



SAF SPRINGDALE
ATHLETIC
FOUNDATION

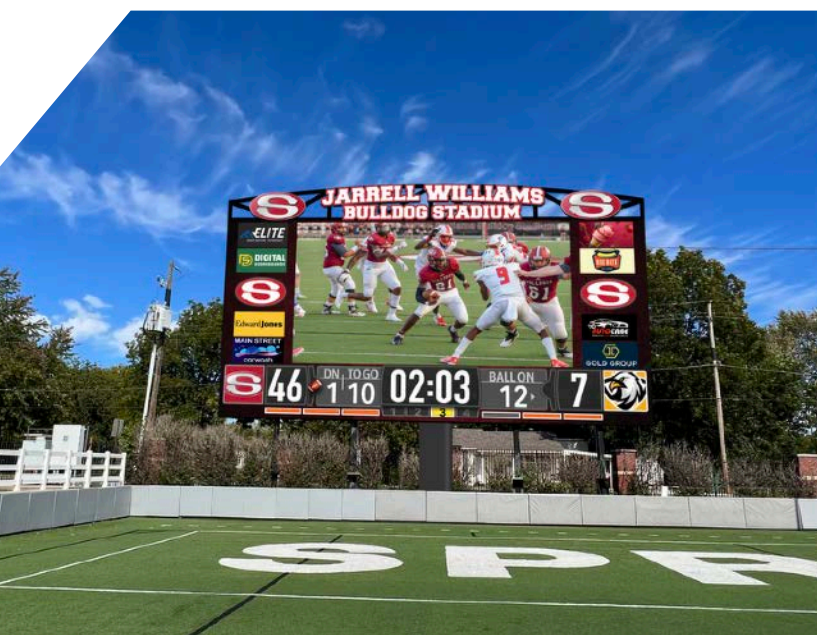
Video Board Advertising Packages



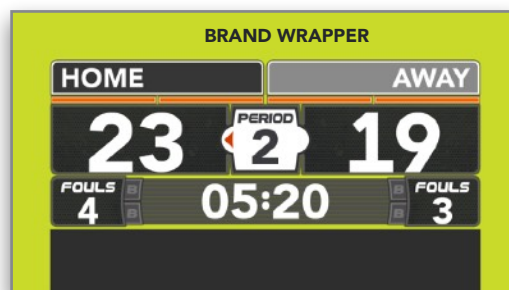
We are excited to announce that the Springdale Athletic Foundation has purchased new large-format LED digital video scoreboards (“jumbotrons”) at all our district High School Football, Baseball, Softball stadiums and Basketball arenas. These new Video Scoreboards will impact the community of Springdale, in a positive way, like never before! In addition to offering an incredible experience to our teams, student-athletes, and fans, these boards represent ***an excellent opportunity for area businesses and non-profits to reach our incredible crowds, fan bases, and faculty, as well as visiting teams and communities.*** The Springdale Athletic Foundation has partnered with Springdale Public Schools to deliver these amazing additions to Springdale Public Schools Athletics and will be developing relationships with potential sponsors and advertisers locally, regionally and nationally, as well as to execute a world-class media program.

In addition to the obvious benefit for everyone enjoying the enhanced game experience, these scoreboards and this media program, which will be operated by Springdale Public Schools students, will offer our students an incredible education in cutting-edge technology and live event production, while they earn on the job paid experience by the Springdale Athletic Foundation. The proceeds from our sponsorship program will be used towards many great uses – both athletic and academic. Sponsors have the opportunity to advertise to the community in a powerful and meaningful way, generating strong returns on their investment, as well as “do good” by supporting Springdale Public Schools and the Springdale Athletic Foundation. A representative from the Springdale Athletic Foundation may be reaching out to you. Please know the Springdale Athletic Foundation and the Springdale Public Schools are working together to bring these amazing video boards to Springdale. We hope you will agree that this is a great way to advertise your business. We know times are tough and every dollar counts, so thank you for your help and support of our district kids!

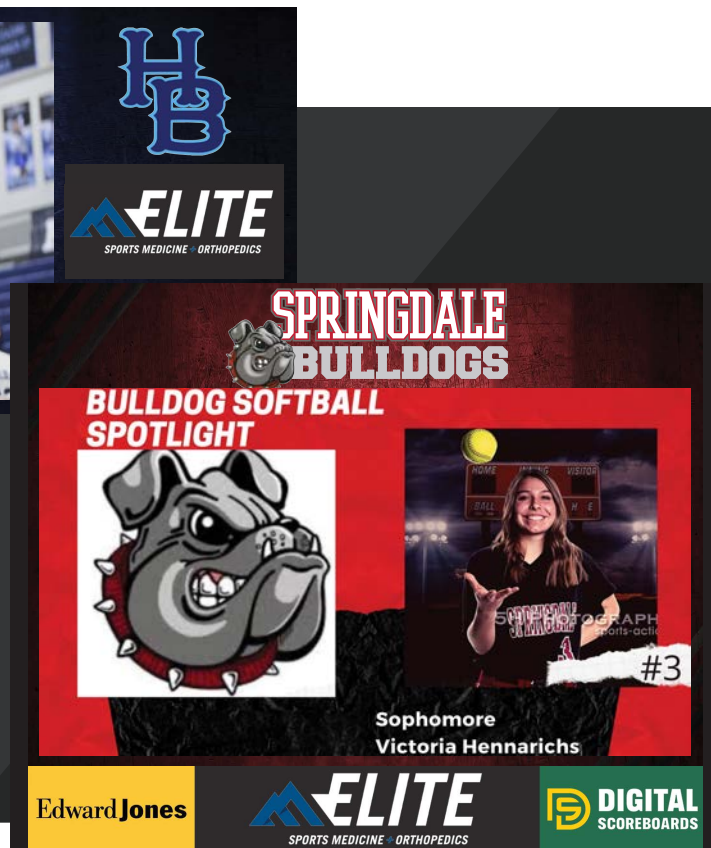
This is a unique opportunity to reach students, families, fans, faculty, and the visiting community, at over **270 games**, across all **8 athletic venues**. This incredible advertising opportunity will deliver over **9,000,000 annual advertising impressions** for your business, to a very loyal and captive audience, while delivering an incredible recall of your advertising message. We continue to hear that this is a win-win scenario as businesses can drive their business and bottomline across this strong advertising vehicle, while making a significant impact on the Springdale Athletic Foundation and its reach across all sports within the district.



The Brand Wrapper is the backdrop (“wallpaper”) that is overlaid by the scoreboard and panorama ad space. There’s space reserved at **the top of the display** where branding imagery can be displayed in order to personalize the system to the school or sponsor.



The Brand Wrapper can be leveraged to display school imagery in order to personalize the display for the home team or specific occasion. It can also be utilized for revenue purposes by adding a co-brand sponsor logo alongside the school name or by replacing the entire wrapper with sponsor brand imagery.



ARTWORK SPECS:

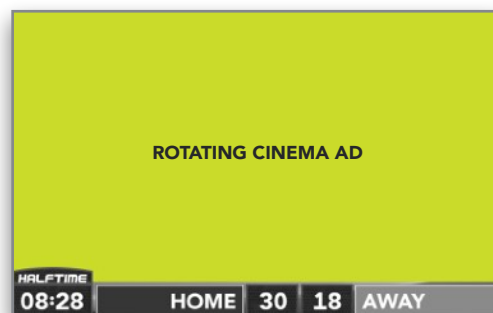
type: **static**

format: **JPG, PNG**

resolution: **dependent upon display model**

max size: **2MB**

Cinema ads are premium-sized digital banners displayed in a predefined rotating sequence during **countdown** periods: **pregame**, **timeouts** and **halftime**. Cinema ads share the same aspect ratio as a standard TV commercial and are offered in an impressive, large format in the center of the multimedia display.



Cinema ads are displayed during "countdown" periods: pregame, timeouts and halftime. In this layout, the scoreboard is minimized to a "ticker" format across the bottom of the screen in order to reserve the maximum amount of space for the Cinema ad rotation.



ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **1920x1080px @ 72 dpi**

max size: **2MB**

type: **video (no audio recommended)**

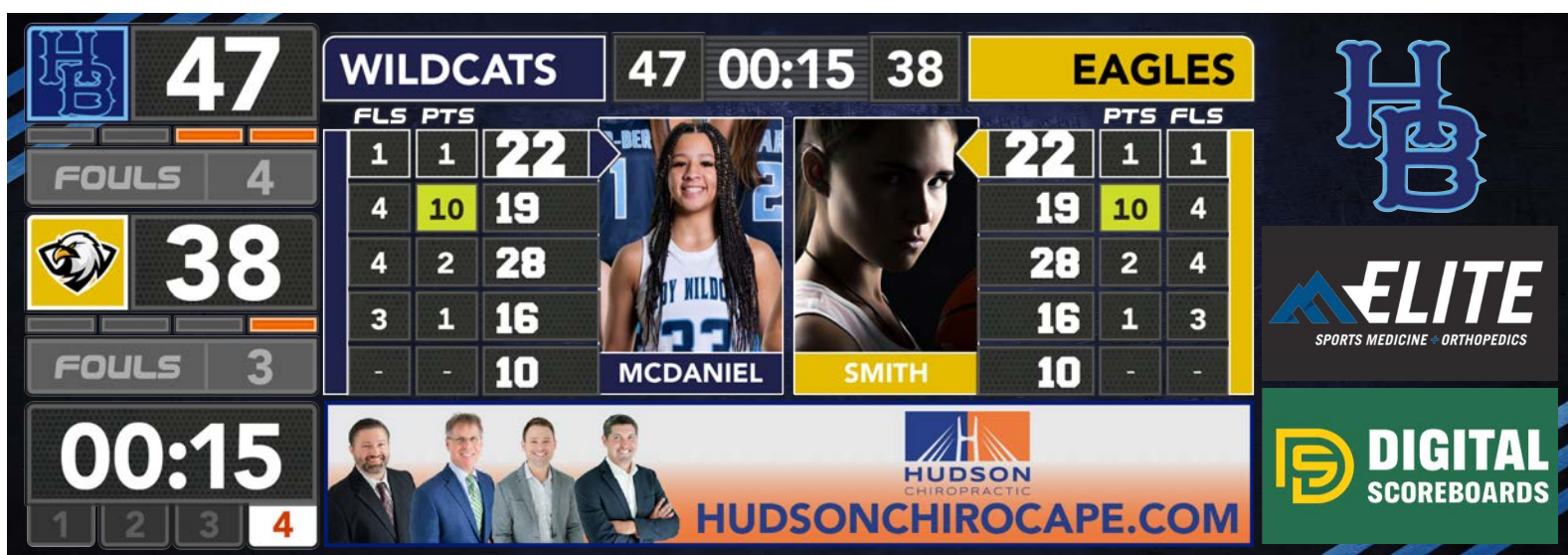
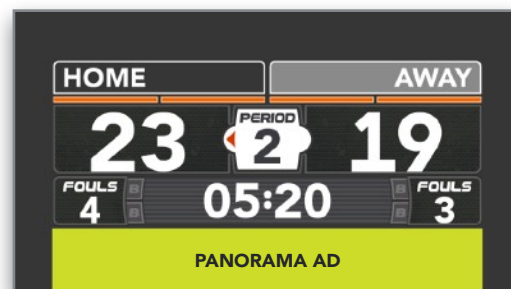
format: **MP4**

resolution: **720p (1280x720px)**

duration: **6 seconds**

max size: **35MB**

The Panorama area is the persistent ad space that appears at **the bottom of the screen**. The ads in this space rotate in a sequence that can be defined in the ScoreVision Cloud. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.



The Panorama area is the persistent ad space that appears at the bottom of the screen. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

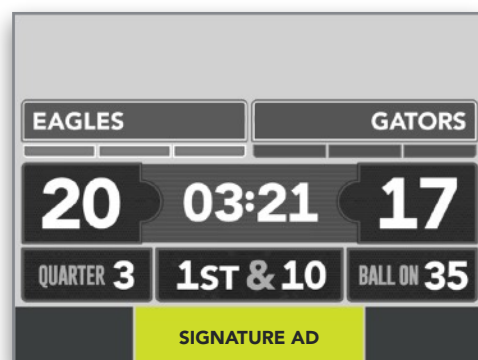
ARTWORK SPECS:

type: **static**
format: **JPG, PNG**
resolution: **1920x300px @ 72 dpi**
max size: **2MB**

type: **video (no audio recommended)**
format: **MP4**
resolution: **1920x300px**
duration: **6 seconds**
max size: **15MB**

Rotating Signature Ad—OUTDOOR

The Rotating Signature Ad is the ad space that appears at the **bottom center of the scoreboard screen**. The ads in this space rotate in a sequence that can be defined and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.



The Rotating Signature Ad is the ad space that appears at the bottom center of the scoreboard screen. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **1000x250px @ 72 dpi**

max size: **2MB**

type: **video (no audio recommended)**

format: **MP4**

resolution: **1000x250px**

duration: **6 seconds**

max size: **15MB**

The Rotating Brand Ads are the **left and right sections** that appear at the bottom of the scoreboard screen.

The ads in this space rotate in a sequence that can be defined and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during “countdowns”.

EAGLES		GATORS	
20	03:21	17	
QUARTER 3	1ST & 10	BALL ON 35	
BRAND AD 1		BRAND AD 2	



The Rotating Brand Ads are the left and right sections that appear at the bottom of the scoreboard screen. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **500x250px @ 72 dpi**

max size: **2MB**

type: **video (no audio recommended)**

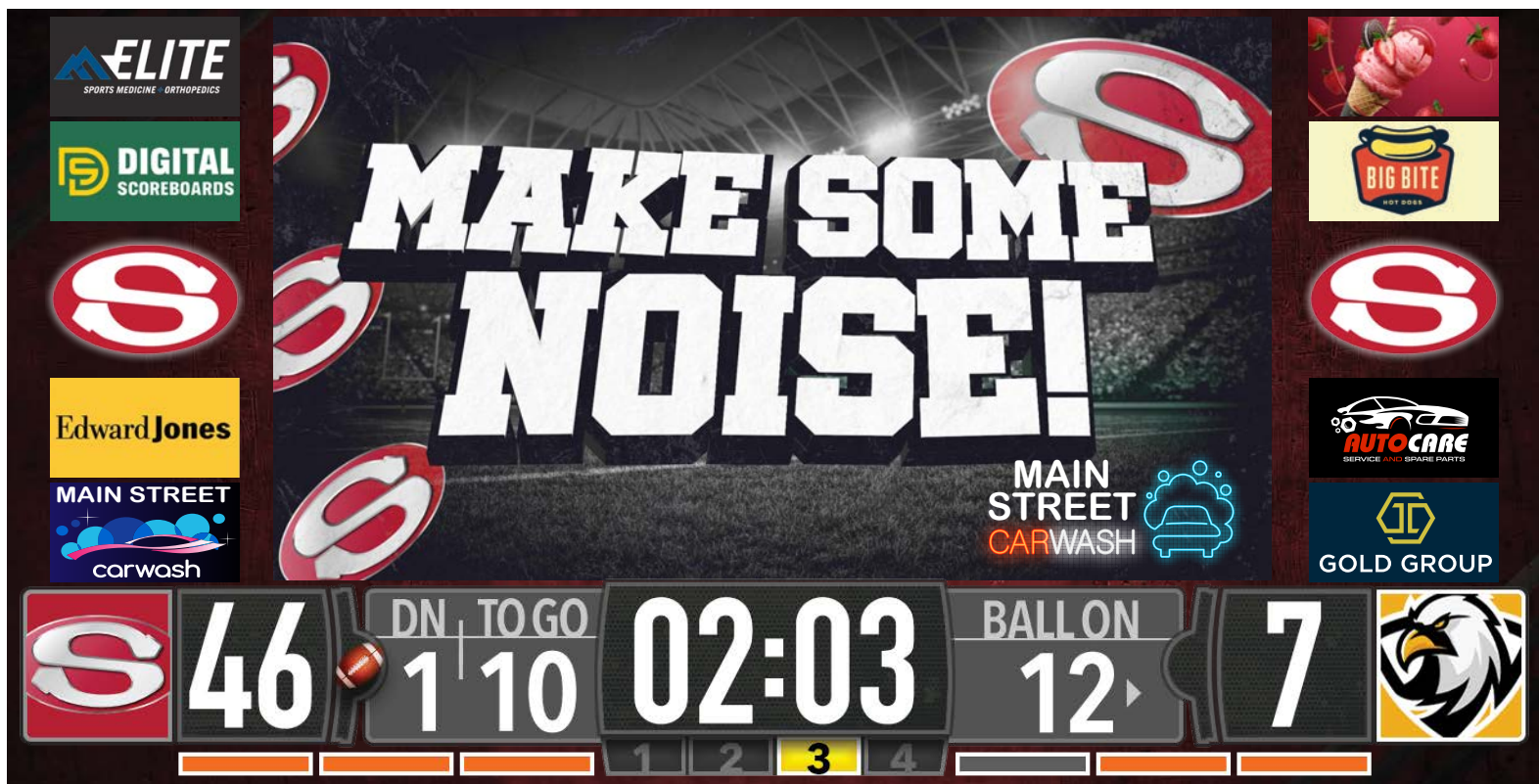
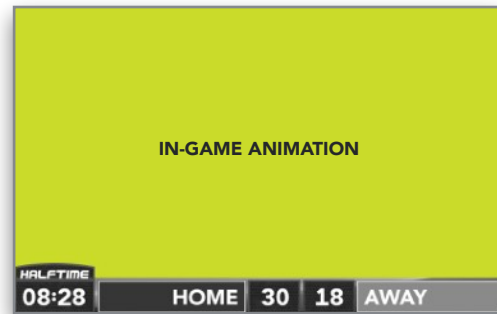
format: **MP4**

resolution: **500x250px**

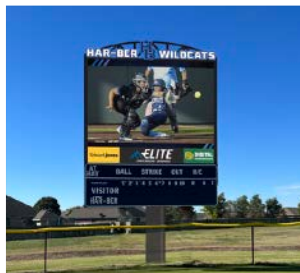
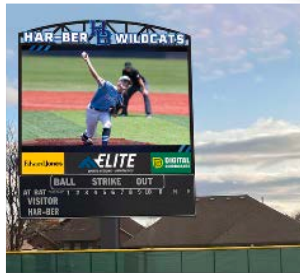
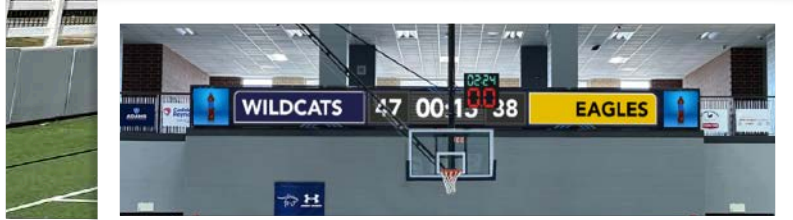
duration: **6 seconds**

max size: **15MB**

In-Game Animations are **displayed before or after key plays during the game, ensuring maximum visibility.**



The In-Game Animation Ads will have your logo displayed on the animations for various animations displayed during the game. These animations are displayed before or after key plays during the game.



HERE'S THE BREAKDOWN. Below, you will see how the calculations are made to reach the potential number of impressions associated with each sponsorship level. These numbers are calculated using the actual attendance from the 2023 athletic seasons at their respective venues, and the number of times our ad sequencing software displays your ad per game based on display time of 6 seconds per post. **Impressions**, then, are the total number of opportunities for your ad to be seen by spectators during the course of the school year.

Impressions per season with the Title level sponsorship based on 2023 attendance

Har-Ber Stadium - Football



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Har-Ber Stadium - Soccer



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Har-Ber Arena - Basketball



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Har-Ber Baseball Stadium



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Har-Ber Softball Stadium



2023 Stadium attendance



Serves of your brand per game



Impressions per season

The impression counts shown for each package are based on the 2023 attendance of home games at their respective venue. The 'brand serves' calculation is based on an ad duration of 6 seconds before rotating to next ad in the sequence, cinema ads at an average time of 30 seconds per ad, branded in-game hype animations, and brand wrapper exposure.

HERE'S THE BREAKDOWN. Below, you will see how the calculations are made to reach the potential number of impressions associated with each sponsorship level. These numbers are calculated using the actual attendance from the 2023 athletic seasons at their respective venues, and the number of times our ad sequencing software displays your ad per game based on display time of 6 seconds per post. **Impressions**, then, are the total number of opportunities for your ad to be seen by spectators during the course of the school year.

Impressions per season with the Title level sponsorship based on 2023 attendance

Springdale Stadium - Football



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Springdale Stadium - Soccer



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Springdale Arena - Basketball



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Springdale Baseball Stadium



2023 Stadium attendance



Serves of your brand per game



Impressions per season

Springdale Softball Stadium



2023 Stadium attendance



Serves of your brand per game

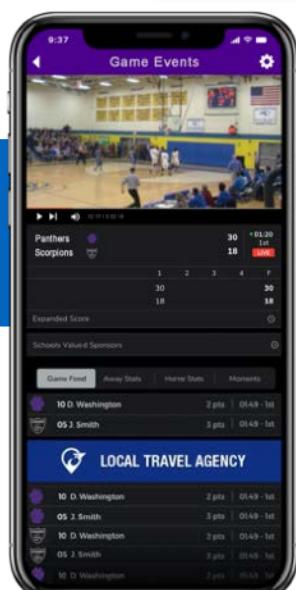
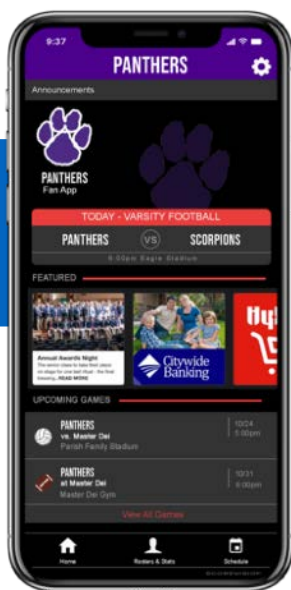


Impressions per season

The impression counts shown for each package are based on the 2023 attendance of home games at their respective venue. The 'brand serves' calculation is based on an ad duration of 6 seconds before rotating to next ad in the sequence, cinema ads at an average time of 30 seconds per ad, branded in-game hype animations, and brand wrapper exposure.

Choose from one of four value packages below to present your brand and message to students and fans within your community while supporting the schools and helping fund a platform that provides real career opportunities for students.

	8	10	15	25
	TITLE SPONSORSHIP	CHAMPION SPONSORSHIP	PREMIER SPONSORSHIP	ELITE SPONSORSHIP
Pregame Cinema Ad	✓	✓		
Timeout Cinema Ad	✓			
Halftime Cinema Ad	✓			
Between Innings Cinema Ad	✓	✓		
Panorama Ad	✓	✓	✓	✓
Signature Ad	✓	✓	✓	
Brand Ad 1	✓	✓		
Brand Ad 2			✓	✓
Brand Wrapper	✓			
E-Sports Tournament	✓			
Foundation Golf Tournament	✓	✓	✓	✓
Fan App Feature Ad	✓			
Fan App Game Feed Ad	✓			
Score Table	✓	✓	✓	
Branded In-Game Animations	✓	✓		
Livestream Advertising	✓			
Digital Game Program	Full Page	1/2 Page	1/3 Page	1/4 Page
	\$50,000	\$30,000	\$20,000	\$10,000



CONTACT **DONALD TUCKER - EXECUTIVE DIRECTOR**
DONALD@SPRINGDALEATHLETICFOUNDATION.ORG
 479-200-4434
 FOR MORE INFORMATION!

A LA CARTE OPTIONS

The items below can be purchased separately or in addition to the main sponsor packages listed on the previous page

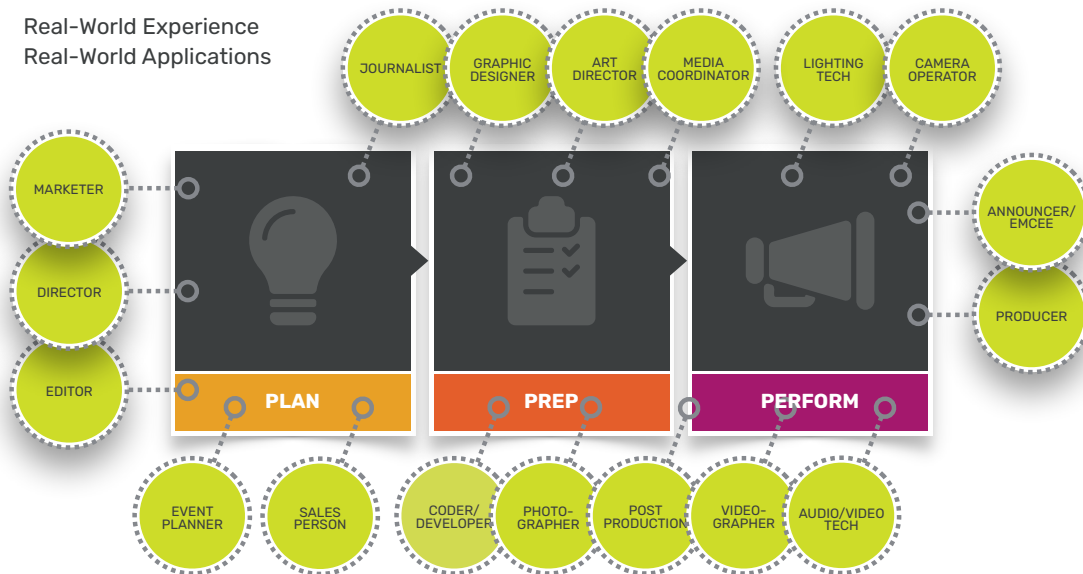
ITEM DESCRIPTION	COST PER ITEM
Brand Ads @ Springdale Stadium	\$3,500
Brand Ads @ Har-Ber Stadium	\$3,500
Brand Ads @ Springdale Gymnasium	\$2,500
Brand Ads @ Har-Ber Gymnasium	\$2,500
Brand Ads @ Springdale Baseball	\$1,500
Brand Ads @ Har-Ber Baseball	\$1,500
Brand Ads @ Springdale Softball	\$1,500
Brand Ads @ Har-Ber Softball	\$1,500

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FOR MORE INFORMATION!

Real-World Experience Real-World Applications



The goal is to provide guidance for instructors to teach students applicable skills in graphic design, video production, marketing, sales and much more, that can be utilized in future internship and career opportunities – all while paying dividends to the school by delivering enhanced game-time experiences in real-world situations.



Basketball Game Script - December 5, 2021 7PM

Time	Clock	Event	TV Automated Media	TV On-demand Media	Other Actions
6:00 PM	45m:00s	Door Open	CDSB: Pre-game General Announcements Sequence		
6:15 PM	45m:00s	Crowd Engagement Activities	Debut: Pre-game General Announcements Sequence	VSB: MW "Tina Challenge" Clips (3)	
6:30 PM	35m:00s	Pop Band Music Starts	CDSB: Pre-game General Announcements Sequence		
6:45 PM	25m:00s	Official Pre-game Clock Starts	CDSB: Pre-game General Announcements Sequence		
6:55 PM	15m:00s	Players Return to Court	Debut: Today's Lineup Graphic	PS: Tonight's Sponsor Graphic	PA Announcer: Thank you to our sponsors
7:00 PM	15m:00s	National Anthem	Debut: Today's Lineup Graphic	PS: American Flag Action	Pop Band plays National Anthem
7:05 PM	15m:00s	Welcome	Debut: Today's Lineup Graphic	PS: Welcome Animation	PA Announcer: Welcome to the game
7:05:30 PM	15m:00s	Welcome	Debut: Today's Lineup Graphic	PS: Today's Lineup Graphic	PA Announcer: Starting the break announcement
7:06 PM	15m:00s	Starting Lineup - Visiting Team	Debut: Today's Lineup Graphic	PS: Starting Lineup Graphic for Visiting Team	PA Announcer: Starting the break announcement
7:06 PM	15m:00s	Welcome	Debut: Today's Lineup Graphic	PS: Welcome Animation	PA Announcer: Welcome to the game
7:06:30	15m:00s	Starting Lineup - Home Team	Debut: Today's Lineup Graphic	PS: Starting Lineup Graphic for Home Team	PA Announcer: Starting the break announcement
7:07 PM	15m:00s	Official Introductions	Debut: Today's Lineup Graphic	PS: Official Introductions	PA Announcer: Welcome to the game
7:12 PM	15m:00s	Crowd Hype	Debut: Today's Lineup Graphic	PS: Crowd Hype	PA Announcer: Welcome to the game
7:15 PM	15m:00s	Tip-Off	Debut: Today's Lineup Graphic	PS: Tip-Off	PA Announcer: Welcome to the game
1st Quarter	15m:00s	First Quarter Play	Debut: General Game Announcements Sequence	VSB: Sport-Specific Action + Player Accolades (if needed)	Tagged automatically by Scorekeeper
Timeout	15m:00s	Timeouts As Called	CDSB: Timeout General Announcements Sequence	VSB: Timeout General Announcements Sequence	Tagged automatically by Scorekeeper
Period Break	15m:00s	Crowd Hype	Debut: Today's Lineup Graphic	PS: Crowd Hype	PA Announcer: Welcome to the game
2nd Quarter	15m:00s	Second Quarter Play	Debut: General Game Announcements Sequence	VSB: Sport-Specific Action + Player Accolades (if needed)	Tagged automatically by Scorekeeper
Timeout	15m:00s	Timeouts As Called	CDSB: Timeout General Announcements Sequence	VSB: Timeout General Announcements Sequence	Tagged automatically by Scorekeeper
Period Break	15m:00s	Team rest out to locker room	Debut: Today's Lineup Graphic	PS: Team rest out to locker room	PA Announcer: Welcome to the game

FBSB = Full Scoreboard
VSB = Video Scoreboard

CDSB = Countdown (Pre-game, Timeout, Halftime) Scoreboard
PS = Full Screen

Basketball Game Script - December 5, 2021 7PM

Time	Clock	Event	TV Automated Media	TV On-demand Media	Other Actions
Halftime	15m:00s	Start Halftime	CDSB: Halftime General Announcements Sequence		
15m:00s	15m:00s	Game Team Performance	Debut: Halftime General Announcements Sequence	VSB: Game Team Graphic	
15m:00s	15m:00s	Cheer Team Performance	Debut: Halftime General Announcements Sequence	VSB: Cheer Team Graphic	
15m:00s	15m:00s	Pop Band Performance	Debut: Halftime General Announcements Sequence	VSB: Pop Band Graphic	
15m:00s	15m:00s	"Back to Back" Awareness Message	CDSB: Halftime General Announcements Sequence	PS: Back to Back Graphic	PA Announcer: Back to back announcement
15m:00s	15m:00s	Sponsor Shootout	Debut: Halftime General Announcements Sequence	PS: Tonight's Sponsor Graphic	PA Announcer: Recognize primary sponsor
15m:00s	15m:00s	Featured Sponsor Shootout	Debut: Halftime General Announcements Sequence	PS: Featured Sponsor Graphic	PA Announcer: Recognize featured sponsor
15m:00s	15m:00s	"Shall Game" sponsored by National Sponsor	Debut: Halftime General Announcements Sequence	PS: Shall Game Animation	PA Announcer: Thank featured sponsor. Select participant from student's section
15m:00s	15m:00s	School Announcements	Debut: Halftime General Announcements Sequence	PS: School Announcements Graphic	PA Announcer: Recognize upcoming school events
3rd Quarter	15m:00s	Third Quarter Play	Debut: General Game Announcements Sequence	VSB: Sport-Specific Action + Player Accolades (if needed)	Tagged automatically by Scorekeeper
Timeout	15m:00s	Timeouts As Called	CDSB: Timeout General Announcements Sequence	VSB: Timeout General Announcements Sequence	Tagged automatically by Scorekeeper
Period Break	15m:00s	Crowd Hype	Debut: Today's Lineup Graphic	PS: Crowd Hype	PA Announcer: Welcome to the game
4th Quarter	15m:00s	Fourth Quarter Play	Debut: General Game Announcements Sequence	VSB: Sport-Specific Action + Player Accolades (if needed)	Tagged automatically by Scorekeeper
Timeout	15m:00s	Timeouts As Called	CDSB: Timeout General Announcements Sequence	VSB: Timeout General Announcements Sequence	Tagged automatically by Scorekeeper
Period Break	15m:00s	Team rest out to locker room	Debut: Today's Lineup Graphic	PS: Team rest out to locker room	PA Announcer: Welcome to the game
Game End	15m:00s	Congratulations Winner	Debut: Today's Lineup Graphic	PS: Victory Graphic	PA Announcer: Welcome to the game
Game End	15m:00s	Dismissal	Debut: Today's Lineup Graphic	PS: Next Game Graphic	PA Announcer: Next Game scores, Pop Band returns

FBSB = Full Scoreboard
VSB = Video Scoreboard

CDSB = Countdown (Pre-game, Timeout, Halftime) Scoreboard
PS = Full Screen

ADVERTISING AGREEMENT

This advertising agreement dated the _____ of _____, _____ is made by and between the Springdale Athletic Foundation and _____.

This advertising term begins with the 2024/2025 academic school year and will run concurrently for Three (3) years and conclude following the 2027/2028 academic school year. The total contracted amount of \$ _____ will be paid annually on or before September 1st.

PACKAGE	TERM	PRICE	TOTAL	CLIENT INITIALS
Title	3 Years	\$50,000.00	\$150,000.00	
Champion	3 Years	\$30,000.00	\$90,000.00	
Premier	3 Years	\$20,000.00	\$60,000.00	
Elite	3 Years	\$10,000.00	\$30,000.00	
Brand AD Springdale Stadium	1-Year	\$3,500.00	\$3,500.00	
Brand AD Har-Ber Stadium	1-Year	\$3,500.00	\$3,500.00	
Brand AD Springdale Gym	1-Year	\$2,500.00	\$2,500.00	
Brand AD Har-Ber Gym	1-Year	\$2,500.00	\$2,500.00	
Brand AD Springdale Baseball	1-Year	\$1,500.00	\$1,500.00	
Brand Ad Har-Ber Baseball	1-Year	\$1,500.00	\$1,500.00	
Brand AD Springdale Softball	1-Year	\$1,500.00	\$1,500.00	
Brand AD Har-Ber Softball	1-Year	\$1,500.00	\$1,500.00	

If the above correctly sets forth this agreement, please indicate by signing and dating below at which time this will constitute a binding advertising agreement between both parties.

Business Name: _____

Business Address _____

Contact Number: _____

Contact E-mail: _____

Signature: _____ Date: _____

Checks can be made payable to:

Springdale Athletic Foundation, PO Box 6305, Springdale, AR 72766