



## Sponsorship Opportunities: Estimate Your Potential Revenue

Offering sponsorships and advertising spots can be a great way to help schools finance a new scoreboard, videoboard and scoring tables. Customize this worksheet to calculate different revenue-generating sponsorship options and estimate your potential annual revenue.

	Opportunity	Details	Spots Available	Annual Investment	Total Revenue
Top Level	Title Sponsor	Long-term sponsorship commitment.			
	Supporting Sponsors	Annual sponsorship commitment.			
	15 second video Advertisement	One 15-second advertisement to run during home games.			
	Other				
Game Day	Starting Line-up	Sponsor logo placement during player headshots and stats.			
	Halftime	Sponsor logo placement before, during and after halftime entertainment.			
	Periods of Play	Sponsor logo placement during game periods, innings or quarters.			
	Player of the Game	Sponsor logo or graphic placement at end of game.			
	Other				
Crowd Engagement	Guess the Attendance	Sponsor logo displayed as attendance is broadcast.			
	Kiss Cam / Dance Cam	Sponsor logo displayed throughout kiss broadcast.			
	Fan of the Game	Sponsor logo placement during search			
	Loudest Section	Sponsor logo placement during search.			
	Student of the Week	Sponsor logo placement during announcement.			
	Social Media Game Hashtag	Sponsor logo placement during social media feature.			
	Other				
Total Estimated Revenue					