



# Advertising & Sponsorship

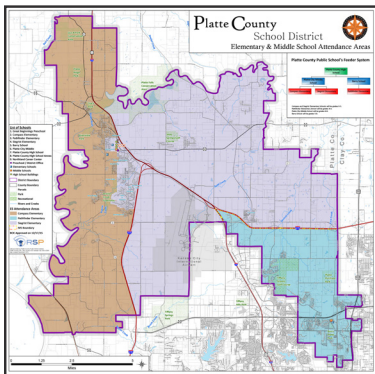
Community collaboration and support to help drive student success.

Platte County School District (PCR-3) is surrounded by an incredibly supportive business community. Our students benefit greatly from the support and involvement of our community partners. Our business partners equally comment about the benefits of partnering with our schools.

We have designed a number of partnership opportunities tailored to fit various needs and budgets. These sponsorships provide highly visible messaging options to promote your business to thousands of potential customers across our growing school district community.

## About our District

The location, schools, and friendly atmosphere make Platte County School District attractive to families wishing to relocate in or around the Kansas City area. While located within easy commuting distance of downtown Kansas City and its amenities, a small town atmosphere prevails.



As a district encompassing a large amount of area (105 square miles), PCR-3 maintains two campus areas, one in the north end of the District, and one in the south end of the District. The District's central office (District Education Center) and

north campus area are located in Platte City, six miles northwest of Kansas City International Airport. More than 40 percent of the District and the south campus area is within the city limits of Kansas City. The District hosts six traditional education buildings, early childhood in two locations, and one area career technical school.

## Platte County School District By the Numbers

<b>4,270</b>	Students, PreK-12, 2020-21 Enrollment
<b>800</b>	Students involved in at least 1 MSHSAA Activity
<b>~175</b>	Home Varsity and JV events per year
<b>14,000</b>	Households reached quarterly by District mailers
<b>8,000</b>	Email Addresses reached monthly with #1 parent information source: e-Treasures
<b>650</b>	Staff members reached bi-monthly through staff e-newsletter with a 90%+ open rate
<b>6,500+</b>	Social media followers across Facebook, Instagram, and Twitter

## Advertising and Sponsorship Contacts

We would love to partner with your business. Please contact **Laura Hulett, Director of Communications** (816-858-5420, [hulettl@platteco.k12.mo.us](mailto:hulettl@platteco.k12.mo.us)), or **Gabe Middleton, Activities Director** (816-858-2822, [middletg@platteco.k12.mo.us](mailto:middletg@platteco.k12.mo.us)), to discuss various opportunities for partnership.

2021-22 Advertising and Sponsorship Program



## Advertising and Sponsorship Opportunities

Various opportunities are available for partners to promote their businesses to our thousands of District stakeholders, including students, staff, parents, and community members.

- **Digital** (Activities website banner ads, or scrolling scoring table digital logos)
- **Print** (District newsletter mailed to every mailbox within District boundary, game programs, performing arts programs and playbills)
- **Public Address Announcements** (messages during athletic events)
- **Gymnasium and Field Signage** (static advertisements on scoreboard, game clocks, banners, seat nameplates)
- **Character Education Sponsorships** (building and district-level sponsorships including logos in e-newsletters, building banners, event participation/promotional tables/messaging)
- **Team, Event, and Program Sponsorships** (donate to a specific team, staff, or community event with logos on event materials, recognition of sponsorship during event messages)



## Sponsorship Levels & Individual Rates

### Activities Sponsorships

#### Gold Level Sponsor (2 available)

**SOLD OUT**  
\$7,500

- Static advertisement on PCHS Pirate Stadium scoreboard (large - 12' x 3')
- Scrolling digital logo on PCHS main gym scoring table 1000x563 pixels
- Top banner ad on Activities website ([plattecountypirates.com](http://plattecountypirates.com)) 728x90 pixels
- Public address announcements at all home athletic events
- 1/8 page ad in all home athletic event programs

#### Silver Level Sponsor (4 available)

**SOLD OUT**  
\$4,000

- Static advertisement on PCHS Pirate Stadium scoreboard (small - 6' x 3')
- Scrolling digital logo on PCHS main gym scoring table 1000x563 pixels
- Side banner ad on Activities website ([plattecountypirates.com](http://plattecountypirates.com)) 100x320 pixels
- Public address announcements at all home athletic events
- Business listing in all home athletic event programs

#### Bronze Level Sponsor (unlimited)

\$1,500

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

### A la Carte Activities Sponsorships

**\$5,000** PCHS Pirate Stadium scoreboard static advertisement 12' x 3' (2) **SOLD OUT**

**\$2,500** PCHS Pirate Stadium scoreboard static advertisement 6' x 3' (4) **SOLD OUT**

**\$1,200** PCHS Pirate Stadium 25- second clock static signage 4' x 3' (2) **SOLD OUT**

**\$1,200** PCHS Softball Field scoreboard static signage 6' x 36.5" (1) **SOLD OUT**

**\$1,000** PCHS Pirate Stadium railing signage, 8' x 2.5' banner (16)

**\$500** PCHS Main Gym scrolling digital logo on scoring table 1000x563 pixels

**\$2,000** Activities website top banner ad 728x90 pixels

**\$1,000** Activities website side banner ad 100x320 pixels

**\$500** PCHS Athlete of the Week seasonal sponsorship, weekly posting on social media and Activities website (3) **2 LEFT**

**\$1,000** Stadium seat sponsorship, full row

**\$450** Stadium seat sponsorship, block of 10 nameplates

**\$50** Stadium seat sponsorship, 1 nameplate





## Sponsorship Levels & Individual Rates (cont.)

### Character Education (Pirates ROCK) Sponsorships

#### District-Level Pirates ROCK Sponsor (1 available)

**SOLD OUT**

**\$2,500**

- Logo and link in District's monthly e-newsletter, e-Treasures, distributed to an average of 8,000 email addresses of parents, staff, and interested patrons
- Large logo and link on Pirates ROCK webpage
- (2) 8 x 2.5' banners - 1 at PCHS Pirate Stadium concessions and 1 at PCHS main gym/Activities Center
- Partnership status for flier/community event promotion on Community Events webpage and social media
- District Pirates ROCK events recognition and event tables (Community Tailgate/first home football game, quarterly student recognition events, Pirates ROCK End-of-Year Celebration)
- Exclusive event table and 2-minute promotion at annual staff Convocation in August

#### Building-Level Pirates ROCK Sponsor (20+ available)

**\$500**

- Participation in Monthly Character Recognition Events
- Logo and link in building parent and staff e-newsletters
- Logo and link on Pirates ROCK webpage
- Partnership status for flier/community event promotion on Community Events webpage and social media
- 18" x 24" poster displayed in building front office/entrance and additional poster and window cling offered for business to display
- Exclusive event table at annual staff Convocation in August

### Other Sponsorship Opportunities

Additional opportunities are available to support specific programs and activities individually. Please contact **Gabe Middleton, Activities Director** (816-858-2822, [middletg@platteco.k12.mo.us](mailto:middletg@platteco.k12.mo.us)), or the individual program sponsor to inquire about opportunities.

