

Sponsorship Opportunities

Common Purpose | Unified Effort



Thank You

Hello,

Thank you for taking time to learn about our sponsorship opportunities at Rockwall ISD.

I'm constantly impressed by this community's support of our schools. I see this on every level, from parents helping their children with homework to volunteering to help in the band or one of our many booster organizations.

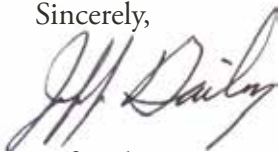
I also see that support in the businesses and organizations in our community. We have businesses that volunteer their employees' time, we have non-profit organizations that provide mentors for students and we have many generous sponsors who support the district both financially and in publicly placing their name in our facilities.

Your sponsorship provides an important revenue source to educating our students. In the past year our sponsorship program contributed \$200,000 to education in Rockwall ISD. As the state continues to reduce the funding provided to schools, your sponsorship dollars are helping keep teachers in the classroom.

Based on your feedback, we are offering additional sponsorship opportunities. One that I am particularly excited about is the Rockstars program. The funding for this program goes directly to thanking the teachers and staff at our schools for the work they do. In return, we will publicly acknowledge your support on all materials and offer you the opportunity to send one or two discounts or sales messages a year directly to our staff.

I know that our parents, students and teachers appreciate your support. I hope you'll find our sponsorship opportunities offer you a way to reach people in our community and impact the education of our children.

Sincerely,



Jeff Bailey
Superintendent



Wilkerson-Sanders Stadium

More than 100,000 people walk through the gates of our stadium each year.

If you want a large local audience to promote your organization, there's no better way to do it than under the Friday night lights.

Plus your signage stays up year-round for exposure at playoffs, track meets and more.



Football Packages

Varsity Football Gold Package

Reach the fans of Rockwall ISD Football with the Varsity Football Gold package. This package includes a sign on the scoreboard, video ads, public address announcements signage in the concourse and a student banner.

Fans visiting the stadium will have no doubt that you're a strong supporter of Rockwall ISD football.

Benefits

- Scoreboard Signage
- 2 Scoreboard Video Ads per game
- Broadcast Partner Package
- Concourse Sign
- Varsity Program Ad
- Student Banner
- 4 Season Passes with VIP parking
- 8 Community Suite Passes



Varsity Football Silver Package

Our Silver Varsity Football Package enables you to connect with Rockwall ISD football fans through many methods. Scoreboard ads give you visibility on the biggest screen in Rockwall County. A concourse sign and student banner ensure that you have visibility year round for other events held at the stadium.

Benefits

- 2 Scoreboard Video Ads per game
- Concourse Sign
- Student Banner
- 4 Season Passes with parking
- 8 Community Suite Passes





Video Scoreboard

At nearly three-stories across our video scoreboard is one of the biggest marketing opportunities in Rockwall County.

With live game coverage and slow-motion instant replays, few eyes don't turn to the scoreboard on every play.

Your ad can appear larger than life or you can choose to sponsor video features such as first downs, instant replays, touchdowns or the featured student athlete and performers of the week.

Message Board

At 16 feet wide our LED message board is big and bright enough to be seen by every seat in the stadium.

It's a great opportunity for display advertising and since it rotates between advertising,

player stats and other messages you can be sure your message will attract lots of attention.

The message board stays on a continuous loop throughout the game so your ad will appear at least six times during the game.



VIP Suite

Our VIP Suite offers tickets, seating, food and parking for 16 people at the game of your choice in a private VIP suite.

In addition to a great view in a climate controlled suite you'll have access to live video of the

game on our closed-circuit TVs.

This is a great option for corporate events, employee recognition or other celebrations. If you have any special requests for your event please don't hesitate to let us know.

Stadium Signage

Whether it's on team benches, under the play-clock or in the concourse, signage in Wilkerson-Sanders Stadium is sure to draw attention to your organization.

All of our signage is located in

heavily-traffic or high-visibility areas.

We print the signs for you so you can be sure they will thrive in the environment of a football stadium.



Aquatics Center

The Rockwall ISD Aquatics Center is one of the premier swimming and diving venues in North Texas. Each year more than 50,000 people visit the center to participate in or support tournaments, competitions and practices.

The Aquatics Center is home to the Rockwall High and

Rockwall-Heath Swimming and Diving Teams, RACE competitive swimming, adult programs and private swim lessons.

The participants and families that come to the Aquatics Center are a great fit for active brands that promote physical activity and healthy choices.

Opportunities

- Naming Rights
- Scoreboard Signs
- Record Board
- Student Banners
- Stairwell Signage
- Entryway Sign
- Spectator Area Signage
- Starting Blocks Banner



Basketball

Rockall ISD's basketball programs consistently bring hundreds of people to the competition gymnasiums for varsity, junior varsity and freshman games. The frequency of basketball games means parents and fans will see your signs more often.

Rockall ISD's

basketball programs also have a long history of being playoff contenders, including the 2012 Rockwall High Girls team playing in the state finals.

In addition to basketball, your signs will be seen during volleyball and wrestling matches held in the gyms.

Opportunities

- Scoreboard Signs
- Wall Signage
- Student Banners
- Public Address Announcements



Baseball and Softball

When the Rockwall-Heath Hawks won the 2012 4A State Championship many people took notice of Rockwall ISD's diamond athletes but their success is the culmination of a community that supports the national past-time.

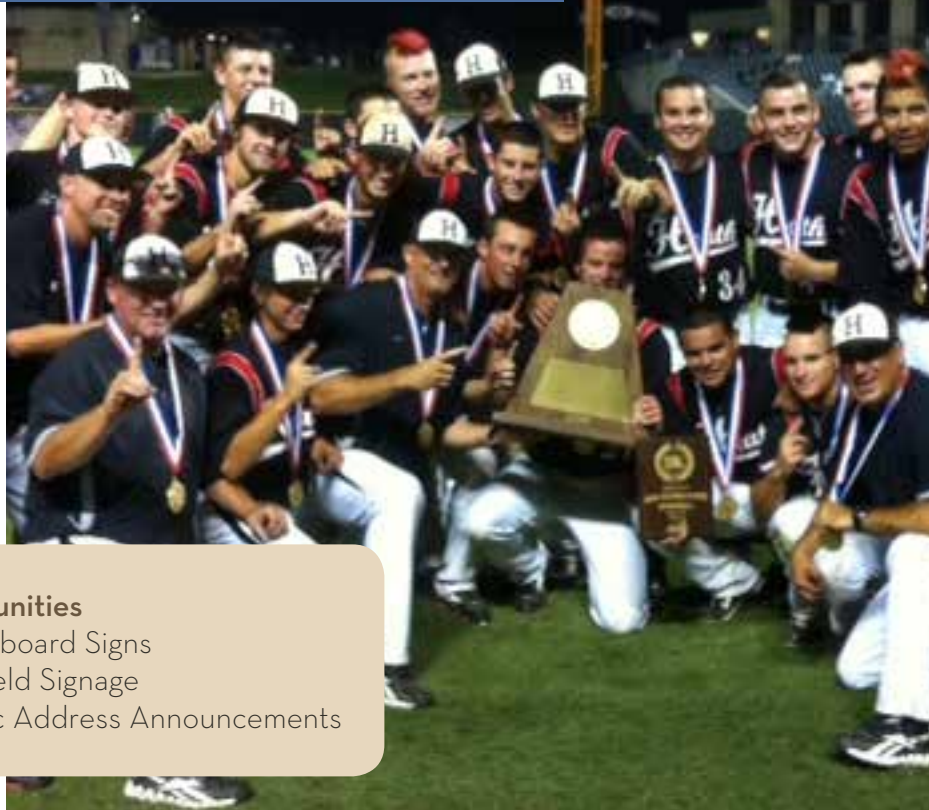
Many spring nights you'll find more than 200 people in attendance to watch either the Hawks or Yellowjackets play.

If you look carefully you're likely to also notice a few professional scouts. More than 10 players from Rockwall ISD have been drafted in recent years.

Whether you decide on outfield signage, scoreboard signage or public address announcements you can be sure the fans appreciate your organization's support.

Opportunities

- Scoreboard Signs
- Outfield Signage
- Public Address Announcements



Tennis

The Tennis Courts at Wilkerson-Sanders Stadium and Rockwall-Heath High School host dozens of matches and tournaments a year.

The Rockwall Community Tennis program also calls these

tennis courts home.

Your signage on these courts will be seen by participants and families who identify with an active lifestyle and enjoy the fresh air a game of tennis provides.

Opportunities

- Naming Rights
- Court Fence Signage
- Entry Signage



Broadcast

Even when our families and fans can't be in the stands, they still want to be a part of the action. Our athletics and event broadcasts keep them connected when they're away. We broadcast every home and away varsity football game and many of the varsity home baseball and basketball games.

Our parents and fans can

access audio and video feeds via our website from their computer, tablet or smartphone.

Our football broadcasting teams have been covering games for years and they are supported by students who get first hand experience putting together a live production.



Opportunities

Sport Sponsor

- Known as the official broadcast sponsor for a specific sport
- Enable all home varsity games to be broadcast
- Minimum of three mentions by announcer per game
- One 30 second ad per game
- Four tickets to each game

Title Sponsor

- Recognized as the title sponsor for the Broadcast Network
- Acknowledgement in every live broadcast
- One 30 second ad in each broadcast
- Name incorporated into Broadcast Network logo
- Link on the Broadcast Network website
- Mention by PA Announcer at games reminding people to tune in to the broadcast network
- Logo in broadcast video ad played at home football games

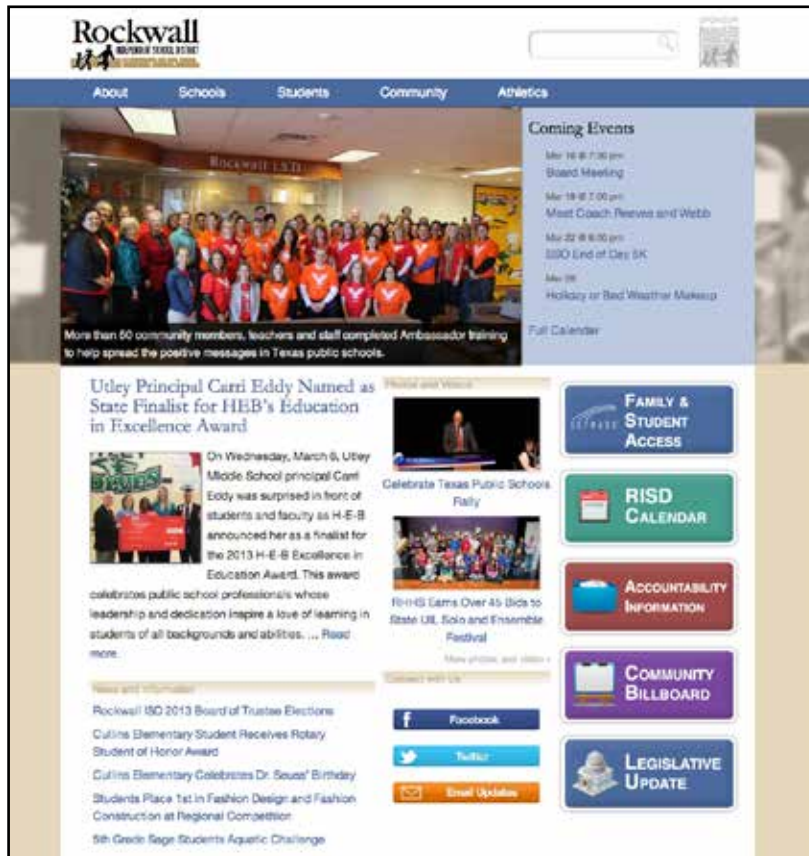
Broadcast Partner

- One 30 second ad per broadcast
- Listed as a broadcast partner on materials

Pre-game / Half-time Sponsor

- Title sponsor for Pre-game or Half-time Shows
- One 30 second ad
- Your logo incorporated into the opening and closing graphics
- Sponsorship mention by announcers

Websites and Email



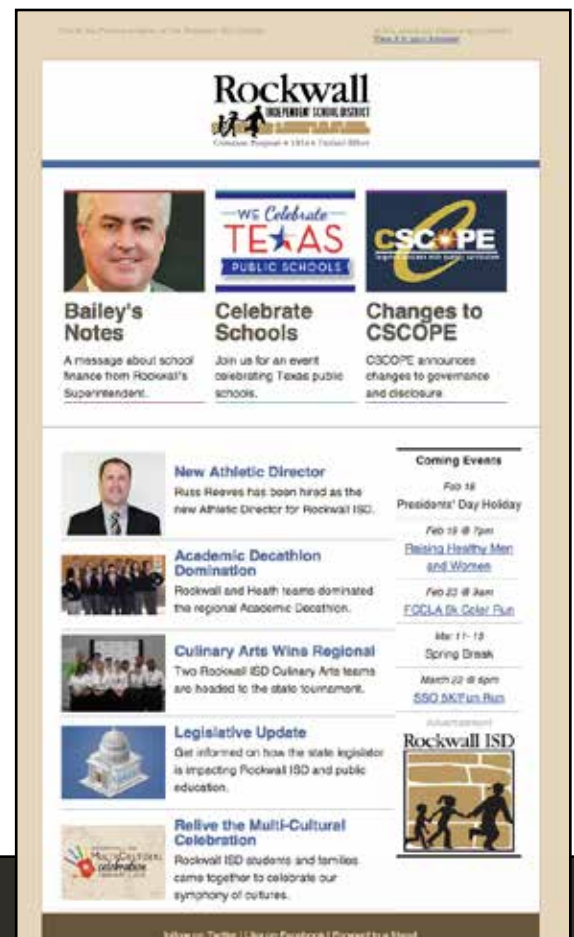
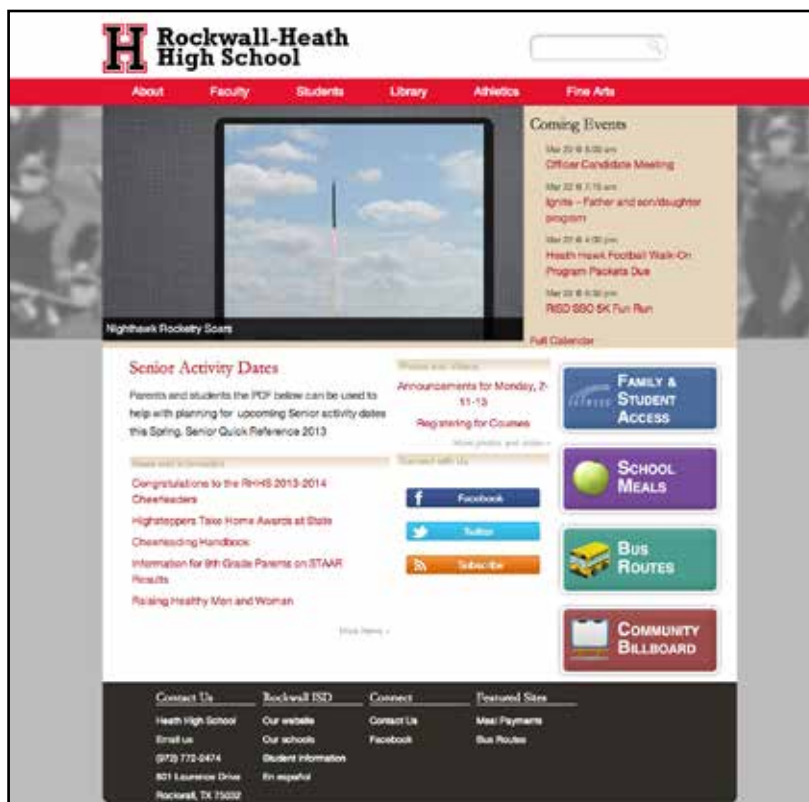
Rockwall ISD is now offering sponsorship opportunities on our websites and emails. Your logo, with a link to your website, can get thousands of impressions per day with measurable results.

Collectively Rockwall ISD websites receive more than half a million pageviews per month representing 65,000 unique visitors.

In addition our emails reach more than 12,000 parents, staff and community members.

We offer a single website sponsorship for each campus and district-wide sites. This exclusivity means you can geographically target your efforts by choosing a campus near the people you want to reach.

We also offer email sponsorships which include a logo and link to your website. We will work with you to ensure that the email with your sponsorship is delivered at a time that is convenient for you.



Events

Each year Rockwall ISD invites our staff and community to several large district-wide events. These events attract hundreds of parents, community members and supporters.

The limited sponsorships available at these events ensure that your organization is recognized and associated with values important to our community.

Your sponsorship includes recognition in any programs, acknowledgement during the program, signage in the event entryway, logo display on any screens before the event, inclusion on event promotional materials like invitations and emails. You will also be recognized on the event webpage and included on any videos of the event.

Opportunities

- Graduation Ceremonies
- Memorial Day Celebration
- Multi-Cultural Celebration
- Staff Convocation
- Students Serving Others Day



ROCKSTARS

Rockwall Independent School District

Rockwall ISD is offering a new opportunity for our sponsors to show how much you appreciate the work our teachers and staff do for the students in our community.

By participating in the Rockstars program you'll be providing small notes and gifts to Rockwall ISD's teachers and staff. In addition, our Rockstars program underwrites the

Teacher of the Year Dinner.

In return for being a part of the Rockstars program you'll have the opportunity to directly reach our 1,400 employees.

Platinum level sponsors may participate in our Teacher of the Year Program. Rockwall's 2012 Teacher of the Year, Cody Hayes, was recognized as one of the three finalist for State Teacher of the Year.



Platinum Sponsors: \$3000

- Recognized as a top program sponsor
- Lead sponsor at Teacher of the Year Dinner
- Table for eight at Teacher of the Year Dinner
- Two opportunities per year to advertise to employees via email or paper.
- Promotional message on Saying Thanks website
- Logo on all greeting cards to staff
- Mentioned at Employee Events
- Sign for your business

Gold Sponsors: \$1000

- Two opportunities per year to advertise to employees via email
- Promotional message on Saying Thanks website
- Logo on all greeting cards to staff
- Mentioned at Employee Events
- Sign for your business

Silver Sponsors: \$500

- One opportunity per year to advertise to employees via email
- Promotional message on Saying Thanks website
- Logo on all greeting cards to staff
- Mentioned at Employee Events
- Sign for your business

Our Process

We make the process of selecting and setting up your sponsorship easy and will guide you along through our process

1 Contact Us

Let us know you're interested. We want to guide you along the way as you explore how a sponsorship with Rockwall ISD can help you reach a local audience and support education in our community.

2 Choose or Create a Package

We offer many different opportunities and various pricing levels. You can choose one of our pre-made packages or we'd be glad to customize something that fits your exact needs.

3 Sign a Contract

We believe a contract is key in setting expectations for both parties so we ask all sponsors to sign a standard contract.

4 Provide Logo, Designs or Artwork

Once you've signed the contract we'll contact you, or your marketing department, with the specific details we need to fulfill your sponsorship. This includes specific sizes and file types for printing or creating your materials.

5 We create Ads, Signage & Materials

We print or create all of the materials associated with your sponsorship to ensure compatibility with our facilities and systems. The price of creating the materials is included in the cost of your sponsorship. If you'd like to view the final product before the public sees it, we'll be glad to arrange that as well.

Contact Us

Ready to get started or learn more? Here is some helpful contact information.

rockwallisd.com/sponsorship

James VanDyke
james.vandyke@rockwallisd.org
(972) 771-0605

April Guest
april.guest@rockwallisd.org
(972) 771-0605

Listing of Opportunities

Wilkerson-Sanders Stadium

Scoreboard

- Top Panel
- Side Panel
- Bottom Panel

Field and Stadium

- Benchbacks Home
- Benchbacks Away
- Playclock Sign
- Concourse Sign
- Tunnel Sign
- Student Banners

Varsity Football

Title Sponsorships

- Premier Game
- Normal Game
- Tailgate Party

Scoreboard

- Video Advertisement
- Message Board

Suites

- Community Suite
- VIP Suite

Parking

- VIP Parking Sponsorship
- Front Lot Sponsorship
- Back Lot Sponsorship

Product Placement

- Concourse - Premier Game
- Concourse - Normal Game
- Outside Stadium

In-Game Entertainment

- Dot Race
- Field Goal Kick
- Passing Game

Misc

- Program Advertising
- Schedule Cards
- Souvenir Cups

Baseball Fields

- Scoreboard Sign
- Outfield Fence Baseball
- Outfield Fence Softball
- PA Announcements

Multipurpose

- Naming Rights
- Indoor Signage

Basketball

- Banners
- PA Announcements

Aquatic Center

- Naming Rights
- Scoreboard Sign
- Pool Level Sign
- Spectator Level Sign
- Record Board
- Stairwell Sign
- Entry Sign

Soccer Fields

- Benchback Signs

Practice Fields

- Naming Rights
- Banner

Tennis

- Naming Rights
- Double Court Banner
- Single Court Banner

I-30 Classic

- Performance Stage
- Midway

Websites

- District
- Athletics
- High Schools
- Middle Schools
- Elementary Schools

Email

- Monthly Newsletter Ad
- Email Banner Ad

Events

- Convocation
- Teacher of the Year
- Multicultural Celebration
- Graduation

Broadcast

- Naming Rights
- Prodcast Partner
- Sport Sponsor
- Mobile App Sponsor
- Pre-Game Show
- Half-Time Show

Buses

- School Bus Ad

Custom Opportunities

We're always open to exploring new advertising and sponsorship opportunities, so if you don't see what you're looking for here then just contact us and we'll explore a custom opportunity together.





Common Purpose ■ 1854 ■ Unified Effort

1050 Williams Street
Rockwall, TX 75087