



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.

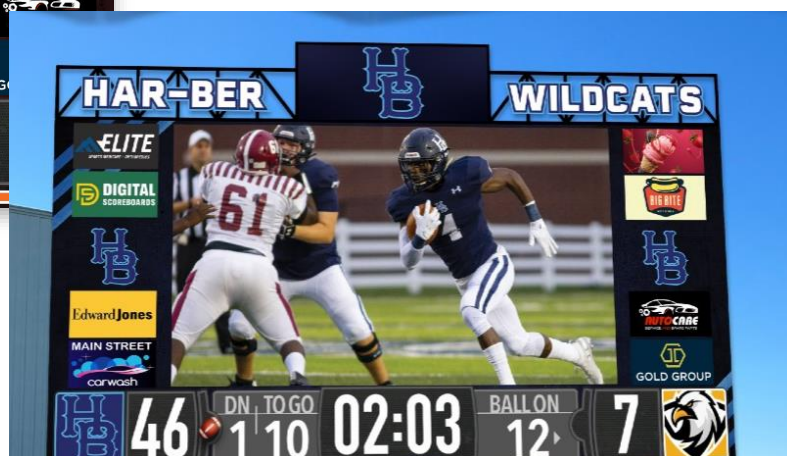
We hope you'll join us as a sponsor — it's a meaningful way to grow your business while investing in our district's kids.

270+

GAMES PER YEAR

8

ATHLETIC VENUES

9M+ANNUAL AD
IMPRESSIONS

Four Ways to Put Your Brand on the Board



Tile Ads

Located in the top-left and top-right corner ad spaces. The largest ad space on the digital board. Rotating ad spots during all in-game plays.



Cinema Ad

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



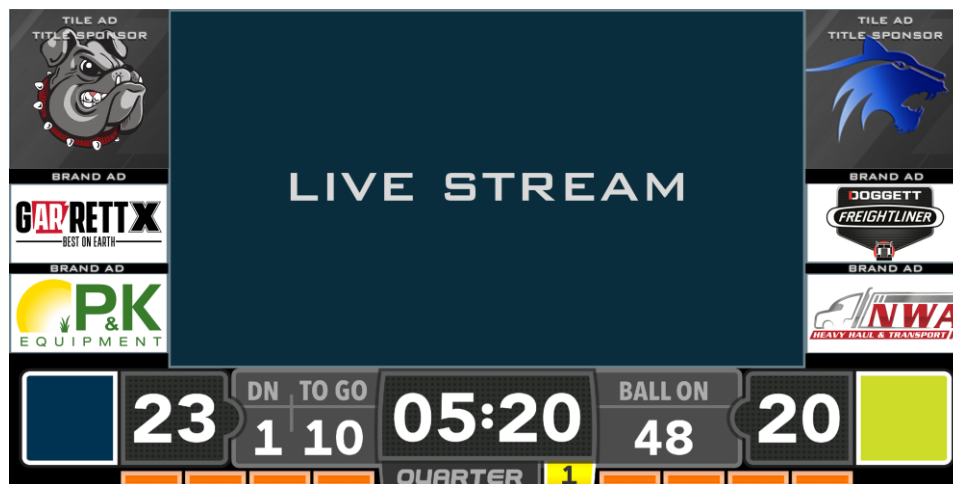
Brand Ads

Left & right rotating placements alongside the live scoreboard.



Signature Ad

Bottom-center rotating placement on the scoreboard — always in view. (Not available during Varsity Games)



Example: Tile and Brand ads presented on Live Stream



Example: branded video board at Jarrell Williams Bulldog Stadium

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

Sponsorship Packages

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	✓			
Period Break - Cinema Ad	✓			
Signature Ad	✓	✓	✓	✓
Brand Ad	✓	✓	✓	✓
Tile Ad	✓			
Score Table	✓	✓	✓	✓



A La Carte LED Scoreboard Ads

Placement	Term	Price
Tile Ad-In Game ONLY promotion. All locations, All season	1-Year	\$5,000
Brand Ad — Jarrell Williams Bulldog Stadium (Springdale)	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



A La Carte LIVE Stream Ad

Placement	Term	Price
Live Stream Commercial Ad – All Sports, All Season	1-Year	\$5,000
Live Stream Commercial Ad –POST Season ONLY	1-Year	\$3,500
Live Stream Commercial Ad Football	1-Year	\$3,500
Red Zone Sponsor Ad – Football only	1-Year	\$2,500
Live Stream Commercial Ad Volleyball	1-Year	\$2,000
Live Stream Commercial Ad Basketball	1-Year	\$2,000
Live Stream Commercial Ad Soccer	1-Year	\$2,000
Replay Sponsor Ad – Football only	1-Year	\$1,500

MORE THAN ADVERTISING

Real Career Training for Springdale 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 athletics.

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.

Macy Morris

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