



THUNDERBIRDS  
38  
FOULS  
3  
SCORE

**VP LET'S GO BISON!**

BISON	THUNDERBIRDS
47	38
PERIOD 4	
FOULS 4	FOULS 3
00:15	
LAROSA'S DELIVERY 513.347.1111	LAROSA'S PIZZERIA 513.347.1111

Scoreboard Media  
Partnership Program

Aurora Public Schools

Sponsorship Packages 2022



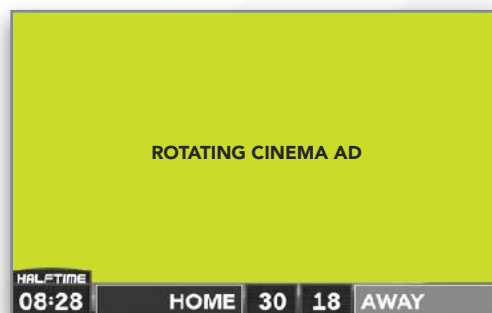


ALL PACKAGES include exposure for your brand throughout the school year at **varsity, junior varsity**, and any C-level or middle school games played at these venues for a variety of sports including **football, basketball, volleyball, soccer, track & field and wrestling**.



## Rotating Cinema Ad—INDOOR & OUTDOOR

Cinema ads are premium-sized digital banners displayed in a predefined rotating sequence during **countdown** periods: **pregame**, **timeouts** and **halftime**. Cinema ads share the same aspect ratio as a standard TV commercial and are offered in an impressive, large format in the center of the multimedia display.



Cinema ads are displayed during "countdown" periods: pregame, timeouts and halftime. In this layout, the scoreboard is minimized to a "ticker" format across the bottom of the screen in order to reserve the maximum amount of space for the Cinema ad rotation.



### ARTWORK SPECS:

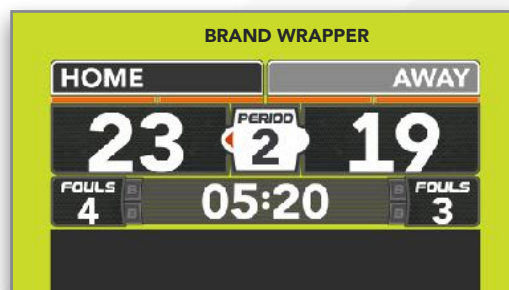
type: **static**  
format: **JPG, PNG**  
resolution: **1920x1080px @ 72 dpi**  
max size: **2MB**

type: **video (with audio if desired)**  
format: **MP4**  
resolution: **720p (1280x720px)**  
duration: **6 seconds**  
max size: **35MB**



## Brand Wrapper—INDOOR & OUTDOOR

The Brand Wrapper is the backdrop (“wallpaper”) that is overlaid by the scoreboard and panorama ad space. There’s space reserved at **the top of the display** where branding imagery can be displayed in order to personalize the system to the school or sponsor.



The Brand Wrapper can be leveraged to display school imagery in order to personalize the display for the home team or specific occasion. It can also be utilized for revenue purposes by adding a co-brand sponsor logo alongside the school name or by replacing the entire wrapper with sponsor brand imagery.



### ARTWORK SPECS:

type: **static**

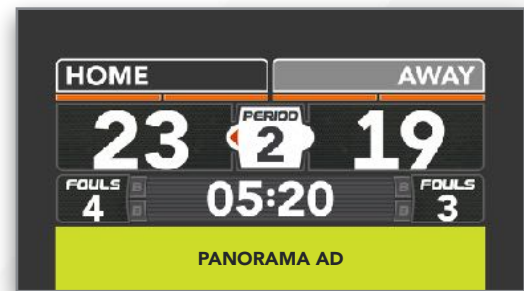
format: **JPG, PNG**

resolution: **dependent upon display model**

max size: **2MB**

## Rotating Panorama Ad—INDOOR

The Panorama area is the persistent ad space that appears at **the bottom of the screen**. The ads in this space rotate in a sequence that can be defined in the ScoreVision Cloud. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.



*The Panorama area is the persistent ad space that appears at the bottom of the screen. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed.*

## ARTWORK SPECS:

type: **static**format: **JPG, PNG**

resolution: 1920x300px @ 72 dpi

max size: **2MB**

type: **video** (no audio recommended)

format: **MP4**

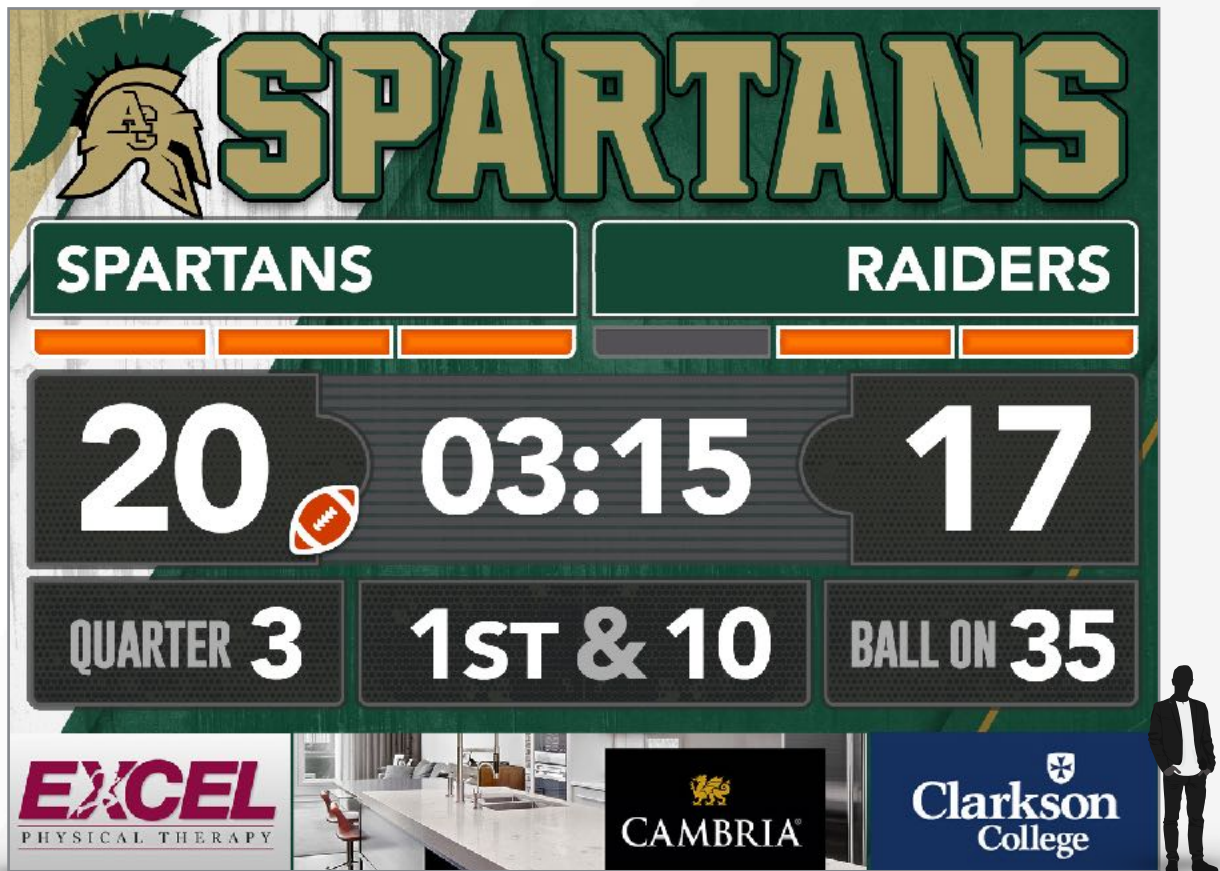
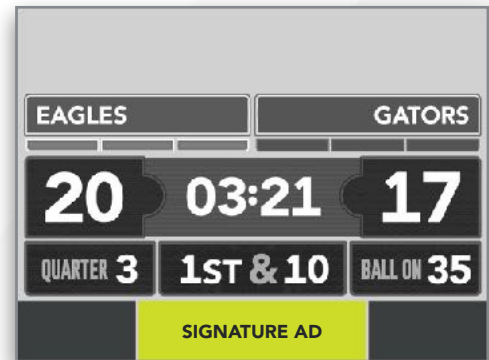
resolution: 1920x300px

duration: **6 seconds**

max size: **15MB**

## Rotating Signature Ad—OUTDOOR

The Rotating Signature Ad is the ad space that appears at the **bottom center of the scoreboard screen**. The ads in this space rotate in a sequence that can be defined and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.



The Rotating Signature Ad is the ad space that appears at the bottom center of the scoreboard screen. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

### ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **1000x250px @ 72 dpi**

max size: **2MB**

type: **video (no audio recommended)**

format: **MP4**

resolution: **1000x250px**

duration: **6 seconds**

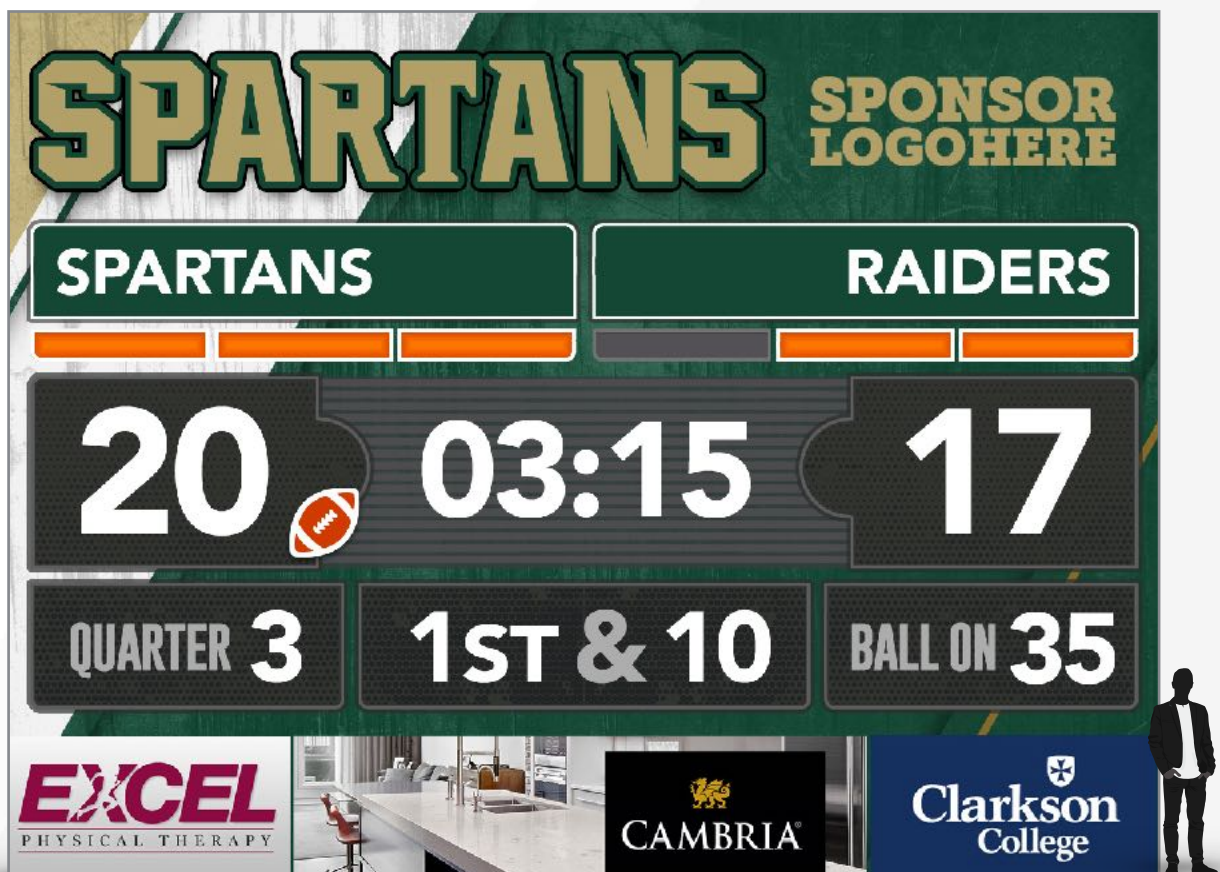
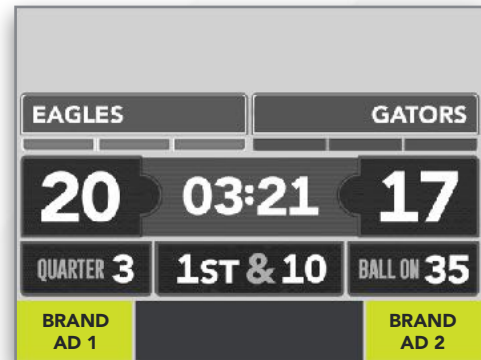
max size: **15MB**



## Rotating Brand Ad—OUTDOOR

The Rotating Brand Ads are the **left and right sections** that appear at the bottom of the scoreboard screen.

The ads in this space rotate in a sequence that can be defined and customized through ScoreVision Central. These ads are continuously rotated throughout the game except during “countdowns”.



The Rotating Brand Ads are the left and right sections that appear at the bottom of the scoreboard screen. These ads are continuously rotated throughout the game except during “countdowns” when the Cinema ads are displayed.

### ARTWORK SPECS:

type: **static**

format: **JPG, PNG**

resolution: **500x250px @ 72 dpi**

max size: **2MB**

type: **video (no audio recommended)**

format: **MP4**

resolution: **500x250px**

duration: **6 seconds**

max size: **15MB**







## Reaching Your Audience

**HERE'S THE BREAKDOWN.** Below, you will see how the calculations are made to reach the potential number of impressions associated with each sponsorship level. These numbers are calculated conservatively using the average attendance per game, games played during the year, and the number of times our ad sequencing software displays your ad per game based on display time of 6 seconds per post. **Impressions**, then, are the total number of opportunities for your ad to be seen by spectators during the course of the school year.

Here's an example of the impression calculation for **one of the sponsorship levels on just one of the sports** (football).

### Rangeview High School . Football Sponsor Exposure



**547,500** impressions per year with the Champion level sponsorship

*The impression counts shown for each package are based on the schedule of home games (basketball, volleyball, wrestling, for the main gyms at six Aurora high schools (Rangeview, Aurora West, Aurora Central, Hinkley, Vista PEAK and Gateway) as well as the football, soccer, and track & field events held at the Aurora Public Schools District Stadium. Ad serves is based on ad duration being set at 6 seconds before rotating to next ad in the sequence.*





## Sponsorship Packages

Choose from one of four value packages below to present your brand and message to students and fans within your community while supporting the schools and helping fund a platform that provides real career opportunities for students.

	4	6	10	15
	TITLE SPONSORSHIP	CHAMPION SPONSORSHIP	PREMIER SPONSORSHIP	ELITE SPONSORSHIP
Pregame Cinema Ad	✓	✓	✓	
Timeout Cinema Ad	✓	✓	✓	
Halftime Cinema Ad	✓	✓	✓	
Panorama Ad	✓	✓	✓	✓
Signature Ad	✓		✓	
Brand Ad 1	✓	✓	✓	
Brand Ad 2				✓
Brand Wrapper	✓			
Sponsor Extra 1	✓			
Sponsor Extra 2	✓			
Fan App Feature Ad	✓	✓	✓	✓
Fan App Game Feed Ad	✓			
	\$24,000	\$12,000	\$6,000	\$2,000
	5,637,228 + BW&Extras impressions per year	4,899,964 impressions per year	3,862,415 impressions per year	1,196,965 impressions per year



### FAN APP BONUS EXPOSURE

These special bonus placements extend your brand to customers beyond the gym and field.

CONTACT CHARLIE MEGAN  
[charlie@scoreboardmedia.com](mailto:charlie@scoreboardmedia.com)  
(773) 988-3636  
FOR MORE INFORMATION!





## Title Sponsor Extras

Boost the impact of your sponsorship package by infusing your brand into the full experience at games throughout the year.



### Fan App Header Co-brand

Be the first Title Sponsor to sign and get exclusive exposure for your brand in the header on the home screen of the Fan App for all three Millard schools.



### Brand Wrapper Co-brand

As a Title Sponsor, you deserve premium exposure for your brand. Get your logo sharing space with each of the three school's brands right on the main scoreboard for the duration of the game.



### "Official Sponsor" Banner

Receive a custom-designed digital banner announcing your brand as the official sponsor. It will be included in the pregame and halftime ad rotations.



### Game-time Handouts

Give away branded fidget spinners, sunglasses, or other items at two premier games during the season.



### PA Shoutout

Let the game announcer thank you for being the official sponsor and deliver a custom message to the crowd at each game.



### Vendor Table

Receive your very own vendor table (with a personalized table banner) at premier games during the season where you can deliver samples, coupons, and/or information.

