

Stadium Video Board Memo May 2022

Background

The Platte County R-3 School District established a more formal Advertising and Sponsorship Program in August 2021 (attachment #1). The District had a number of community donors prior to this date, however the increased number of requests for advertising and sponsorship opportunities created the need to establish a more formal process. This program has generated over \$162,000 through community sponsorships since this time.

As our formal Advertising and Sponsorship Program was shared with our community (attachment #2), the District received a number of requests for a new stadium video board which would provide enhanced advertising opportunities. As of May 16, 2022, the District has received additional confirmations of \$95,000 per year for a 4-year commitment, totaling \$380,000, to pay for a new video board. There are additional community businesses that have requested information on the program and are still considering their level of sponsorship. Once the board is paid in full, advertising and sponsorships on this board will provide additional revenue to the District. The benefits of the video board are listed in the letter to our community.

The submitted price from Daktronics (attachment #3) was procured through a purchasing cooperative after interviews and quotes were received from three different vendors (Daktronics, Fairplay, Scorevision). Daktronics provided the best price meeting our performance specifications and currently are the primary provider of our indoor and outdoor scoreboards Districtwide.

Recommendation

To approve the quote from Daktronics for a new stadium video board in the amount of \$280,866 with these expenses to be paid from community sponsorships.

Please contact Dr. Jay Harris with any questions.