



PARTNERSHIP PACKAGES

DEVELOPED FOR

KIRTLAND HIGH SCHOOL

KIRTLAND, OH



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DAKTRONICS
SPORTS MARKETING

**SHAPING THE
FUTURE**

**BE PART
OF A NEW
HORNET
TRADITION**

LETTER OF SUPPORT, SUPERINTENDENT CHAD VANARNHEM

The Kirtland Local School District is committed to providing our students with a well-rounded education in the areas of academics, extracurriculars and service to others. Our students continue to thrive in all areas! The district finished in the top 10% of districts in Ohio on the state report card, the Class of 2022 had over 4,000 hours of community service, and our athletic teams continue to thrive. Our girls' soccer team won a state title in 2020, the girls' flag football team has two consecutive championships and were featured at halftime of the NFL Hall of Fame game and the boys football team has six state championships and five runner-ups in the past 11 years! The mission of the district is to provide a well-rounded and personalized education so our students can become empowered citizens.



We are fortunate to have so many community groups and stakeholders that support our students and staff. In May of 2021, the community supported a Permanent Improvement levy for 0.95 mills to update our facilities that include a new high school science lab and a renovation for our stadium. The community has provided financial support to make these upgrades possible for our children and I am hopeful that our local businesses are willing to support and be a part of this exciting time at the Kirtland Local Schools. We hope that you will strongly consider the proposals included in this package to support our district's students and programs. Thank you and go Hornets!

Sincerely,

Chad VanArnhem



PARTNER WITH KIRTLAND HIGH SCHOOL

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every varsity 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

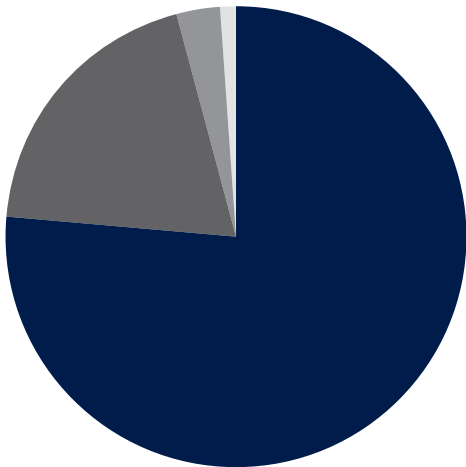
"It gives our school a fantastic way to showcase our students, as we did at senior night. The climate created was electric! It's also a terrific way to fundraise with commercials showcasing our corporate sponsors."

Kasey Teske, Principal, Canyon Ridge High School

GOOD FOR YOUR BUSINESS

While supporting your local high school is worthwhile on its own, surveys show that people are more likely to patronize businesses that support local high schools!

Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?*



Agree: 76.51%
Neutral: 19.37%
Disagree: 3.15%
Don't Know: .097%



STADIUM EVENT & ATTENDANCE

EVENT	EVENTS A YEAR	ATTENDANCE
FOOTBALL VARSITY	6	900
FOOTBALL JV	6	300
FOOTBALL 9	5	200
FOOTBALL 7/8	10	200
SOCCER VARSITY BOYS	11	150
JV BOYS	9	75
VARSITY GIRLS	11	150
JV GIRLS	9	75
MS BOYS	8	75
MS GIRLS	8	75
TRACK/CC VARSITY	4	250
MS	4	300
OHSAA FOOTBALL	2	1000
OHSAA SOCCER	4	200
NUMEROUS YOUTH SOCCER AND FOOTBALL GAMES		



KIRTLAND HIGH SCHOOL

GAIN THE HOME-FIELD ADVANTAGE AT KIRTLAND HIGH SCHOOL

Stimulate sales

Increase brand loyalty

Drive traffic to your business

Create brand awareness and visibility

Set yourself apart from the competition

Show support for our community and students

Help keep athletic programs healthy and competitive

Reach local and out-of-town customers more effectively

Enhance the fan experience and leave a positive impression about your business
and our team

"Our sponsors love it, too. It's impressive. It's got the 'wow' effect."

Chuck Jaco, Athletic Director, Perrysburg High School



GIVES STUDENTS EXPERIENCE IN THE FIELD

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:

Design and multimedia students have the opportunity to produce videos, create animations, and develop graphics and advertisements for the entire audience to see. They can operate cameras, run instant replays and even run the display itself.

This is valuable experience for our students, because we use the same equipment that can be found in colleges and professional facilities across the nation.

Our students and their families will thank you!

"We have had two students find work at the college level since implementing a Daktronics board at Carroll High School."

Chelsea Bisson, Business Instructor, Carroll High School



*Information was collected nationwide from adults ages 18-54 who have children ages 12-17 represented in their household. Turnkey Sports & Entertainment administered the study in partnership with Greenfield Online. Turnkey Sports & Entertainment is the leading custom market research company in the sports and life entertainment industry. Greenfield Online is the pioneer of online consumer research globally and provides its resources within the sports industry exclusively to Turnkey Sports & Entertainment.



KIRTLAND HIGH SCHOOL

FUTURE CAREERS IN THE FIELD

Your partnership with Kirtland High School will bring students the opportunity to work on the same game day production equipment utilized at Daktronics college and professional leagues such as the Cincinnati Bengals, Cleveland Browns and the Columbus Blue Jackets!

RELATED CAREERS

RADIO

Play-by-Play Announcer
Color Analyst
Audio Engineer
Editor

MARKETING

Promotions
Ticket Sales
Street Team
Social Media Specialist

TV PRODUCTION

On-Air Personality
Video Engineer
Audio Engineer
Camera Operator
Lighting Designer
Director
Producer
Editor
Stage-Floor Manager

GRAPHIC DESIGN

Web Specialist
Graphic Designer

FACILITY/TEAM OPERATION

Video Display Operator
Sports Information Director
Statistician
Clock/Scoreboard Operator



KIRTLAND HIGH SCHOOL

INSTALLATION SITE PHOTO



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KIRTLAND HIGH SCHOOL

ANCHOR PARTNERSHIP

ANCHOR PARTNERSHIP (4 TOTAL)

STATIC SIGNAGE

Banner with name and logo provided by the school to be displayed in the stadium for the fall sports season.

DIGITAL CONTENT

One (1) in-game or half-time :30 second commercial (with audio) per regular season home varsity football game or static image with custom PA announcement

One (1) feature per regular season home varsity football game

Minimum of 20 exposures on display during regular season home varsity football games

PROMOTIONS

One (1) game day sponsorship/promotional opportunity per season for one football game

- Opportunity for concourse tabling/kiosk display
- Opportunity to promote or distribute specialty items
- Opportunity at halftime for on-field recognition
- Opportunity to honor employees, conduct a contest, sponsor a performance, etc
- Honorary team captain for coin flip

MULTI-MEDIA

One (1) 1/4 page ad in athletic program

One (1) logo and link on district website

One (1) customized PA announcement per regular season home football game

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game

Social media TBD

HOSPITALITY

Four (4) season tickets to regular season home football games

One (1) parking pass to regular season home football games



COMMERCIAL

FOUNDING PARTNERSHIP (6 TOTAL)

DIGITAL CONTENT

One (1) pre-game :30 second commercial (with audio) per regular season home varsity football game or static image with custom PA announcement

Minimum of 15 exposures on display during regular season home varsity football games

MULTI-MEDIA

Name listed on an insert in the athletic program as a Founding Partnership Sponsor

One (1) logo on district website

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game

Social media TBD

HOSPITALITY

Two (2) season tickets to regular season home football games

PREMIER PARTNERSHIP (8 TOTAL)

DIGITAL CONTENT

Minimum of 5 exposures on display during regular season home varsity football games

MULTI-MEDIA

Name listed on an insert in the athletic program as a Premier Partnership Sponsor

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game



COMMERCIAL



INVEST IN **HORNET PRIDE**

- › **ANCHOR PARTNER** [4 available]
\$TBD
- › **FOUNDING PARTNER** [6 available]
\$TBD
- › **PREMIER PARTNER** [6 available]
\$TBD

THANK YOU

We appreciate the chance to present these sponsorship opportunities to you. We hope you choose to partner with us, so we can strengthen our relationship as we help you gain more exposure and visibility within the school and community.

We also thank you for helping our school build a better athletic program, add to our curriculum, and even provide a better experience for our fans. We look forward to helping you connect with your own fans – and potential loyal customers – for years to come.

CONTACT INFORMATION

CHAD VANARNHEM
KIRTLAND LOCAL SCHOOL DISTRICT
SUPERINTENDENT
E: CHAD.VANARNHEM@
KIRTLANDSCHOOLS.ORG



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KIRTLAND HIGH SCHOOL



BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



COMMERCIAL



FEATURE ENTITLEMENT



ANIMATED LOGO

VIDEO
WHY ADVERTISE AT SCHOOLS?

