

Santa Fe ISD Indian Stadium Scoreboard Advertising

INDIAN STADIUM
JOE RAITANO FIELD

INDIANS 35	TOL 3	DOWN 2	TO GO 6	9:18	QTR 2	BALL 47	TOL 3	VISITOR 7
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SANTA FE | **INDIANS**

12 x 8 ft. Digital Ad Space A
\$1,000 per school year

12 x 8 ft. Digital Ad Space B
\$1,000 per school year

Coin Toss Sponsor - \$300 per football season
Half Time Sponsor - \$300 per football season
18.5 x 10 ft./342 x 187 pixels

Scrolling Personal Messages

Scrolling Personal Messages

Bottom Panels are Sold Out

FAQs about advertising on the Indian Stadium scoreboard:

How many people will see my ad? The stadium holds 3,000 people. For 10 weeks in the Fall, there are jr. high games every Tuesday, sub-varsity games every Thursday, and varsity home games on Fridays. In the Spring, there are boys and girls soccer games, plus track & field events. All of these games attract families from Santa Fe, as well as the visitors from numerous surrounding communities.

How long will my ad be on the screen at each event? Your ad will remain on the screen for 30 seconds, and that will happen about 20 times during each event. Because the lay-out of the screen changes for each sport, the dimensions of your ad may change slightly during the year.

Is there an option to play a video commercial? Yes, we have ten 15-30 second video commercial spots available at \$1,000 each. Your commercial will be played twice per stadium event for the entire school year.

What kind of file do I need to provide? You will need a high resolution graphic in a JPEG, PNG or MP4. The ad will be 222 pixels wide x 149 pixels tall. Big and simple will be easier for spectators to see.

Can I change my graphic for each game? You are allowed to change your graphic once during the school year, with no additional cost. Please allow 4 business days for the change to be implemented.

Will my ad be on the scoreboard during an entire school year? Yes! Your ad will be seen at all football games, soccer games, & track & field events that take place at the stadium.

How does SFISD use the revenue from selling ads on this scoreboard? For our students! Proceeds from the scoreboard will support SFISD classrooms.

Where can I find schedules of events at the stadium? Visit <https://www.sfisd.org/Page/3540>

What is the "Scrolling Personal Messages" Option? This area is for non-commercial messages such as wishing someone a happy birthday, anniversary, or to say how proud you are of your student. For more information, visit <https://www.sfisd.org/Domain/1487>

If you are ready to spend your advertising dollars in a way that supports the students of Santa Fe ISD, please complete the form on the reverse and return to: Jodi Gidley - 409-925-9080 - jodi.gidley@sfisd.org

SFISD Indian Stadium Scoreboard Advertising Reservation Form

Today's Date: _____ Phone: _____
Advertiser Name: _____
Contact person: _____ Email: _____
Business Address: _____
Billing Address: _____

Check the option for your scoreboard advertisement:

- Digital Ad Space A, \$1,000 per school year
- Digital Ad Space B, \$1,000 per school year
- Coin Toss Sponsor, \$300 per football season
- Half Time Sponsor, \$300 per football season
- 15-30 second video commercial, \$1000 per school year
- ~~Non-digital signage at the bottom of the scoreboard (limited availability), \$5,000 for duration of 5 years (August 2017—June 2022). Payments paid in full at the beginning of the agreement or paid annually. Invoiced July 1st of each year and paid by July 31st of the same year. Net 30 days. **SOLD OUT**~~

Terms and Limits of the Advertisement Agreement

All advertising must be confirmed by this signed agreement between the business and SFISD, as well as advertisement design approval by SFISD. In consideration of the acceptance of the SFISD Policy GKB (Local), the Advertiser or its agency must, in respect to the contents of the advertising images, actions and messages indemnify and hold SFISD harmless against any expense arising from claims or actions against SFISD as a result of its presentation. Advertising subject matter, form, size, wording, illustration and typography of the advertising shall be subject to the approval of the Superintendent or designee from the Public Relations Office. SFISD shall have the right to reject or omit any advertisement which, in its sole discretion, it considers unsuitable for any reason or contrary to the policies of SFISD. No political advertisements are allowed. Only commercial advertisements for goods and services are accepted. SFISD reserves the right to cancel any contract with Advertiser at any time upon default of payment by the Advertiser or breach of the District's Standards of Approval or the use of the unsuitable subject matter. SFISD will not give refunds for prepaid advertisement. The advertiser acknowledges that it does not have the right to use the names, signatures, photographs, or likenesses of any SFISD student or staff in connection with any commercial product or service. Similarly, the advertiser agrees not to use the name of SFISD/SFISD schools in connection with a commercial product or service other than as provided herein. SFISD does not endorse the products or services of the advertiser.

Agreed and accepted per the terms and conditions outlined above:

By _____ Date _____
Advertiser – Authorized Agent

By _____ Date _____
Santa Fe ISD Representative

Remit payment to: Santa Fe ISD

Mail to: SFISD, Attn: Jodi Gidley, PO Box 370, Santa Fe, TX 77510

Sending your graphic file: Email JPG, PNG or MP4 file to jodi.gidley@sfisd.org. 6 MB is the largest file that can be received via this email. If you file is larger, please use a free file sharing service (such as Dropbox, Google Drive, etc.). If those options are not successful, contact Jodi Gidley at 409-925-9080 to make an appointment to bring in a flash-drive with your graphic advertisement to download to SFISD.