

POUDRE SCHOOL DISTRICT ATHLETICS



VIDEOBOARD
PARTNERSHIP OPPORTUNITIES

2024-2025

WHY PARTNER WITH US

PSD ATHLETICS



ANNUAL ATTENDANCE OF APPROXIMATELY 100,000 SPECTATORS



70+ DISTRICT ATHLETIC EVENTS



ADDITIONAL BRAND EXPOSURE VIA MULTIPLE SOCIAL MEDIA OUTLETS



**EDUCATIONAL LEARNING OPPORTUNITIES FOR STUDENT LED
MEDIA PRODUCTIONS PROGRAMS**



**DEMONSTRATES YOUR COMMITMENT TO COMMUNITY SUPPORT
WHILE ENHANCING YOUR BRAND'S IMAGE**



**MEET YOUR OWN GOALS AND PREFERENCES THROUGH HIGH
IMPACT EXPOSURE AND INCREASED SPECTATOR ENGAGEMENT**



POSSIBLE TAX BENEFITS

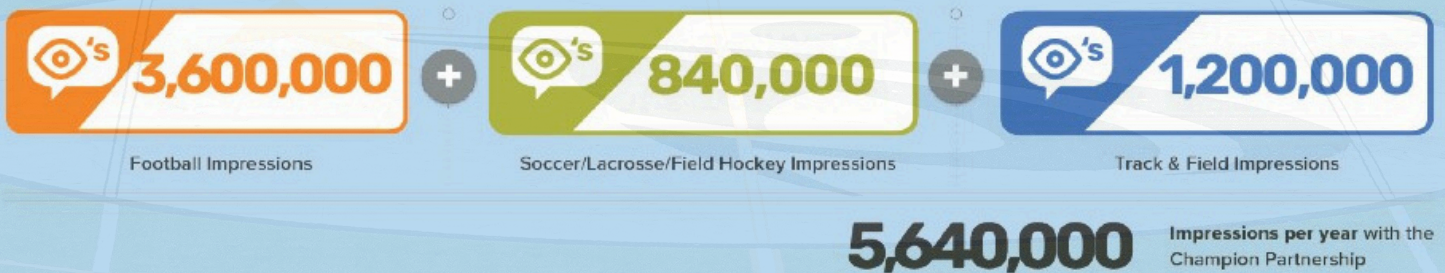
100% OF ALL PARTNERSHIP REVENUE
will directly contribute to equipment purchases and
athletic facility upgrades

VIDEOBOARD IMPRESSIONS

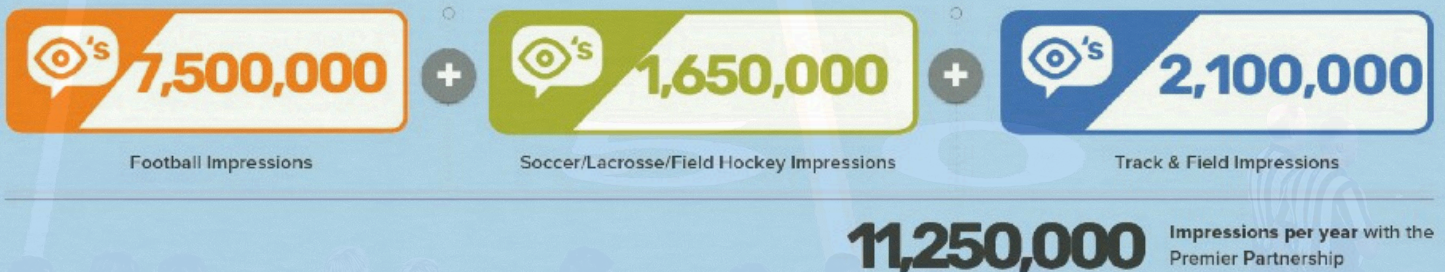
Title Partnership



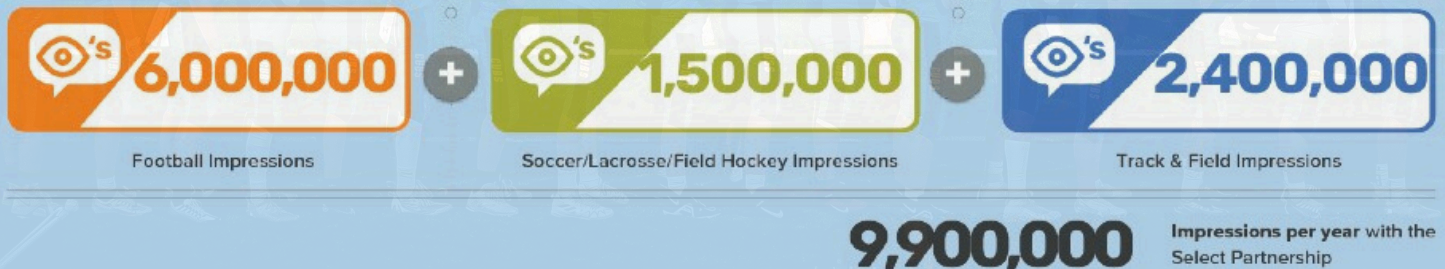
Champion Partnership



Premier Partnership



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	✓



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	✓



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	✓



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	✓

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COMMUNITY SUPPORT ENGAGEMENT OPPORTUNITIES INVESTING IN STUDENT ATHLETES TAILORED PACKAGES POSITIVE BRAND ASSOCIATION



100% OF YOUR PARTNERSHIP DOLLARS STAY WITHIN THE POUDDRE SCHOOL DISTRICT ATHLETIC DEPARTMENT AND WILL FUND FACILITY UPGRADES AND EQUIPMENT NEEDS ACROSS THE DISTRICT.



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Rotating Brand Ad

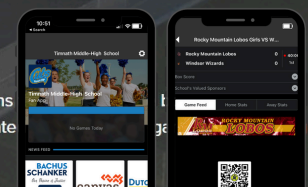
The Rotating Brand Ads are the **left and right sections that appear at the bottom of the scoreboard screen**. The ads in this space rotate in a sequence that can be defined through ScoreVision Central. These ads are continuously rotated throughout the game except during "countdowns".

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**

The Fan App was designed to allow fans to keep up with the games when they can't attend in person. live score updates, game information, and partner advertising.



The Rotating Brand Ads are the left and right sections scoreboard screen. These ads are continuously rotate "countdowns" when the Cinema ads are displayed.

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

BRAND WRAPPER

EAGLES			GATORS		
20	03:21	17			
QUARTER 3	1st & 10	BALL ON 35			

In-Game Brand Wrapper

The Brand Wrapper is the backdrop (“wallpaper”) that is overlaid by the scoreboard and ad spaces. 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 partner.

Artwork Specs:

- Type: **static**
- Format: **JPG, PNG**
- Resolution: **dependent upon display model**
- Max size: **2MB**

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 partner logo alongside the school name or by replacing the entire wrapper with partner brand imagery.

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ROTATING CINEMA AD

EAGLES			GATORS		
20	03:21	17			

Rotating Cinema Ad

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 wide-screen TV commercial and are offered in an impressive, large format in the center of the multimedia display.

Artwork Specs:

- Type: **static**
- Format: **JPG, PNG**
- Resolution: **1920x1080px @ 72 dpi**
- Max size: **2MB**

-
- Type: **video (no audio recommended)**
 - Format: **MP4**
 - Resolution: **720p (1280x720px)**
 - Max size: **35MB**
 - Duration: **20 seconds**

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.

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SIGNATURE AD

EAGLES			GATORS		
20	03:21	17			
QUARTER 3	1st & 10	BALL ON 35			

Rotating Signature Ad

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.

Artwork Specs:

- Type: **static**
- Format: **JPG, PNG**
- Resolution: **1000x250px @ 72 dpi**
- Max size: **2MB**

-
- Type: **video (no audio recommended)**
 - Format: **MP4**
 - Resolution: **1000x250px**
 - Duration: **8 seconds**
 - Max size: **15MB**

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.