

SCOREBOARD ADVERTISING



Minnewaska Area Schools recently installed two vide scoreboards in the Minnewaska Area High school gymnasium. These video boards will be used for all JV and Varsity Events taking place in this gym for volleyball, girls' basketball, boys' basketball, and wrestling. The video boards will also be used for special events held in the gym like prom, commencement, and the Veteran's Day program. There are four advertising tiers available.

MINNEWASKA AREA SCHOOLS

ISD2149

SPONSORSHIP PACKAGES

Choose from one of four value packages below to present your brand and message to students and fans within your community while supporting the Minnewaska Area School and helping fund a platform that provides real

	MARQUEE SPONSORSHIP	CHAMPION SPONSORSHIP	PREMIER SPONSORSHIP	ELITE SPONSORSHIP
Pregame Cinema Ad	✓	✓	✓	
Timeout Cinema Ad	✓	✓		
Halftime Cinema Ad	✓	✓	✓	
Panorama Ad	✓	✓	✓	✓
Brand Wrapper Co-Brand	✓			
Fan App Bonus Exposure *	✓	✓	✓	✓
	\$10,000	\$5,000	\$2,500	\$1,000

Fan App Tile ad
Fan App Header Co-brand**

FAN APP BONUS EXPOSURE
These special bonus placements extend your brand to customers beyond the gym and field!

**Only available for the Title sponsorship

REACHING YOUR AUDIENCE

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 conservatively using the average attendance per game, games played during the year, and the number of times our ad sequencing software displays your ad per game. Impressions, then, are the total number of opportunities for your ad to be seen by spectators during the course of the school year.

Here's an example of the impression calculation for one of the sponsorship levels:

Minnewaska High School

300

average attendance
per game

63

total games
player per year

21

spots of your ad
per game

398,693

impressions per year with the Champion sponsorship

NOTE: The impressions counts highlighted in this program are based on average attendance and total games for Varsity and JV in both boys and girls games in basketball and volleyball. Additional exposure for the sponsors garnered through the Fan App is a bonus and not factored into these figures.

Minnewaska Area Schools
25122 State Hwy 28
Glenwood, MN 56334

Ad Placements & Descriptions

Each Sponsorship Package identified in the opening pages of this Partnership Program includes a list of advertising placements incorporated with its offering. The pages that follow help illustrate opportunity available and the characteristics of each placement so you can better understand the value your business will receive with each package.

ALL PACKAGES include exposure for your brand throughout the school year at varsity and junior varsity games for boys and girls competitions in volleyball, basketball, dance, and wrestling.



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In-Game Brand Wrapper

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.



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

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)
duration: 15 seconds
max size: 35MB

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.

ROTATING PANORAMA AD

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 and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are



ARTWORK SPECS:

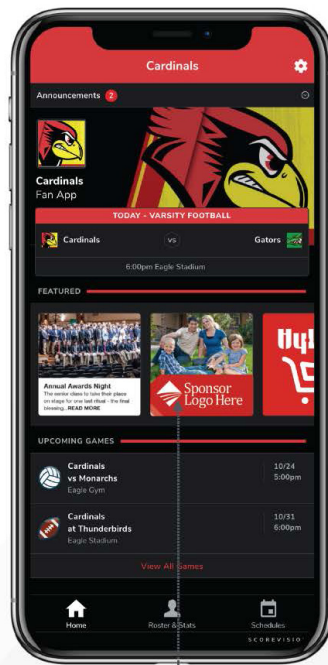
type: video (no audio recommended) format: MP4
resolution: 720p (1280x720px)
duration: 15 seconds
max size: 35MB

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

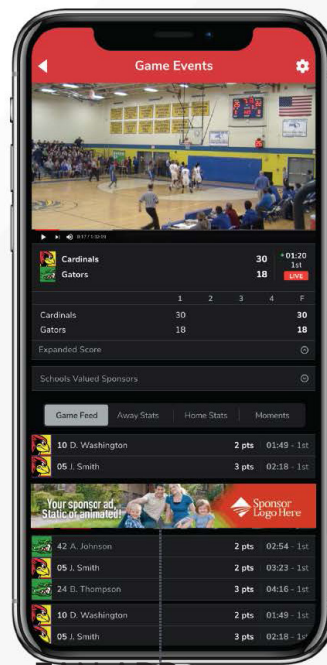
The Panorama area is the persistent ad space that appears at the bottom of the screen. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.

FAN APP ADS

The Fan App was designed to allow fans to keep up with the games when they can't attend in person. They get to see live score updates, game information, and sponsor advertising. Below are the Fan App ad placements in the Fan App that are noted



FAN APP
FEATURE AD



FAN APP
GAME FEED AD

ARTWORK SPECS:

FAN APP FEATURE AD

type: static or video format: JPG, PNG | MP4 resolution: 500x500px max size: 2MB | 10MB

FAN APP GAME FEED AD

type: static or video format: JPG, PNG | MP4 resolution: 1920x300px max size: 2MB | 10MB

FOR MORE INFORMATION
Contact Angie VanZee
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