

SCOREBOARD DESIGN

ANCHOR PARTNERSHIP INVENTORY | \$10K

Static Signage:

- One (1) static, back-lit ad panel on main scoreboard
- One (1) static banner recognition (on fence outside gates)

Digital Content:

- Ten (10) Brand Impressions per game
- One (1) :30 second commercial spot per game
- One (1) Game Feature per game (Touchdowns, Field Goals, etc.)
- Two (2) Sweepstakes/Promotions per game

Media Advertising:

- Hotlink on Eagles Club Website
- Game Broadcast- Streaming
 - One (1) Logo recognition
 - One (1) :30 second commercial spot during broadcast

Print:

- One (1) Full Page, Color Advertisement in Game Day Program
- Logo recognition on Schedule Card Mailer

Hospitality:

- Four (4) All Athletics Club Passes
- Four (4) Regular Season Tickets (Football)
- Two (2) Parking Passes (Football)

Event Recognition & Sponsorship:

- One (1) Title Game Sponsorship
- Additional recognition at game, including PA reads, Information Table/Kiosk, Opportunity for giveaways and in-game promotions.

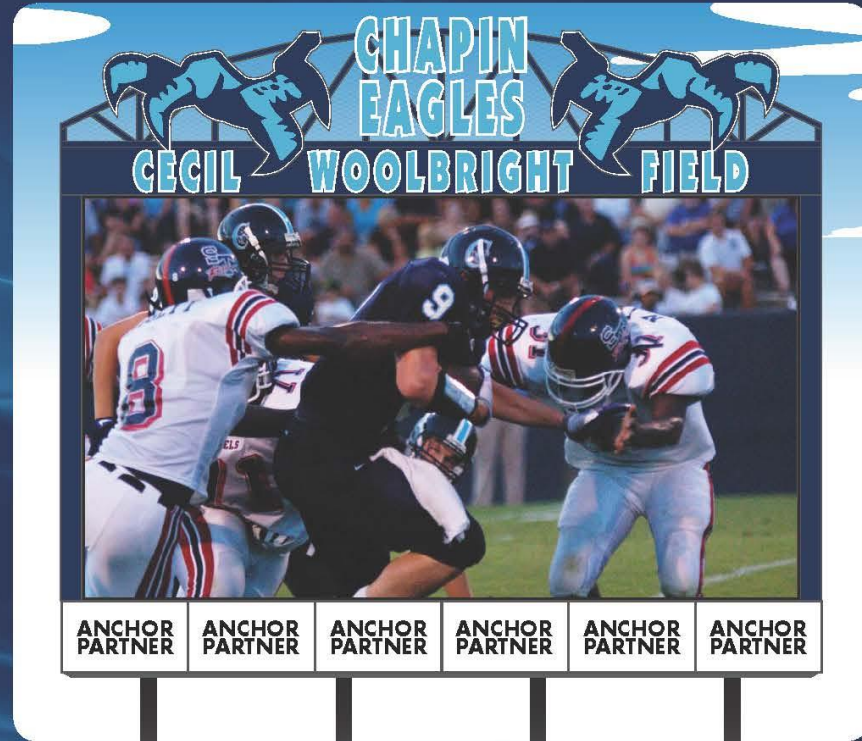
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CHAPIN EVENTS

EVENT	EVENTS PER YEAR
Football (V, JV, B & C teams)	Minimum 5 games each per year
Boys Soccer (V & JV)	15 home games each per year
Girls Soccer (V & JV)	15 home games each per year
Boy Lacrosse	6 home games per year
Girls Lacrosse	6 home games per year
Other Events:	
NJROTC/ROTC Competitions	Sports Camps
Band Competitions	Intramural Sports
City Rec Rentals	

CHAPIN EVENTS

EVENT	ATTENDANCE
Varsity Football Team	6,500
JV, B & C Football Teams	700
Boys & Girls Soccer (V & JV)	300 per game
Lacrosse	125 per game



CHAPIN HIGH SCHOOL EAGLES

DAKTRONICS
SPORTS MARKETING