

Munson Stadium Video  
Multimedia Display Board

# Premier

## Partnership Prospectus



**GREAT SCHOOLS.  
GREAT COMMUNITY.**



## Be a part of the culture

Denison ISD is renowned for its rich traditions of academic excellence, competitive sports programs and proud community partnerships, creating a unique culture of pride and honor that make Denison and its schools among the best in Texas! In keeping with that tradition, Denison ISD and the Community are once again coming together to bring a video scoreboard to Munson Stadium, allowing fans and families to see, hear and experience hundreds of memorable events and activities, up-close and personal!



## About Us

An exciting new opportunity to partner with Denison ISD and the Denison community!

# The Potential



**The tremendous advertising advantages to you, as a proud partner-sponsor of this board, range from basic static signage to digital content, commercials and multi-media inventory at Munson Stadium as well as other DISD facilities - allowing mass exposure to captive audiences.**



## The Impact

- **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**
- **Differentiate your product from competitors**
- **Improve your bottom line**



## Reach New Customers

Your audience is only one look away from seeing your message.

## 6,400 families, customers and potential customers who will see, hear and feel your advertising messages at:

- Denison High School JV, Varsity and Freshman Football and Soccer games
- Denison High School Band, Cheerleader, Drill Team, Color Guard and other performances
- Special pre-game and halftime presentations during homecoming and other activities
- Scott Middle School Varsity and JV Football games and performances by student groups
- DISD Elementary Play Day events that pack Munson Stadium
- DHS graduations
- Seasonal "Meet the Jackets" events, fundraisers, awareness campaigns
- 15,000 local citizens who gather every July 4<sup>th</sup> in and around Munson Stadium to enjoy Denison's annual FREE Fourth of July Fireworks show
- 50,000-plus people who attend expanded & enhanced events, including Fall Festival, Family Movie Nights, Touchdown Alley activities, Food Truck events, Downtown Denison promotions, concerts, art festivals, gathering points for runs, walks, relays and bike rides. The possibilities for are endless, considering Munson Stadium's great downtown location and shared border with Forrest Park



## Teaching & Training

Broadcast Journalism courses will offer curriculum and training DHS students to be college and career-ready.

As an added bonus, you will help create an exciting new Career and Tech Broadcast Journalism program at Denison High School that will facilitate scholarships, college and lucrative career opportunities for the junior and senior journalism students who will learn about and ultimately run the board and keep you front-center before captive audiences.



# Teaching & Training

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## Partnership Opportunities Premier Partnership



### Stadium Video Display Digital Content

- One (1) :30 second commercial or two (2) :15 second commercials (with audio) per regular season home event
- One (1) animated logo rotated with other partners pre-game, in-game, halftime and post-game per regular season home event
- One (1) in-game static logo per regular season home event
- One (1) logo on LED Sound Mesh rotated with other partners pre-game, in-game, halftime and post-game per regular season home event when sound mesh is operating
- Two (2) instant replay logo bugs per regular season home event

### Stadium Multi-media

- PROMOTIONS: Two (2) PA announcements thanking advertisers/sponsors for their support per regular season home event

### Stadium Static Signage

- One (1) 4x4 sign, year-round, on highly visible south end zone fence
- One (1) 4x4 Home Stands interior fence near concessions/restroom area



## Premier Partner Investment

**\$10,000 per year for  
a 5-year  
commitment**





