



PARTNERSHIP PACKAGES

DEVELOPED FOR

HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

HOWARD LAKE, MN



DAKTRONICS

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DAKTRONICS
SPORTS MARKETING

SHAPING THE FUTURE

**BE PART
OF A NEW
LAKERS
TRADITION**

HOME OF THE LAKERS

HIGH SCHOOL



LETTER OF SUPPORT, **ACTIVITIES DIRECTOR JOE PUNCOCHAR**

The Activities Department is proud to celebrate the accomplishments of our students and their various talents. A video board in the gym and at the stadium will provide the unique opportunity of using the latest technology to showcase our students as they participate in athletics, fine arts, and other organizations.

New opportunities for hands-on learning of video production and operation is an exciting addition to our curriculum. The “game day” environment will be enhanced for our fans, players, and coaches as we showcase our athletic and fine arts teams. This project is a creative way to make a significant improvement to our facilities with minimal cost to the district, while also highlighting the outstanding support that we have with our local businesses and organizations. This community sponsored project reveals how deeply Laker Pride is felt throughout the communities in the district.



HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

PARTNER WITH HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:



ACADEMICS

students can get hands-on experience beyond the classroom



ACTIVITIES

band, cheer and student government can all see benefits from your sponsorship



BUDGET

your business can help pay for the video board itself, and add to school funds



ATHLETES

students get pumped up when they see themselves in lights

"It gives our school a fantastic way to showcase our students, as we did at senior night. The climate created was electric! It's also a terrific way to fundraise with commercials showcasing our corporate sponsors."

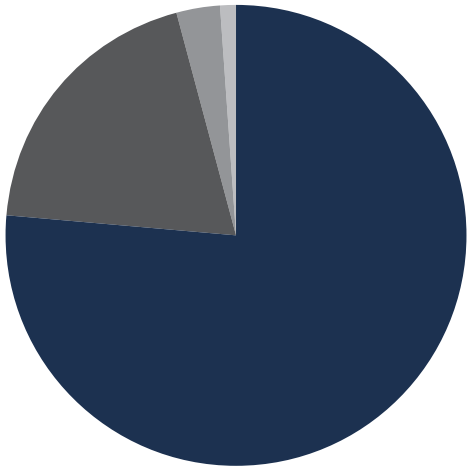
Kasey Teske, Principal, Canyon Ridge High School

HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

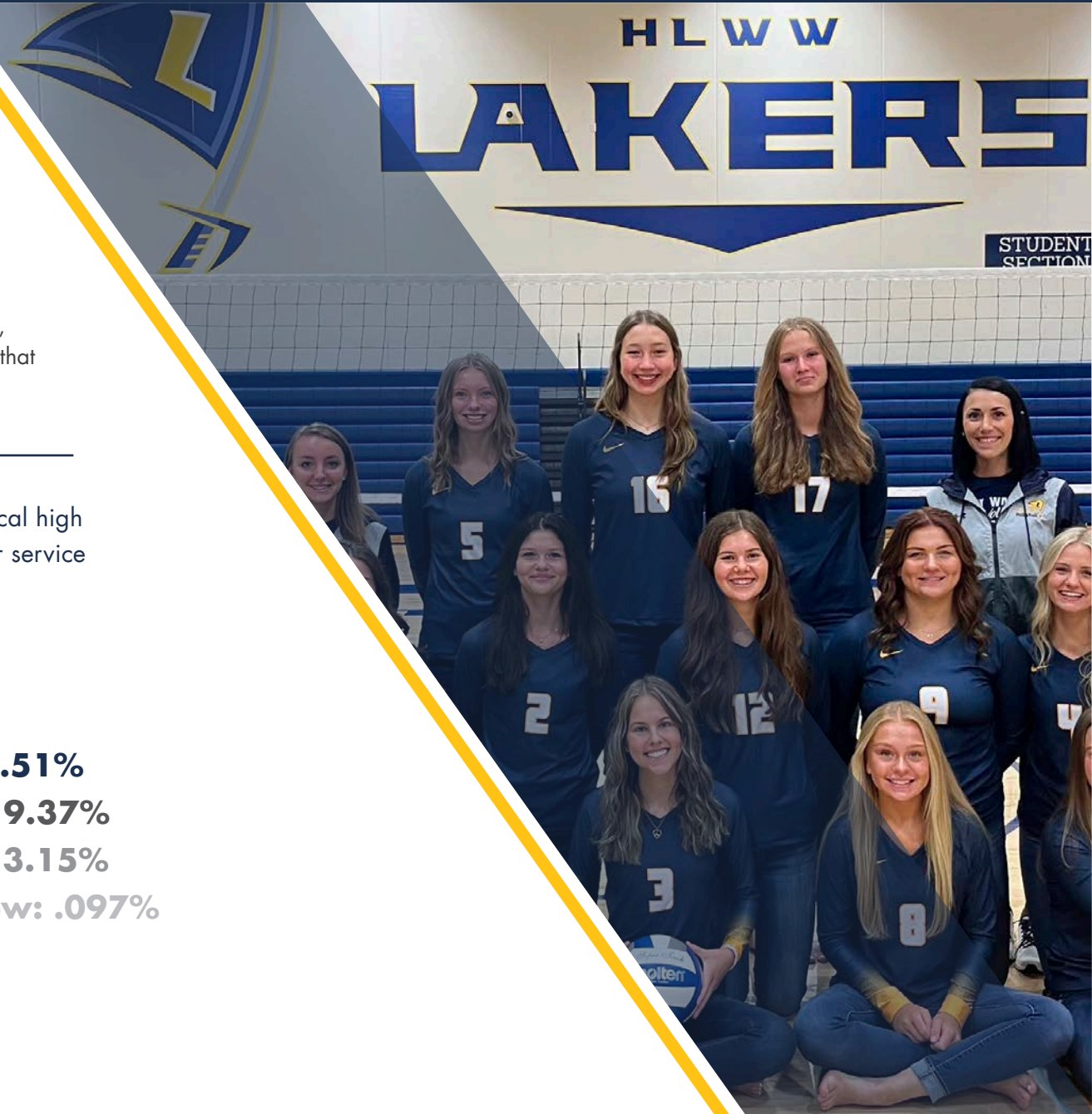
GOOD FOR YOUR BUSINESS

While supporting your local high school is worthwhile on its own, surveys show that people are more likely to patronize businesses that support local high schools!

Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?*



Agree: 76.51%
Neutral: 19.37%
Disagree: 3.15%
Don't Know: .097%



HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

EVENT & ATTENDANCE

EVENT	AVG TICKET SALES
Volleyball	180
Boys Basketball	240
Girls Basketball	100
Wrestling	200
Football	425



AVERAGE STADIUM
TICKET SALES
425



GYM EVENTS
A YEAR
41



STADIUM EVENTS
A YEAR
17



ANNUAL SEASON
PASS HOLDERS
280



HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

GAIN THE HOME-COURT ADVANTAGE AT HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

Increase brand loyalty

Drive traffic to your business

Create brand awareness and visibility

Set yourself apart from the competition

Show support for our community and students

Help keep athletic programs healthy and competitive

Reach local and out-of-town customers more effectively

Enhance the fan experience and leave a positive impression about your business and our team

"Our sponsors love it, too. It's impressive. It's got the 'wow' effect."

Chuck Jaco, Athletic Director, Perrysburg High School

HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

GIVES STUDENTS EXPERIENCE IN THE FIELD

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. But your support goes beyond game night. Your sponsorship also contributes to:

Design and multimedia students have the opportunity to produce videos, create animations, and develop graphics and advertisements for the entire audience to see. They can operate cameras, run instant replays and even run the display itself.

This is valuable experience for our students, because we use the same equipment that can be found in colleges and professional facilities across the nation.

Our students and their families will thank you!

"We have had two students find work at the college level since implementing a Daktronics board at Carroll High School."

Chelsea Bisson, Business Instructor, Carroll High School

HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

FUTURE CAREERS IN THE FIELD

Your partnership with Howard Lake Waverly Winsted High School will bring students the opportunity to work on the same game day production equipment utilized at Daktronics college and professional leagues such as the Target Center, US Bank Stadium and Minnesota State University!

RELATED CAREERS

RADIO

- › Play-by-Play Announcer
- › Color Analyst
- › Audio Engineer
- › Editor

FACILITY/TEAM OPERATION

- › Promotions
- › Ticket Sales
- › Street Team
- › Social Media Specialist

TV PRODUCTION

- › On-Air Personality
- › Video Engineer
- › Audio Engineer
- › Camera Operator
- › Lighting Designer
- › Director
- › Producer
- › Editor
- › Stage-Floor Manager

GRAPHIC DESIGN

- › Web Specialist
- › Graphic Designer

FACILITY/TEAM OPERATION

- › Video Display Operator
- › Sports Information Director
- › Statistician
- › Clock/Scoreboard Operator

HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL



HOWARD LAKE - WAVERLY - WINSTED HIGH SCHOOL
HOME OF THE LAKERS

PLYR	FLS	PTS	PERIOD			PLYR	FLS	PTS
LAKERS			GUEST					
FOULS	T.O.L.	PLAYER FOUL	T.O.L.	FOULS				
SCORE	MATCH			SCORE				



GYM DISPLAY 2

VIDEO DISPLAY

One (1) Score to Video Display
 640 x 1152 - 3.9MN
 8.2'h x 14.76'w active area
 8.23'h x 14.79'w cabinet

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HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL



PARTNER SIGNAGE

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HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL



STADIUM DISPLAY 1

TOP ID

One (1) Non-lit ID Panel
2'h x 25'w

VIDEO DISPLAY

One (1) Score to Video Display
176 x 440 - 16MT
9.6'h x 24'w active area
9.6'h x 25'w cabinet

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HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL

INVENTORY	SUPER ANCHOR (2 AVAILABLE) \$8,500/YR. FOR A 5 YEAR COMMITMENT	ANCHOR (8 AVAILABLE) \$5,000/YR. FOR A 5 YEAR COMMITMENT	PREMIER (6 AVAILABLE) \$2,000/YR. FOR 5 YEAR COMMITMENT
STATIC SIGNAGE			
(1) One full color sponsor logo on signage on gymnasium wall – Size TBD	1	1	
(1) One full color sponsor ad panel on back of press box – Size TBD	1	1	
(1) One full color sponsor ad panel below the video board – Approx 2’ H x 6’ W	1		
DIGITAL CONTENT - VARSITY BASKETBALL EVENTS			
One (1) PRE or IN-GAME :15 sponsor provided commercial	1	1	
Minimum of two (2) full screen IN-GAME advertising exposures	2	2	2
Additional PA announcements and digital content upon request	X	X	X
One (1) exclusive in-game video feature/entitlement per regular season home varsity basketball event • Game Matchup • Halftime	1		
One (1) exclusive in-game video feature/entitlement per regular season home varsity basketball event • 3 Pointer • Timeout		1	
DIGITAL CONTENT - VARSITY FOOTBALL EVENTS			
One (1) PRE or IN-GAME :15 sponsor provided commercial	1	1	
Minimum of two (2) full screen IN-GAME advertising exposures	2	2	2
Additional PA announcements and digital content upon request	X	X	X
One (1) exclusive in-game video feature/entitlement per regular season home varsity football event • Game Matchup • Halftime	1		
One (1) exclusive in-game video feature/entitlement per regular season home varsity football event • First Down • Touchdown		1	
DIGITAL CONTENT - GYMNASIUM & STADIUM (ALL OTHER INDOOR/OUTDOOR ATHLETIC EVENTS)			
Rotating logo exposures per regular season home events. Logo/ text will rotate with other sponsors, school information, and game prompts	X	X	X
PROMOTIONAL GAME SPONSORSHIP			
One (1) game day sponsorship per year. School will choose between (1) home volleyball, basketball, football, or soccer event per year. Game day sponsor recognition could include; • Opportunity for on-court/field recognition • Opportunity to promote or distribute specialty items • Opportunity for concourse tabling/kiosk display • Opportunity to honor employees, conduct a halftime contest, sponsor a performance, etc • Additional PA announcement and digital content • Opportunity to be an honorary captain at coin toss	X		
MULTI MEDIA/PRINT/PROMOTIONS			
Event passes which includes admission to all High School athletic events (excludes post season events)	4	4	2
Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of Laker Athletics’	X	X	X
Social Media recognition- Facebook, Instagram, Twitter (TBD)	X	X	X
30 Second Commercial on Hudl Live Stream every time someone enters the live stream.	X		
Logo on School Activity webpage	X	X	



INVEST IN LAKERS PRIDE

- › **SUPER ANCHOR PARTNER** [2 available]
\$8,500/year for 5 years
- › **ANCHOR PARTNER** [8 available]
\$5,000/year for 5 years
- › **PREMIER PARTNER** [6 available]
\$2,000/year for 5 years

THANK YOU

We appreciate the chance to present these sponsorship opportunities to you. We hope you choose to partner with us, so we can strengthen our relationship as we help you gain more exposure and visibility within the school and community.

We also thank you for helping our school build a better athletic program, add to our curriculum, and even provide a better experience for our fans. We look forward to helping you connect with your own fans – and potential loyal customers – for years to come.

CONTACT INFORMATION

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**DAKTRONICS
SPORTS MARKETING**



HOWARD LAKE WAVERLY WINSTED HIGH SCHOOL



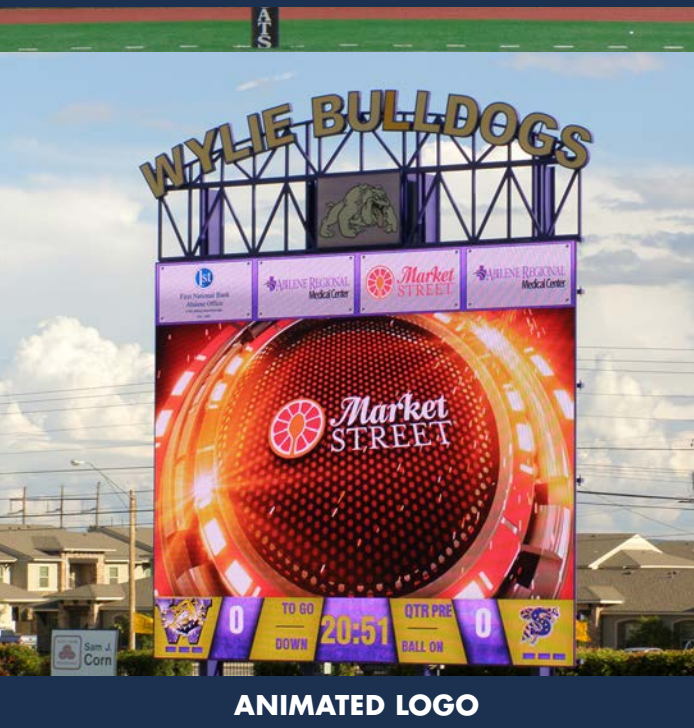
BILLBOARD AD



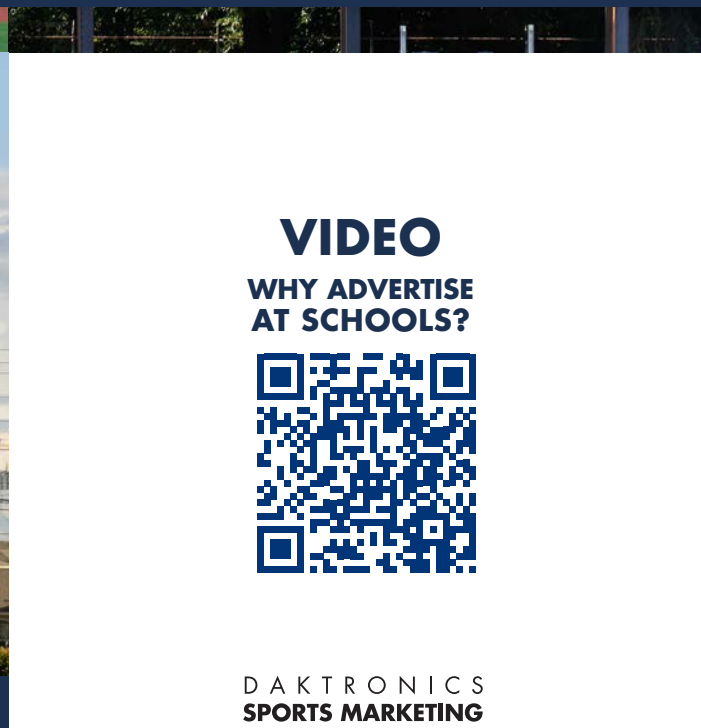
BILLBOARD AD (RIGHT ZONED AREA)



FEATURE ENTITLEMENT



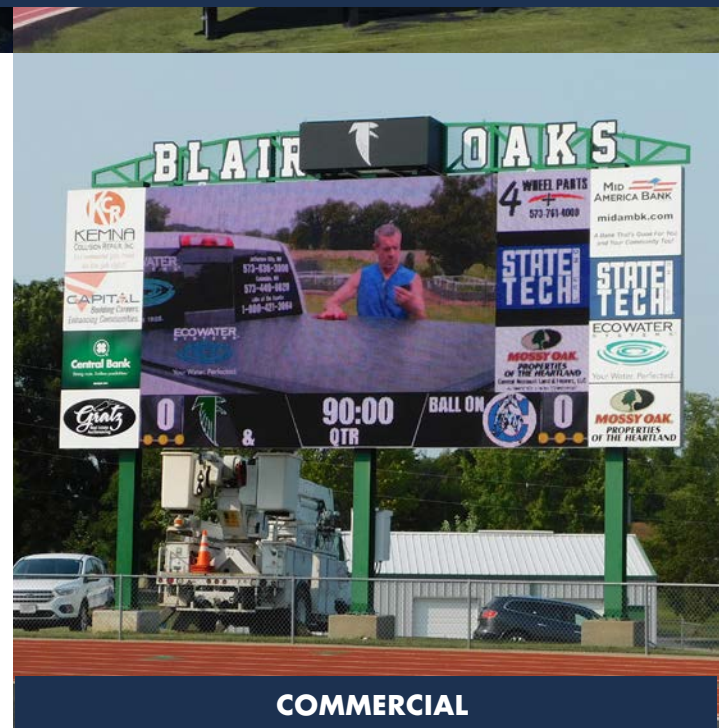
ANIMATED LOGO



VIDEO
WHY ADVERTISE
AT SCHOOLS?



DAKTRONICS
SPORTS MARKETING



COMMERCIAL

