



Video Board – Live Stream Advertising Packages

Reach students, families, and fans across every Springdale Public Schools athletic venue.

THE OPPORTUNITY

LED Video Boards Across the District

The Springdale Athletic Foundation, in partnership with Springdale Public Schools, has installed new large-format LED video scoreboards at every district football, baseball, softball, and basketball venue — transforming the game-day experience for teams, student-athletes, and fans.

These boards also open a powerful opportunity for local and regional businesses to reach our stadium crowds, fan bases, faculty, and visiting communities, while directly supporting Springdale Public Schools' athletic and academic programs. The media program is student-run, giving Springdale Public Schools students hands-on, paid experience in cutting-edge broadcast technology and live event production.

We hope you'll join us as a sponsor — it's a meaningful way to grow your business while investing in our district's kids.

270+

GAMES PER YEAR

8

ATHLETIC VENUES

9M+ANNUAL AD
IMPRESSIONS

Six Ways to Put Your Brand on the Board



Brand Wrapper

Persistent backdrop imagery behind the live scoreboard, personalized to sponsor or school.



Cinema Ad

TV-commercial-sized spot shown during pregame, timeouts, and halftime.



Panorama Ad

Rotating ad strip across the bottom of the screen, live all game long.



Signature Ad

Bottom-center rotating placement on the scoreboard — always in view.



Brand Ads

Left & right rotating placements alongside the live scoreboard.



In-Game Animation

Sponsor-branded hype animations before or after key plays.



Example: branded video board at Jarrell Williams Bulldog Stadium

Full artwork specifications (resolution, format, file size) available upon request.

Title-Level Impressions Per Season

Based on 2023 attendance and Title-package ad rotation (60 brand serves per game).

HAR-BER		
Venue	Att.	Impressions
Football	53,231	3,193,860
Soccer	6,982	418,920
Basketball	16,800	1,008,000
Baseball	2,100	126,000
Softball	728	44,800



SEASON TOTAL		
4,791,580		

SPRINGDALE		
Venue	Att.	Impressions
Football	45,100	2,706,000
Soccer	8,011	480,660
Basketball	16,465	987,900
Baseball	1,750	105,000
Softball	625	37,500



SEASON TOTAL		
4,317,060		

COMBINED DISTRICT-WIDE TOTAL		
9,108,640+		

Impressions = total opportunities for a sponsor's ad to be seen by spectators across the school year, based on a 6-second brand-serve rotation.

2025–26 School Year on YouTube

Livestreamed games and shows reach fans who can't make it to the stadium.

TOTAL VIEWS

78,354+

AVG / BROADCAST

~4,609

SUBSCRIBERS

3,210+

FOOTBALL

Har-Ber vs Broken Arrow	4,536
Har-Ber vs Greenwood	9,700
Springdale vs Little Rock Central	1,900
Springdale at Bentonville (Playoffs)	4,600
Springdale at Cabot (Playoffs)	5,100
Har-Ber at Little Rock Christian (Playoffs)	4,000
Springdale vs Van Buren	3,900
Har-Ber at Farmington	3,500

BASKETBALL

Springdale vs Har-Ber	10,000
Har-Ber vs Springdale	7,500
Springdale vs Fayetteville	4,300
Springdale at Har-Ber	3,500
Springdale vs Har-Ber (2)	3,400

SOCCER · SOFTBALL · MORE

Springdale vs Har-Ber (Soccer)	4,000
Springdale vs Bentonville West (Soccer)	1,200
6A State Softball Tournament — Day 2	6,800
One City Pregame Show — Ep. 8	418

Source: Springdale Athletic Foundation YouTube channel (@SpringdaleAF), 2025–26 school year broadcasts.

Sponsorship Packages

6,895,156+ combined district-wide impressions per year (plus Brand Wrapper & extras)

Ad/Video Location	TITLE \$50,000	CHAMPION \$30,000	PREMIER \$20,000	ELITE \$10,000
Live Stream Commercial Ad	✓	✓		
Pregame Cinema Ad	✓	✓		
Timeout Cinema Ad	✓	✓		
Halftime Cinema Ad	✓			
Between-Innings Cinema Ad	✓			
Panorama Ad	✓	✓	✓	✓
Signature Ad	✓	✓	✓	
Brand Ad 1	✓	✓		
Brand Ad 2			✓	✓
Brand Wrapper	✓			
Branded In-Game Animations	✓	✓		
Score Table	✓	✓	✓	✓

Live Stream Commercial Ad available to Title-level (\$50K+) sponsorships. All packages available as a 1-year or 3-year term — see registration form for details.



A La Carte Add-Ons

Placement	Term	Price
Brand Ad — Springdale Stadium	1-Year	\$3,500
Brand Ad — Har-Ber Stadium	1-Year	\$3,500
Brand Ad — Springdale Gymnasium	1-Year	\$2,500
Brand Ad — Har-Ber Gymnasium	1-Year	\$2,500
Brand Ad — Springdale Baseball	1-Year	\$1,500
Brand Ad — Har-Ber Baseball	1-Year	\$1,500
Brand Ad — Springdale Softball	1-Year	\$1,500
Brand Ad — Har-Ber Softball	1-Year	\$1,500

Individual venue placements can be layered on top of any package on the previous page.

MORE THAN ADVERTISING

Real Career Training for SPS Students

PLAN	Event Planner · Director · Editor · Marketer
PREP	Journalist · Graphic Designer · Art Director · Media Coordinator
PERFORM	Camera Operator · Announcer · Producer · Lighting Tech

Students plan, produce, and run the video-board program at every home game — building real portfolios while sponsorship proceeds fund athletic and academic programs across the district.

Let's Get Your Brand on the Board

Choose a Title, Champion, Premier, or Elite package — or build your own with a la carte venue placements. Every dollar supports Springdale Public Schools athletics, academics, and real-world student career training.

SAF Board Member

Springdale Athletic Foundation

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