

POUDRE SCHOOL DISTRICT ATHLETICS



VIDEOBOARD
PARTNERSHIP OPPORTUNITIES

2023-2024

Why Partner With PSD ATHLETICS

- Annual attendance of approximately 100,000 spectators
- 70+ district athletic events
- Additional brand exposure via multiple social media outlets
- Digital ticketing system advertisement options
- High impact exposure and increased spectator engagement
- Educational learning opportunities for student led media production programs
- Possible tax benefits

100% OF ALL PARTNERSHIP REVENUE
will directly contribute to equipment purchases and
athletic facility upgrades

Videoboard IMPRESSIONS

Title Partnership



10,140,000 Impressions per year with the Title Partnership

Champion Partnership



5,640,000 Impressions per year with the Champion Partnership

Premier Partnership



11,250,000 Impressions per year with the Premier Partnership

Select Partnership



9,900,000 Impressions per year with the Select Partnership

Package Options



TITLE PARTNERSHIP

Pregame Cinema Ad	✓
Halftime Cinema Ad	✓
Signature Ad	✓
Brand Ad 1	
Brand Ad 2	
Brand Wrapper	✓
30 Second Commercial Spot	✓
Digital Ticket Ad	
Partner Recognition Page	✓
Football PA Shout Out	✓
Vendor Table Available	✓
Fan App Bonus Exposure	✓

\$20,000



CHAMPION PARTNERSHIP

Pregame Cinema Ad	✓
Halftime Cinema Ad	✓
Signature Ad	
Brand Ad 1	✓
Brand Ad 2	
Brand Wrapper	
30 Second Commercial Spot	
Digital Ticket Ad	✓
Partner Recognition Page	✓
Football PA Shout Out	✓
Vendor Table Available	✓
Fan App Bonus Exposure	✓

\$10,000



PREMIER PARTNERSHIP

Pregame Cinema Ad	
Halftime Cinema Ad	
Signature Ad	✓
Brand Ad 1	✓
Brand Ad 2	
Brand Wrapper	
30 Second Commercial Spot	
Digital Ticket Ad	
Partner Recognition Page	✓
Football PA Shout Out	✓
Vendor Table Available	✓
Fan App Bonus Exposure	✓

\$5,000



SELECT PARTNERSHIP

Pregame Cinema Ad	
Halftime Cinema Ad	
Signature Ad	
Brand Ad 1	✓
Brand Ad 2	✓
Brand Wrapper	
30 Second Commercial Spot	
Digital Ticket Ad	
Partner Recognition Page	✓
Football PA Shout Out	
Vendor Table Available	
Fan App Bonus Exposure	✓

\$2,500