



LAKERS

Maximize Your Brand's Impact

Scoreboard Advertising Opportunities

Minnewaska Area Schools
District 2149

Reach Thousands of Lakers and Area Fans!

Welcome to Minnewaska Area Schools (MAS), home of the Lakers! Our district thrives on the unwavering support of our dedicated parents, staff, community, and local business partners.

As a sponsor, you directly impact our students' lives while keeping student activity fees affordable.

We're excited to offer four tiered sponsorship packages that connect your brand to our passionate fan base. Each package offers unique opportunities to reach students and fans within our community and earn valuable brand awareness and engagement.

Thank you for supporting MAS and area students!



Advertising Opportunities

For more information or to discuss advertising opportunities on the MAS Scoreboards, please contact:

Angie Vanzee, Superintendent's Administrative Assistant
Email: avanzee@isd2149.org | Phone: 320.239.1304

Sponsorship Packages

We look forward to partnering with you to create a memorable advertising experience for both your brand and our viewers. Together, we can elevate your brand's visibility and engagement, support our students, and strengthen our community.

	Marquee	Champion	Premier	Elite
Fan App Feature + Game Feed Ad*	✓	✓	✓	✓
Panorama Ad	✓	✓	✓	✓
Pregame Cinema Ad	✓	✓	✓	
Halftime Cinema Ad	✓	✓	✓	
Timeout Cinema Ad	✓	✓		
Brand Wrapper	✓			
REACH (Impressions/year)	436,993	398,693	297,893	61,643
Sponsorship Tier	\$10,000	\$5,000	\$2,500	\$1,000

Fan App Tile ad

Fan App Header Co-brand**

**Only available for the Title sponsorship

Making Every Impression Count

Your support is vital to MAS students, and we want to help you make every impression count! Let's break down the value of each sponsorship opportunity so you can find the option that best connects your brand with our Lakers community.

Our calculations are conservative and take into account the average attendance per game, total games played during the year, and the number of times our ad sequencing software displays your ad per game.

Reach represents the total number of opportunities for your ad to be seen by spectators throughout the school year.

Let's dive into an example that demonstrates the power of impressions.

**Average attendance
per game:**

300

passionate fans

**Total games played
per year:**

63

exciting matchups

Your ad serves:

21

times per game



With the **Champion** sponsorship package, you could reach an impressive **398,693** Minnewaska Area Schools spectators per year.

It's important to note that these figures don't even include the additional exposure for sponsors gained through our Fan App. It's a special bonus, giving your brand even more visibility and engagement.

Ad Placements

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.



In-Game Brand Wrapper

The In-Game Brand Wrapper is the dynamic backdrop that sets the stage for your brand's spotlight, wrapping around the scoreboard and panorama ad space. Your message takes the center court, showcasing your logo and visuals at the top of the display.

Artwork Specs

Type: Static

Format: JPG, PNG

Resolution: Dependent Upon

Display Model Max Size: 2 MB

Elevate

Elevate your brand recognition with the In-Game Brand Wrapper.



Rotating Cinema Ad

Cinema ads are premium-sized digital banners that are strategically showcased in a predefined rotating sequence during those adrenaline-pumping countdown periods: **pregame**, **halftime**, and **timeouts**. Formatted similar to a wide-screen TV commercial, cinema ads command attention in an impressive, larger-than-life format, right at the center of the media display.

Artwork Specs

Type: Static

Format: JPG, PNG

Resolution: 1920x1080px @ 72 dpi max

Size: 2 MB

Type: Video (No audio recommended)

Format: MP4

Resolution: 1280x720px

Duration: 15 seconds

Size: 35 MB



Rotating Panorama Ad

Positioned at the bottom of the scoreboard screen, the Panorama area offers a persistent ad space where your brand can shine. With rotating ads that captivate the crowd, this prime location ensures your message remains in the spotlight, except during countdown periods when rotating cinema ads take center stage.

Artwork Specs

Type: Video (No audio recommended)

Format: MP4

Resolution: 1280x720px

Duration: 15 seconds

Max Size: 35 MB

Type: Video (No audio recommended)

Format: MP4

Resolution: 1920x300px

Duration: 15 seconds

Max Size: 15 MB

LAKERS Minnewaska Area Schools

	HOME		AWAY	
	23	PERIOD 2	19	
	FOULS 4	05:20	FOULS 3	
PANORAMA AD				



Maximize

Maximize your brand's visibility, engage our passionate Lakers community, and leave a lasting impression with the Panorama ad space.



Fan App Feature + Game Feed Ads

Designed to keep fans engaged even when they can't be there in person, the Fan App is a game-changer. It offers live score updates, game information, and an opportunity for sponsors to shine. Let's dive into the ad placements available on the Fan App, where fans can see your ad from anywhere at any time.

Artwork Specs | Fan App Feature Ad

Type: Static

Format: JPG, PNG

Resolution: 500x500px

Max Size: 2 MB

Type: Video (No audio recommended)

Format: MP4

Resolution: 500x500px

Max Size: 10 MB

Artwork Specs | Fan App Game Feed Ad

Type: Static

Format: JPG, PNG

Resolution: 1920x300px

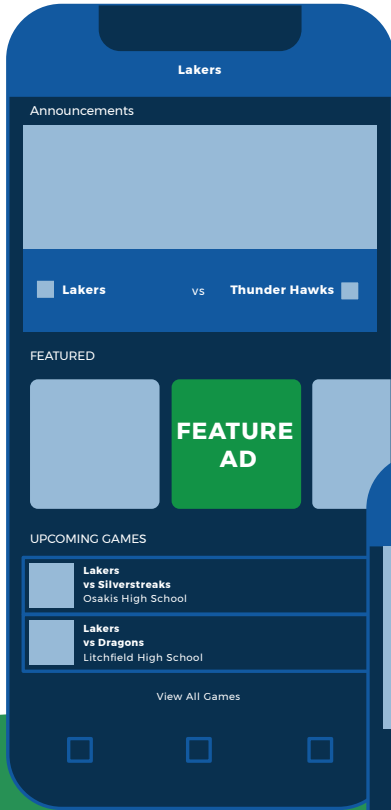
Max Size: 2 MB

Type: Video (No audio recommended)

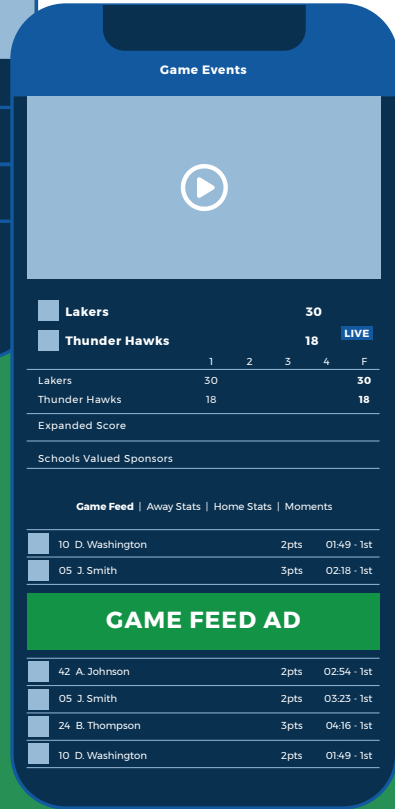
Format: MP4

Resolution: 1920x300px

Max Size: 10 MB



Fan App Feature Ad



Fan App Game Feed Ad





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Please note that available advertising tiers are current as of the print date and are subject to change.

PRINT DATE: 07/XX/2023



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