



Updated May 16, 2022

Subject: New Advertising and Sponsorship Opportunity with Platte County School District

Dear Patrons and Supporters of Platte County School District,

The Platte County School District has been working on a plan for future improvements to Pirate Stadium. One component of this plan includes a new video scoreboard to be installed behind the north end zone. A number of potential donors have expressed an interest to have this video board installed sooner than our original plan. The purpose of this letter is to inform you of this sponsorship opportunity and seek interest from patrons and supporters. If the District is able to raise funds to purchase this video board, we will expedite the original plan and have this ready for the fall season of the 2022-23 school year. This scoreboard will be installed if it can be fully funded by local sponsors over a 3- to 4-year period. Additional revenue generated from sponsorships will go toward athletic facility and equipment improvements.

A new video scoreboard at Pirate Stadium provides a host of benefits for our students and school community:

- The scoreboard will be used to display live video of action on the field, as well as promotional videos, partner advertisements, and fan interactivity.
- The relocation of the scoreboard to the north end zone provides an opportunity for visitor bleacher seating to be installed on the west side of the stadium in future years.
- The scoreboard will add to the quality experiences provided to our students both on and off the field. Students participating in football, track, soccer, band, and many other events held at Pirate Stadium will feel a heightened sense of pride when they see their name and face on the big screen. PCHS students will have new opportunities in multimedia production to direct, manage, and video live action, and display graphics in real time. This is a great example of real-world experience our students can use during and after high school.

This valuable addition to the Pirate Stadium experience will help make Platte County Schools an attractive venue for future regional and state events. Pirate Stadium is host to many events for multiple schools and groups; including your advertising on this scoreboard will further showcase our vibrant business community.

Please find the scoreboard conceptual design and sponsorship opportunities attached. Then let us know if you have an interest in a sponsorship and advertising agreement as described in the attached documents no later than February 8, 2022.

You can email your interest, or reach out with questions to any of the following:

Jay Harris - harrisj@platteco.k12.mo.us, Laura Hulett - hulettl@platteco.k12.mo.us, or Gabe Middleton - middletg@platteco.k12.mo.us.

Thank you for your continued partnership with the Platte County School District. It is the support of our amazing community that allows us to build upon our traditions while pursuing new levels of excellence. Go Pirates!

Respectfully yours,

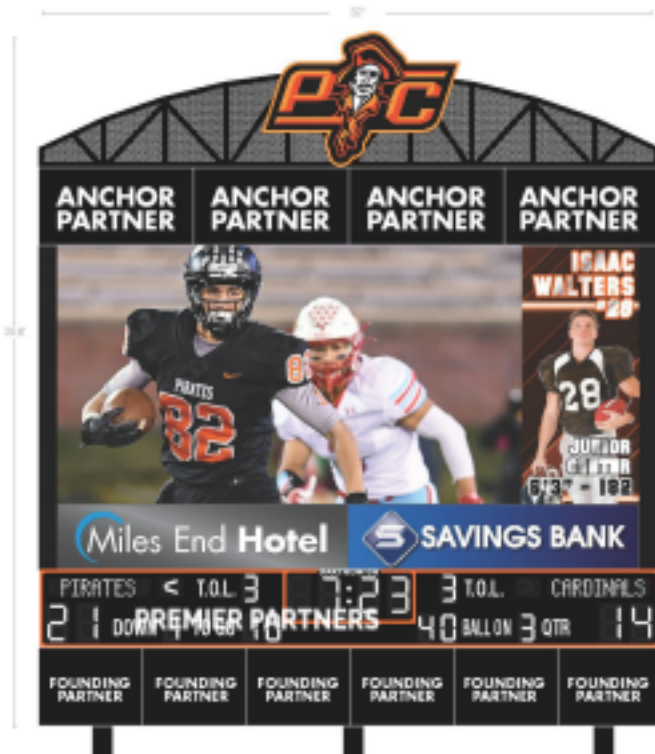
Dr. Jay Harris

Executive Director of Operations

Anchor Partner - \$20,000/year, 4-year commitment (4 TOTAL, 2 sold; 2 available)

PCHS Pirate Stadium New Video Scoreboard:

- **Static Signage:** One, back lit sponsor panel above the video board (4'H x 8'W)
- **Digital Content:** In-game first down or goal sponsorship during regular season home varsity football and soccer games. Anchor sponsor logos will play on the First Down or Goal graphic with one of the four Anchor sponsors designated for each quarter.
- **Digital Content:** One, full-screen pre-game 30-second sponsor-supplied video commercial
OR full color logo with corresponding announcement per regular season home varsity football and soccer game
- **Digital Content:** Full-screen pre- or post-game rotating business logo. Logos will rotate with other partners during each home event.
- **Digital Content:** Two, full-screen, in-game static advertisement per regular season home varsity event. Static sponsor ads will play for 10-15 seconds, one each half, when there is no action on the field.



With this sponsorship, you'll also receive the following "Gold Level" sponsorship items:

- Scrolling digital logo on PCHS main gym scoring table 1000x563 pixels
- Top banner ad on Activities website (plattecountypirates.com) 728x90 pixels
- Public address announcements at all home athletic events
- 1/16 page ad in all home athletic event programs

Founding Partner - \$7,500/year, 4-year commitment (6 TOTAL, 3 sold, 3 available)

PCHS Pirate Stadium New Video Scoreboard:

- **Static Signage:** One, back lit sponsor panel below the video board (4'H x 5.3'W)
- **Digital Content:** Full-screen pre- or post-game rotating business logo. Logos will rotate with other partners during each home event.
- **Digital Content:** Two, full-screen, in-game static advertisement per regular season home varsity event. Static sponsor ads will play for 10-15 seconds, one each half, when there is no action on the field.

With this sponsorship, you'll also receive the following "Silver Level" sponsorship items:

- Scrolling digital logo on PCHS main gym scoring table 1000x563 pixels
- Side banner ad on Activities website (plattecountypirates.com) 100x320 pixels
- Public address announcements at all home athletic events
- Business listing in all home athletic event programs

Premier Partner - \$2,500/year, 4-year commitment (10 TOTAL, 7 sold; 3 available)

PCHS Pirate Stadium New Video Scoreboard:

- **Digital Content:** One logo to rotate with other Premier level sponsors on the bottom zone of the video board during the in-game production at all varsity events.
- **Digital Content:** Full-screen pre- or post-game rotating business logo. Logos will rotate with other partners during each home event.

With this sponsorship, you'll also receive the following "Bronze Level" sponsorship items:

- Scrolling digital logo on PCHS main gym scoring table 1000x563 pixels
- Side banner ad on Activities website (plattecountypirates.com) 100x320 pixels
- Public address announcements at all home athletic events
- Business listing in all home athletic event programs

UPDATED Renewal Options

A 4-year renewal option (after 4 years paid at full price) for 37.5% of the original amount will be offered for video scoreboard sponsorships only. At the end of 8 years, new pricing will be negotiated.

- Anchor Partner = 4 years at \$20,000 per year, option for 4-year renewal extension at \$7,500 per year
- Founding Partner = 4 years at \$7,500 per year, option for 4-year renewal extension at \$2,812.50 per year
- Premier Partner = 4 years at \$2,500 per year, option for 4-year renewal extension at \$937.50 per year