



PARTNERSHIP PACKAGES

DEVELOPED FOR

BRENTWOOD HIGH SCHOOL

BRENTWOOD, TN



© COPYRIGHT NOTICE

The details and expressions shown are confidential and proprietary. Do not reproduce by any means without the expressed written consent of DSM.
DSMSM is a service mark of Daktronics. Copyright © 2022 DSM. October 28, 2022 8:02 AM

DAKTRONICS
SPORTS MARKETING

BRENTWOOD HIGH SCHOOL

**SHAPING THE
FUTURE**

**BE PART
OF A NEW
BRUINS
TRADITION**

BRENTWOOD HIGH SCHOOL

LETTER OF SUPPORT, PRINCIPAL KEVIN KEIDEL

Brentwood High School has a strong tradition of academics, athletics, and fine arts. With tremendous support from our 12th Man Club, we are excited to continue and build upon these strong traditions. The installation of a digital video scoreboard in our football stadium will enhance the opportunities and experiences for participants, guests, and spectators. This technology will allow us to feature athletics, academics, fine arts, and community events.

An exciting component of the new system is that the video board will enable students to participate in a hands-on learning experience allowing for the application of digital production skills in a real-world setting. The curriculum possibilities that the Daktronics board will provide our students is one of the many driving forces guiding this system.

We appreciate the chance to present these sponsorship opportunities to you. We hope you choose to partner with us, so we can strengthen our relationship as we help you gain more exposure and visibility within the school and community.

BRENTWOOD HIGH SCHOOL

LETTER OF SUPPORT, HEAD FOOTBALL COACH CLINT FINCH

My name is Clint Finch and I am the Head Coach of the Brentwood High School Bruins Football Team. I have been head coach at BHS for two years and have had the pleasure of working at Brentwood High for 15 years in total. Our football team at BHS is built on the principles of hard work, commitment, sacrifice and pride, and we take those principles very seriously. Each year close to 150 students are involved in our football program. Our goal has always been for those players to become better people because of their participation in our football program.

We are blessed to have an amazing administration, teaching staff, parents and booster club. Our booster club works tirelessly to provide our young men with everything they need to be part of a consistent and successful football program. Their support through the gift of their time and hard work is invaluable. Of course, their financial support is also very important as well.

Our current booster club president, Mrs. Carrie Giffen, has done an amazing job of working with local school leaders as well as politicians to secure our ability to install a new video scoreboard at our football field here at BHS. While some may see this video scoreboard as purely a luxury the fact is that we see it as a potential to continue to be able to provide all the necessities associated with running a high school football program. Football is by nature an expensive sport, but we believe that great cost is offset by the valuable lessons that our young men learn by being part of our program.

This is where you come in. We are continuing to seek sponsors for our video board, and we hope to have it ready by the 2023 football season. We believe that your investment will be a win-win for both of us. Your generosity will obviously be recognized as a sponsor of our video board, and our program will be able to tackle numerous capital improvement projects that we are in dire need of.

Please see the attached prospectus that outlines giving levels and the return on investment when you choose to become one of our sponsors.

I would like to thank you in advance for your generosity and support of our football program here at BHS. Please do not hesitate to contact me directly at clintf@wcs.edu if you have any questions. GO BRUINS!

BRENTWOOD HIGH SCHOOL

PARTNER WITH BRENTWOOD HIGH SCHOOL

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:



ACADEMICS

students can get hands-on experience beyond the classroom



ACTIVITIES

band, cheer and student government can all see benefits from your sponsorship



BUDGET

your business can help pay for the video board itself, and add to school funds



ATHLETES

students get pumped up when they see themselves in lights

"It gives our school a fantastic way to showcase our students, as we did at senior night. The climate created was electric! It's also a terrific way to fundraise with commercials showcasing our corporate sponsors."

Kasey Teske, Principal, Canyon Ridge High School

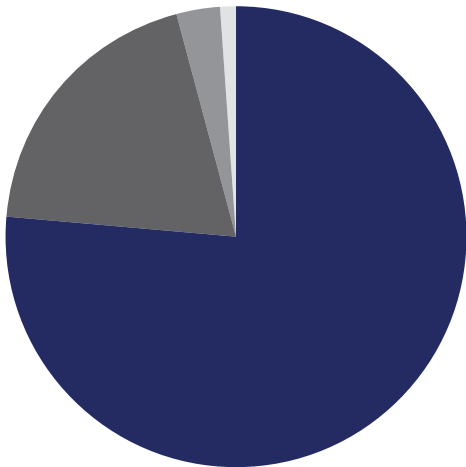


BRENTWOOD HIGH SCHOOL

GOOD FOR YOUR BUSINESS

While supporting your local high school is worthwhile on its own, surveys show that people are more likely to patronize businesses that support local high schools!

Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?*



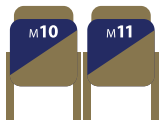
Agree: 76.51%
Neutral: 19.37%
Disagree: 3.15%
Don't Know: .097%

BRENTWOOD HIGH SCHOOL

85,000+
ANNUAL VISITORS!

JAMES C. PARKER STADIUM EVENT & ATTENDANCE

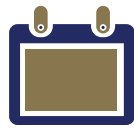
EVENT	EVENTS A YEAR	ATTENDANCE
Varsity Football	7	3000
JV/Freshman Football	4	500
Track & Field	5	1500
State HS Pentathlon	1	3000
State HS Decathlon	1	3000
Varsity Girls Soccer	4	400
Varsity Boys Soccer	4	650
Varsity Girls Lacrosse	7	750
Varsity Boys Lacrosse	7	750
Middle School Varsity Football	4	1000
Middle School JV Football	4	1000
Middle School Track & Field	2	1200
High School Graduation	1	5000



**SEATING
CAPACITY**
4,500



**AVERAGE
ATTENDANCE**
1,673



**EVENTS A
YEAR**
51



**SEASON TICKETS
SOLD ANNUALLY**
1,500



BRENTWOOD HIGH SCHOOL

GAIN THE HOME-FIELD ADVANTAGE **AT BRENTWOOD HIGH SCHOOL**

Stimulate sales

Increase brand loyalty

Drive traffic to your business

Create brand awareness and visibility

Set yourself apart from the competition

Show support for our community and students

Help keep athletic programs healthy and competitive

Reach local and out-of-town customers more effectively

Enhance the fan experience and leave a positive impression about your business
and our team

"Our sponsors love it, too. It's impressive. It's got the 'wow' effect."

Chuck Jaco, Athletic Director, Perrysburg High School

BRENTWOOD HIGH SCHOOL

GIVES STUDENTS EXPERIENCE IN THE FIELD

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:

Design and multimedia students have the opportunity to produce videos, create animations, and develop graphics and advertisements for the entire audience to see. They can operate cameras, run instant replays and even run the display itself.

This is valuable experience for our students, because we use the same equipment that can be found in colleges and professional facilities across the nation.

Our students and their families will thank you!

"We have had two students find work at the college level since implementing a Daktronics board at Carroll High School."

Chelsea Bisson, Business Instructor, Carroll High School



*Information was collected nationwide from adults ages 18-54 who have children ages 12-17 represented in their household. Turnkey Sports & Entertainment administered the study in partnership with Greenfield Online. Turnkey Sports & Entertainment is the leading custom market research company in the sports and life entertainment industry. Greenfield Online is the pioneer of online consumer research globally and provides its resources within the sports industry exclusively to Turnkey Sports & Entertainment.

BRENTWOOD HIGH SCHOOL

FUTURE CAREERS IN THE FIELD

Your partnership with Brentwood High School will bring students the opportunity to work on the same game day production equipment utilized at Daktronics college and professional leagues such as the University of Tennessee, University of Tennessee - Chattanooga and the Memphis Grizzlies!

RELATED CAREERS

RADIO

Play-by-Play Announcer
Color Analyst
Audio Engineer
Editor

MARKETING

Promotions
Ticket Sales
Street Team
Social Media Specialist

TV PRODUCTION

On-Air Personality
Video Engineer
Audio Engineer
Camera Operator
Lighting Designer
Director
Producer
Editor
Stage-Floor Manager

GRAPHIC DESIGN

Web Specialist
Graphic Designer

FACILITY/TEAM OPERATION

Video Display Operator
Sports Information Director
Statistician
Clock/Scoreboard Operator



BRENTWOOD HIGH SCHOOL

INSTALLATION SITE PHOTO



DISPLAY
ANIMATION



THIS ARTWORK IS PROTECTED UNDER FEDERAL AND INTERNATIONAL COPYRIGHT LAW. EXPRESSED PERMISSION FROM DAKTRONICS INC. IS REQUIRED FOR REPRODUCTION. RENDERINGS ARE FOR THE EXCLUSIVE USE OF DAKTRONICS, DAKTRONICS CUSTOMERS, AND A CUSTOMER'S PARTNERS. RENDERINGS ARE CONCEPTUAL IN NATURE, AND ALTERATIONS MAY OCCUR DURING THE DESIGN AND INSTALLATION PROCESS. THEREFORE, THESE RENDERINGS DO NOT REPRESENT FABRICATION OR STRUCTURAL ENGINEER CERTIFIED OR STAMPED DOCUMENTS. SCREENS AND/OR PRINTER CALIBRATION MAY IMPAIR VISUAL ACCURACY OF SPECIFIED COLORS SHOWN.

BRENTWOOD HIGH SCHOOL

ANCHOR PARTNERSHIP

ANCHOR PARTNERSHIP (5 TOTAL)

STATIC SIGNAGE

One (1) non-lit ad panel on football display, approximate size 3'h x 8'w

DIGITAL CONTENT

One (1) in-game or halftime:30 second commercial (with audio) per regular season home varsity football game or static image with custom PA announcement

One (1) feature per regular season home varsity football game

Two (2) pre-game animated logos per regular season home varsity football game

Four (4) in-game animated logos per regular season home varsity football game

One (1) post-game animated logo per regular season home varsity football game

Pre-In-Post game rotating business name/logo/tagline on video board. Messages will rotate with other partners for each regular season home football game.

PROMOTIONS

One (1) game day sponsorship/promotional opportunity per season for one football game

Opportunity for concourse tabling/kiosk display

Opportunity to promote or distribute specialty items

Opportunity at halftime for on-field recognition

Opportunity to honor employees, conduct a contest, sponsor a performance, etc

MULTI-MEDIA

One (1) logo and link on district website

One (1) customized PA announcement per regular season home football game

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game

Social media TBD

HOSPITALITY

Four (4) season tickets to regular season home football games

FOUNDING PARTNERSHIP (6 TOTAL)

DIGITAL CONTENT

One (1) pre-game :30 second commercial (with audio) per regular season home varsity football game or static image with custom PA announcement

Two (2) pre-game static logos per regular season home varsity football game

Four (4) in-game static logos per regular season home varsity football game

One (1) post-game static logo per regular season home varsity football game

Pre-In-Post game rotating business name/logo/tagline on video board. Messages will rotate with other partners for each regular season home football game.

MULTI-MEDIA

One (1) logo on district website

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game

Social media TBD

HOSPITALITY

Four (4) season tickets to regular season home football games

PREMIER PARTNERSHIP (6 TOTAL)

DIGITAL CONTENT

One (1) pre-game static logo per regular season home varsity football game

Two (2) in-game static logos per regular season home varsity football game

One (1) post-game static logo per regular season home varsity football game

Pre-In-Post game rotating business name/logo/tagline on video board. Messages will rotate with other partners for each regular season home football game.

MULTI-MEDIA

One (1) logo on district website

One (1) grouped PA announcement thanking advertisers for their involvement per regular season home football game

HOSPITALITY

Two (2) season tickets to regular season home football games



INVEST IN BRUINS PRIDE

- › **ANCHOR PARTNER** [5 available]
\$20,000/year for 5 years or \$100,000
- › **FOUNDING PARTNER** [6 available]
\$10,000/year for 5 years or \$50,000
- › **PREMIER PARTNER** [6 available]
\$5,000/year for 5 years or \$25,000

THANK YOU

We appreciate the chance to present these sponsorship opportunities to you. We hope you choose to partner with us, so we can strengthen our relationship as we help you gain more exposure and visibility within the school and community.

We also thank you for helping our school build a better athletic program, add to our curriculum, and even provide a better experience for our fans. We look forward to helping you connect with your own fans – and potential loyal customers – for years to come.

CONTACT INFORMATION

CARRIE GIFFEN

BOOSTER CLUB PRESIDENT

EMAIL: CARRIEVINGELEN@GMAIL.COM

PHONE: 6154961226



© COPYRIGHT NOTICE

The details and expressions shown are confidential and proprietary. Do not reproduce by any means without the expressed written consent of DSM.

DSMSM is a service mark of Daktronics. Copyright © 2022 DSM. October 28, 2022 8:02 AM



DAKTRONICS
SPORTS MARKETING

BRENTWOOD HIGH SCHOOL



BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



COMMERCIAL



FEATURE ENTITLEMENT



ANIMATED LOGO

VIDEO

WHY ADVERTISE AT SCHOOLS?

