

Generate sponsorship and advertising revenue

Next to the game itself, spectator eyes are most often drawn to the teams' scoreboard. A modern and dynamic scoreboard or videoboard adds new levels of excitement to athletic events, engages everyone in the action and helps create an atmosphere where local businesses want to advertise.

OES videoboards and scoreboards offer exciting sponsorship and advertising options that can help a scoreboard pay for it and generate lasting revenue for your school.



Endless options to generate revenue

From ad panels and logo plates on a scoreboard to animated, colorful text and video advertising on videoboards and scoring tables, the options for sponsor promotion and showcasing their support of your school is endless. Considering a variety of sponsorship benefits with different price points will also allow businesses of all sizes to participate.

Reach customers in a new way

Whether it's as a player, coach or spectator, school sports play an important role in promoting community pride. Potential sponsors could see an incredible return on their investment through the increased business visibility, name recognition, access to new customers and community goodwill their support generates. Outline the number of annual events, and their attendance numbers to highlight for sponsors how far their advertising can reach.

For schools committed to modernizing their scoreboard but need help to manage the cost, attracting sponsors and advertisers is a great opportunity to generate funding.



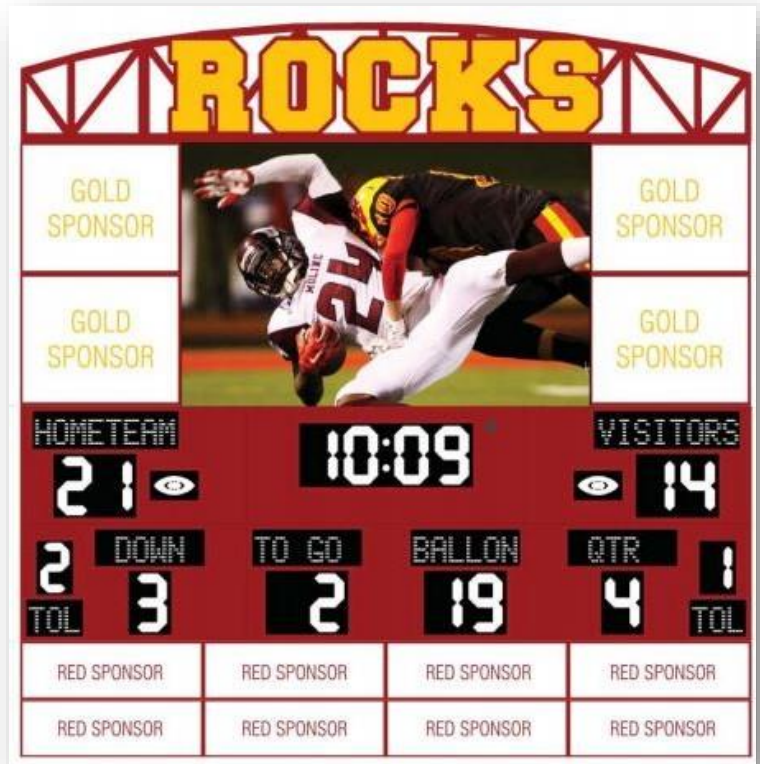
Are you ready to build your sponsorship program?

We can help.

You want to entice potential sponsors with a list of benefits they will receive for their investment. The benefits should feel value-added to sponsors and create a level of excitement to be part of this advertising initiative.

When it comes to the benefits, the possibilities are endless. Here are some ideas to consider:

- Guaranteed advertising panel on your scoreboard(s)
- Sport-specific scoreboard ad panel i.e. baseball or football only
- Animated, full color logo or video messages on digital displays
- Exposure on your social media profiles
- Promotion on school websites and newspapers
- Audio and video promotions during home games, tournaments and video replays
- Media shout-out opportunity if games are televised or covered in other media
- Logo placement in sports programs, or visibility at awards banquets, alumni events or player meet and greets
- Perks for home games such as prime seats, tickets, parking passes, etc.



We can help you generate lasting, recurring revenue through sponsorship package ideas, options and sales know-how.

Contact us to learn more:

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