals of adding state of the art vibrant LED videoboards at the current District stadium; at the new second District stadium that will open in Fall of 2022, and eventually at all four main gyms at our high schools and the two new middle/ high schools opening in 2022.

## WHY VIDEOBOARDS

- Currently PSD utilizes outdated light bulb and metal box scoreboards that are limited and not designed for multi-sport use. Videoboards will ensure facilities are welcoming, safe and meet the needs of students, staff and community.
- Large screen video display boards with software will allow us to meet the needs of as many students and teams as possible while maximizing the student experience.
- Videoboards will provide new educational learning opportunities. Media production programs with digital technology will help us create and establish video production, graphic design, video graphics, marketing, broadcast, animation and technical skills that lead to real world career skills using state of the art technology.
- Videoboards will build more community and school spirit. Spectator engagement and the fan experience will be greatly improved with the ability to customize displays for each of our sports. Game time experience will include live video feeds, instant replays and unlimited built-in features that engage spectators during games, activities and community events.
- Videoboards will provide high impact exposure for multiple local advertisers. Valued sponsors will receive prime space on the displays during period breaks and times when the full scoreboard view isn't necessary. Sponsor messages and advertisements will help both the sponsor and PSD create new revenue stream opportunities while strengthening the brand presence.
- Alternative Use Examples: Besides the enhancement of game time experiences, videoboards have many additional potential uses, including but not limited to: live classroom instruction via video feed that can be used for movie nights, award presentations, drama/choir competitions, film reviews, fundraising events, community events, pep rallies, band competitions, sponsored theme nights, and classroom instructional videos.
- Videoboards will help the Poudre School District strengthen purposeful partnerships with businesses, higher education institutions, local government agencies and the community at large.

## GENERAL AGREEMENT INFORMATION

1. Point of contact. The following individual (and their designees) is available to provide additional information:  
Russ McKinstry  
District Athletic Director  
970-490-3106  
wmckinstry@psdschools.org
2. The Poudre School District may accept one sponsorship for all advertising venues or multiple sponsorships.
3. The District shall accept the proposals it deems to be in the best interests of the District. In making that determination, the District will use District Policy KHB – District Revenue Through Advertising, as well as the following criteria to evaluate advertising partnership.
  - Monetary value of the offer
  - Contract length and terms
  - Advertising content
  - Any other relevant factor that PSD identifies as necessary
4. The Sponsor shall prepare and provide copy and graphics to execute this Agreement at no cost to the School District. The Sponsor will be responsible for any changes to copy or graphics including any costs associated with changes to the copy and graphics. The Sponsor shall directly pay for or reimburse the District for the cost of the signage necessary to execute this Agreement in addition to the overall sponsorship amount. PSD will have the ultimate authority to vet and approve/ reject copy and graphics provided by a sponsor.
5. Poudre School District reserves the right to reject any proposal for advertisements or content the District considers inappropriate for public display at school owned facilities including, but not limited to, advertising for tobacco, alcohol, drugs, firearms, drug paraphernalia, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling or violence. PSD will use Policy KHB- District Revenue Through Advertising and other PSD policies, in making a determination about whether to approve advertising from a contracted business or organization.
6. Advertising displays shall be maintained and kept physically presentable during the term of the Agreement by the Poudre School District.
7. The Poudre School District will be the sole authority on acceptability of advertising content marketing components, including facility structure or other merchandising items distributed or displayed as a component of the advertising offer.
8. Sponsor agrees to hold harmless, defend and indemnify the District, its officers, agents and employees from and against any and all claims, liability, demands, causes of action, damages, costs and attorney fees arising from this Agreement and to the delivery of sponsorship hereunder, except to the extent that any such claim or demand arising from or caused by the negligence or willful misconduct of the District, its agents or employees.
9. Sponsor agrees that all written material and items in connection with this Agreement do not imply that Sponsor is endorsed by the District or any of its agents or employees and will not communicate that the District is endorsing Sponsor or its products or services in any way. Sponsor further agrees that it does not have the right to act on behalf of the District in any way as a result of entering into this Agreement. The sponsor may not use the main District or PSD school logo(s)/ mark(s) or name in any way without prior approval and express consent by the District.
10. The Agreement shall be governed by the laws of the State of Colorado with regard to formation, construction and performance.
11. Per District Policy KHB – District Revenue Through Advertising, no advertisement shall be permitted that conveys the impression of the District's endorsement of any religious message, political candidate or ballot initiative.
12. Except as may otherwise be expressly stated in this Agreement, all modifications to this Agreement shall be in writing and signed by both parties.
13. Nothing in this Agreement may be construed to imply that the Sponsor has the exclusive right to provide Poudre School District goods, services or advertise with or sponsor Poudre School District or any Poudre School District event. During the term of this agreement, Poudre School District reserves the right to use all available resources to procure other goods, services and/or advertisers/sponsors as deemed in the best interests of Poudre School District in Poudre School District's sole discretion, and doing so will not violate any rights of Sponsor.
14. Term/Compensation.
  - + Presenting Sponsor – Be the sole sponsor – only 1 available. 5-year term (negotiable)
  - + Diamond Sponsorship – 5 years for \$15,000 per year if paid annually or 5 years for \$60,000 paid in full up front. 4 available
  - + Platinum Sponsorship – 5 years for \$7,500 per year if paid annually or 5 years for \$30,000 paid in full up front. 4 available
15. Sponsor understands and agrees that District Policy KHB – District Revenue Through Advertising, and all rules and regulations contained therein are incorporated herein by this reference and shall be part of this Agreement and must be complied with by Sponsor.

## PREMIER ATHLETIC SPONSORSHIP PACKAGE

### **PRESENTING SPONSOR - 1 AVAILABLE**

Fee and terms negotiable. Presenting sponsor would be the sole advertiser and receive large custom signage without any other sponsor displays being available or displayed. Benefits would include all combined benefits of both the Diamond and Platinum packages. Please contact District Athletic Director Russ McKinstry if interested.

### **DIAMOND SPONSORSHIP - 4 AVAILABLE**

- Scoreboard signage displays advertiser's corporate logo located on the left or right side of the center message videoboard.
- Size 6' x 5' fixed signage through 2024-25
- Fee \$15,000 per year (\$75,000 total)
- Term 5-year 2020-2025 commitment. The term begins at the execution of the Agreement.
- \$60,000 for 5-year contract if paid in full.

#### **Benefit Package Includes:**

- Scoreboard signage (6' x 5' fixed signage for 5 years)
- Three 25-second pre-approved commercials or public service announcements shown during varsity football, girls' soccer, boys' soccer, boys lacrosse, girls lacrosse, track and field large invitational meets
- 6 pre-approved digital ad communications on the scrolling message board per athletic contest.
- Logo displayed on PSD Athletic Department webpage home page. Corporate logo link on webpage.
- 1 sponsorship night - (details of sponsorship night available on request)
- Videoboard acknowledgement of all Platinum Sponsors
- 8 yearly passes to all Poudre School District athletic contests (does not include state-level playoff games)
- Opportunity to display corporate logo on Pixellot camera streaming broadcasts. \$2,500 per year extra for this advertising opportunity. All varsity contests are streamed live and available on demand.
- 1 halftime public awareness sponsor announcement including concession stand sponsorship public address announcement

### **PLATINUM SPONSORSHIP - 4 AVAILABLE**

- 1 scoreboard placement 4' x 5' fixed signage attached at the bottom of the scoreboard
- Fee \$7,500 per year (\$37,500 total)
- Term 5-year 2020-2025 commitment. The term begins at the execution of the Agreement.
- \$30,000 for 5-year contract if paid in full.

#### **Benefit Package Includes:**

- Scoreboard signage (4' x 5' fixed signage for 5 years)
- Two 15-second pre-approved announcements on the stadium public address system with voice over and logo on stadium videoboard. All varsity contests.
- 4 pre-approved digital ad communications on the scrolling message board per athletic contest.
- Logo displayed on PSD Athletic Department webpage home page.
- 4 yearly passes to all Poudre School District athletic contests (does not include state-level playoff games)
- Single game marketing table - front entrances - hospitality opportunity



# POUDRE SCHOOL DISTRICT PARTNERSHIP PACKAGES

POUDRE SCHOOL DISTRICT

## TRADITION STARTS HERE

Poudre School District's reputation of academic excellence and competitive sports programs does not go unnoticed. With student-athletes excelling in the classroom and on the field, fans from the surrounding community fill the stands on game nights.

With all eyes on the game and the scoreboard, Poudre Schools would like to offer advertising opportunities ranging from basic static signage to digital content. You now have the opportunity to support Poudre traditions, showcase community support and get your name out there by purchasing advertising space.  
What are you waiting for?

## BECOME A PART OF IT

- › Create awareness and visibility
- › Increase brand loyalty
- › Change and reinforce image
- › Drive retail and dealer traffic
- › Stimulate sales, trials and usage
- › Showcase community and social responsibility
- › Sample displays and showcase product services
- › Combat larger ad budgets of competitors
- › Interact with customers
- › Differentiate product from competitors

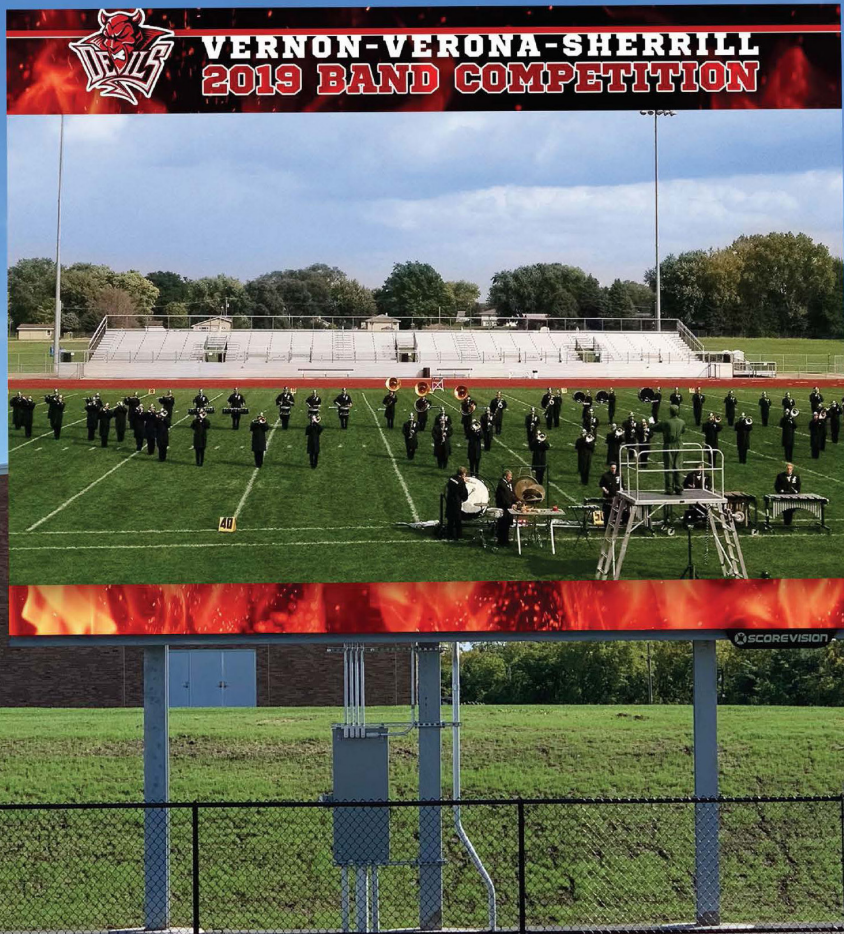


Please contact:  
Russ McKinstry  
Director of Athletics and Activities  
Poudre School District  
970-490-3106



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# NOT ALL HEROES WEAR CAPES



CHI Health

Scoreboard: 24 | DN TO GO 1 | 25 | 05:20 | BALL ON 35 | 20

SHIELD HOME PROTECTION

McCormick DODGE

BOLD WATER SYSTEMS



NEXT MATCHUP

VS

Friday 7:30p



Scoreboard: 24 | DN TO GO 1 | 25 | 05:20 | BALL ON 35 | 20

SHIELD HOME PROTECTION

McCormick DODGE

BOLD WATER SYSTEMS

# FOSSIL RIDGE HIGH SCHOOL



# FORT COLLINS HIGH SCHOOL



# POUDRE HIGH SCHOOL



# ROCKY MOUNTAIN HIGH SCHOOL

