



PARTNERSHIP PACKAGES

DEVELOPED FOR

CARROLL HIGH SCHOOL FORT WAYNE, IN



COPYRIGHT NOTICE

The details and expressions shown are confidential and proprietary. Do not reproduce by any means without the expressed written consent of DSM. DSMSM is a service mark of Daktronics. Copyright © 2024 DSM.

DAKTRONICS
SPORTS MARKETING

SHAPING THE FUTURE

BE PART OF A NEW CHARGER TRADITION



LETTER OF SUPPORT, **ACTIVITIES DIRECTOR DAN GINDER**

It is an exciting time at Carroll High School as our community continues to grow and our students are excelling in the classroom and in athletic achievement.

As the world continues to change digitally, we do know our mission is to continue to create champions in the classroom, in the field of competition and in life. We will continue to train and develop winners in life.

This project is a creative way to make significant improvements to our facilities, highlight the wonderful support that we have with local businesses and organizations and engage our athletes, students, and community. In addition, it provides real life hands-on opportunities that extend well beyond the traditional classroom.

What is the biggest reason to get involved? Education based athletics is important to our kids and our community! This is an investment into our student athletes and our community now and into the future.

-Dan Ginder



CARROLL HIGH SCHOOL

PARTNER WITH CARROLL 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

All teams and groups can see benefits from your sponsorship



BUDGET

Your business can help support the ever growing needs of the Athletic Department and provide growing opportunities for our students



ATHLETES

students get pumped up when they see themselves in lights

"The Athletic Department of Carroll High School would like to expand our academic offerings, impact students and student-athletes alike, improve game day experience, increase fan interaction, and provide you access to the high school audience, its loyal fan base, new families each year and community recognition of your support. When you look at it all, Carroll High School is a perfect place to spend your marketing dollars."

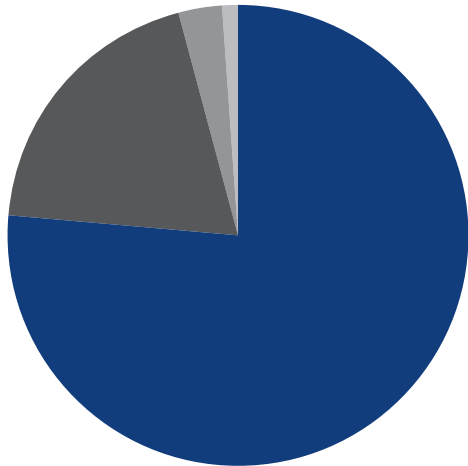
Dan Ginder, Assitant Principal/Athletic Director, Carroll High School



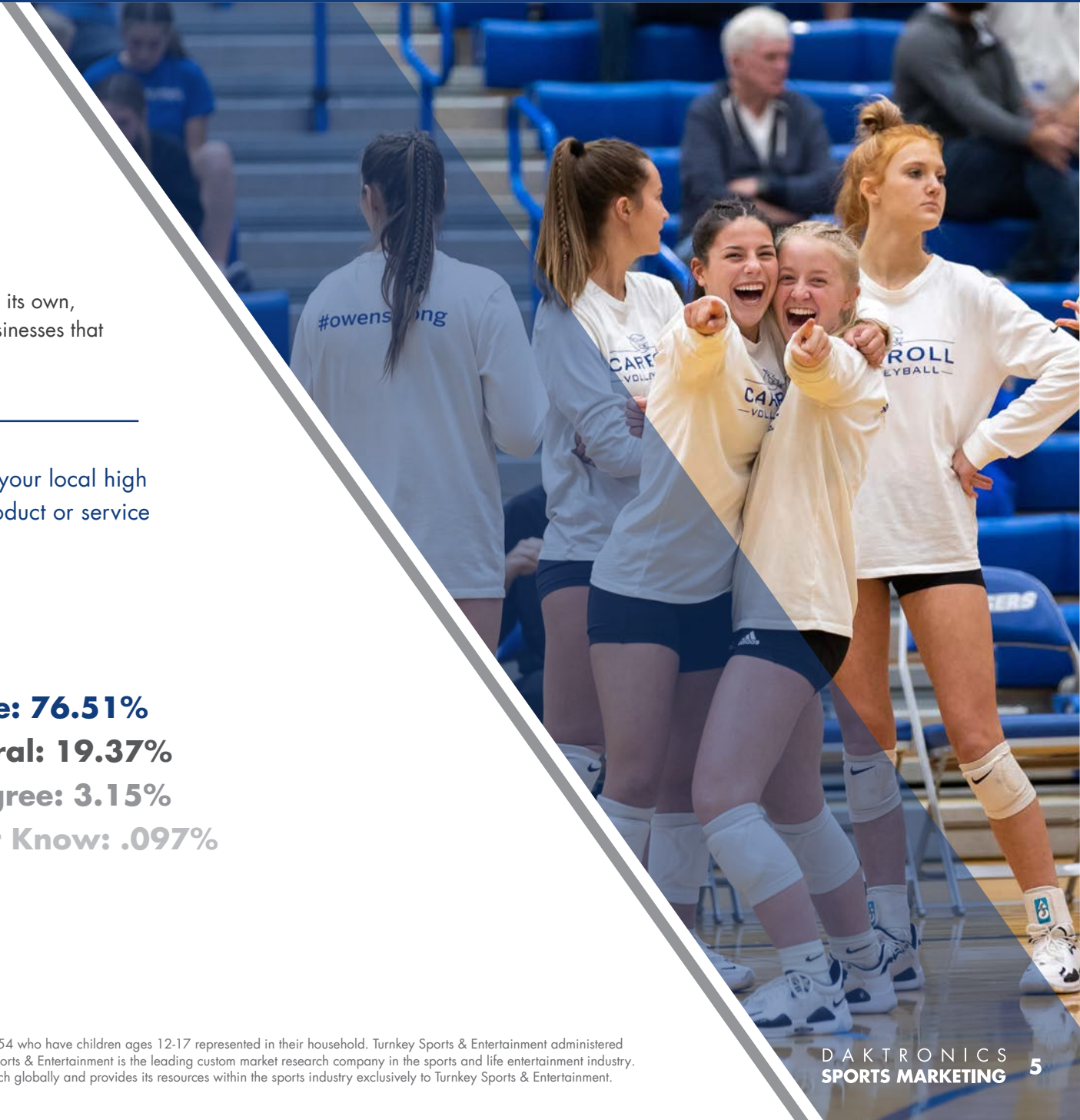
GOOD FOR YOUR BUSINESS

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%



SCHOOL EVENT & ATTENDANCE

EVENT	EVENTS A YEAR
2020 – 2021	309 home events
2021 – 2022	342 home events
2022 – 2023	284 home events
2023 – 2024	300 home events

OTHER EVENTS INCLUDE

Band Invites, Camps/Clinics, Rentals, Summer School, Natatorium

LIVESTREAMING

Averaging over 400+ views over 300+ games streamed for free. Big events (Football/Basketball Games/Wrestling Sectional/Regional) are getting 3000+ views on average!



FOLLOWERS
6613



FOLLOWERS
2500



FOLLOWERS
2622

Expanding digital sponsorship opportunities and utilizing the backside our scoreboards provide you great marketing opportunities. Each school day we have nearly 350+ parent vehicles in the AM & PM drop off and pick up line. In addition, we have nearly 500 student vehicles daily. All of this for 180 school days a year. This is on top of all the event traffic we have year around



GAIN THE HOME-COURT ADVANTAGE AT CARROLL HIGH SCHOOL

Stimulate sales

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

"The addition of our videoboards will allow us to enhance our gameday experience and provide meaningful sponsorship opportunities for loyal community partners and provide access to a passionate and ever-changing fan base."

Dan Ginder, Assitant Principal/Athletic Director, Carroll 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!

"In the short time we have had the Charger Sports Network we have had kids pursuing the broadcasting field at the college level. We have kids getting opportunities to work at local universities and professional organizations while still students at Carroll. Our videoboard and production equipment is getting kids real life field experience that can change the trajectory of their future."

Dan Ginder, Assitant Principal/Athletic Director, Carroll High School



FUTURE CAREERS IN THE FIELD

Your partnership with Carroll 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 Indianapolis Indians, Indiana University and Purdue 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

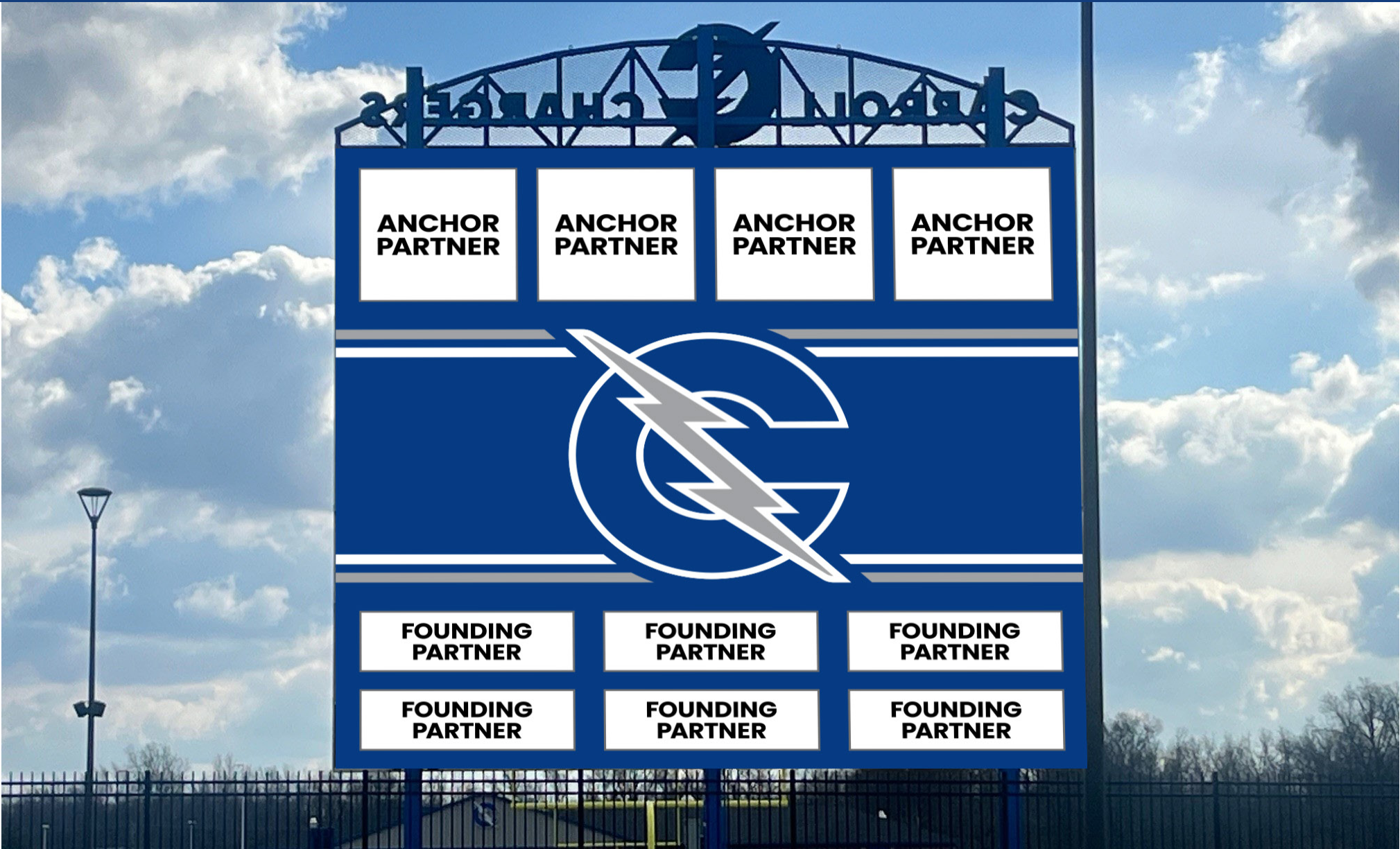


CARROLL HIGH SCHOOL



THIS ARTWORK IS PROTECTED UNDER FEDERAL AND INTERNATIONAL COPYRIGHT LAW. EXPRESSED PERMISSION FROM DAKTRONICS INC. IS REQUIRED FOR REPRODUCTION. RENDERINGS ARE FOR THE EXCLUSIVE USE OF DAKTRONICS, DAKTRONICS CUSTOMERS, AND A CUSTOMER'S PARTNERS. RENDERINGS ARE CONCEPTUAL IN NATURE, AND ALTERATIONS MAY OCCUR DURING THE DESIGN AND INSTALLATION PROCESS. THEREFORE, THESE RENDERINGS DO NOT REPRESENT FABRICATION OR STRUCTURAL ENGINEER CERTIFIED OR STAMPED DOCUMENTS. SCREENS AND/OR PRINTER CALIBRATION MAY IMPAIR VISUAL ACCURACY OF SPECIFIED COLORS SHOWN.

CARROLL HIGH SCHOOL



CARROLL HIGH SCHOOL



THIS ARTWORK IS PROTECTED UNDER FEDERAL AND INTERNATIONAL COPYRIGHT LAW. EXPRESSED PERMISSION FROM DAKTRONICS INC. IS REQUIRED FOR REPRODUCTION. RENDERINGS ARE FOR THE EXCLUSIVE USE OF DAKTRONICS, DAKTRONICS CUSTOMERS, AND A CUSTOMER'S PARTNERS. RENDERINGS ARE CONCEPTUAL IN NATURE, AND ALTERATIONS MAY OCCUR DURING THE DESIGN AND INSTALLATION PROCESS. THEREFORE, THESE RENDERINGS DO NOT REPRESENT FABRICATION OR STRUCTURAL ENGINEER CERTIFIED OR STAMPED DOCUMENTS. SCREENS AND/OR PRINTER CALIBRATION MAY IMPAIR VISUAL ACCURACY OF SPECIFIED COLORS SHOWN.

CARROLL HIGH SCHOOL



THIS ARTWORK IS PROTECTED UNDER FEDERAL AND INTERNATIONAL COPYRIGHT LAW. EXPRESSED PERMISSION FROM DAKTRONICS INC. IS REQUIRED FOR REPRODUCTION. RENDERINGS ARE FOR THE EXCLUSIVE USE OF DAKTRONICS, DAKTRONICS CUSTOMERS, AND A CUSTOMER'S PARTNERS. RENDERINGS ARE CONCEPTUAL IN NATURE, AND ALTERATIONS MAY OCCUR DURING THE DESIGN AND INSTALLATION PROCESS. THEREFORE, THESE RENDERINGS DO NOT REPRESENT FABRICATION OR STRUCTURAL ENGINEER CERTIFIED OR STAMPED DOCUMENTS. SCREENS AND/OR PRINTER CALIBRATION MAY IMPAIR VISUAL ACCURACY OF SPECIFIED COLORS SHOWN.

CARROLL HIGH SCHOOL

	ANCHOR (4 AVAILABLE) \$10,000/YR. FOR A 5 YEAR COMMITMENT	FOUNDING (6 AVAILABLE) \$6,000/YR. FOR A 5 YEAR COMMITMENT	PREMIER (10 AVAILABLE) \$3,500/YR. FOR 3 YEAR COMMITMENT
INVENTORY			
STATIC SIGNAGE			
One (1) sponsor application on northside(back) of football scoreboard	1	1	
One (1) sponsor application on northside(back) of baseball scoreboard	1	1	
One (1) sponsor application on northside(back) of soccer scoreboard	1		
DIGITAL CONTENT – STADIUM/FIELDHOUSE VIDEO BOARDS VARSITY FOOTBALL/BASKETBALL/VOLLEYBALL EVENTS			
One (1) PRE or IN-GAME :15 sponsor provided commercial OR advertising exposure with corresponding PA announcement per regular season home varsity game (two sentence max)	1		
Full screen IN-GAME advertising exposures	Minimum of 4	Minimum of 3	
PRE-IN-POST-EVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts	X	X	X
One (1) exclusive in-game video feature/entitlement per regular season home Varsity Football Game or Basketball Game, to be determined between HS and sponsor <ul style="list-style-type: none"> • Official Starting Lineup • Touchdown • Halftime Show • Upcoming Events • Quarter Highlights • Pregame Show 	1		
One (1) exclusive in-game video feature/entitlement per regular season home Varsity Football Game or Basketball Game, to be determined between HS and sponsor <ul style="list-style-type: none"> • Timeout (2 available) – Basketball • Time out (2 available) -Stadium • First Down (2 available) • 3-Pointer (2 available) 		1	
DIGITAL CONTENT – LCD DISPLAY OUTSIDE OF FIELDHOUSE CONCESSIONS/SCORETABLE IN FIELDHOUSE			
PRE-IN-POST-EVENT rotating logo exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts	X	X	
PROMOTIONAL GAME SPONSORSHIP – STADIUM & FIELDHOUSE			
One (1) shared game day sponsorship per year. School will choose (1) home football game and basketball game per year. Game day sponsor recognition could include; <ul style="list-style-type: none"> • Opportunity for on-field recognition • Opportunity to promote or distribute specialty items agreed upon with school • Opportunity for concourse tabling/kiosk display • Opportunity to honor employees, conduct a contest, sponsor a performance, etc • Additional PA announcement and digital content recognizing game sponsors 	1		
DIGITAL CONTENT – ALL OTHER OUTDOOR ATHLETIC EVENTS (TRACK, WRESTLING, OTHER)			
PRE-IN-POST-EVENT rotating logo exposures per regular season home events. Logo/ text will rotate with other sponsors, school information, and game prompts	X	X	X
MULTI MEDIA/PRINT/PROMOTIONS			
Event passes which includes admission to all varsity home 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 ‘Charger Athletics’	X	X	X
Social Media recognition- Facebook, Instagram, Twitter (TBD)	X	X	X



INVEST IN CHARGERS PRIDE

› **ANCHOR PARTNER** [4 available]
\$10,000/year for 5 years

› **FOUNDING PARTNER** [6 available]
\$6,000/year for 5 years

› **PREMIER PARTNER** [10 available]
\$3,500/year for 3 years

As we begin planning for the 2024-2025 athletic calendar, we are asking for your continued support. Advertising with the Athletic Department has proven to be very visible to people statewide and an excellent way to gain exposure for your business.

The opportunities listed are certainly our “big ticket” opportunities. We believe we also have opportunities for smaller commitments with still high visibility and value (Golf Outing Hole Sponsorship, Golf Outing Beverage Cart Sponsor, Charger Sports Network, etc.).

Please reach out to learn more.

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

DAN GINDER
ASSISTANT PRINCIPAL/ATHLETIC DIRECTOR
CARROLL HIGH SCHOOL
3701 CARROLL RD.
FORT WAYNE, IN 46818
260-338-5334 EXT. 3035



© COPYRIGHT NOTICE

The details and expressions shown are confidential and proprietary. Do not reproduce by any means without the expressed written consent of DSM.
DSMSM is a service mark of Daktronics. Copyright © 2024 DSM. March 26, 2024 1:18 PM

**DAKTRONICS
SPORTS MARKETING**

CARROLL HIGH SCHOOL



BILLBOARD AD



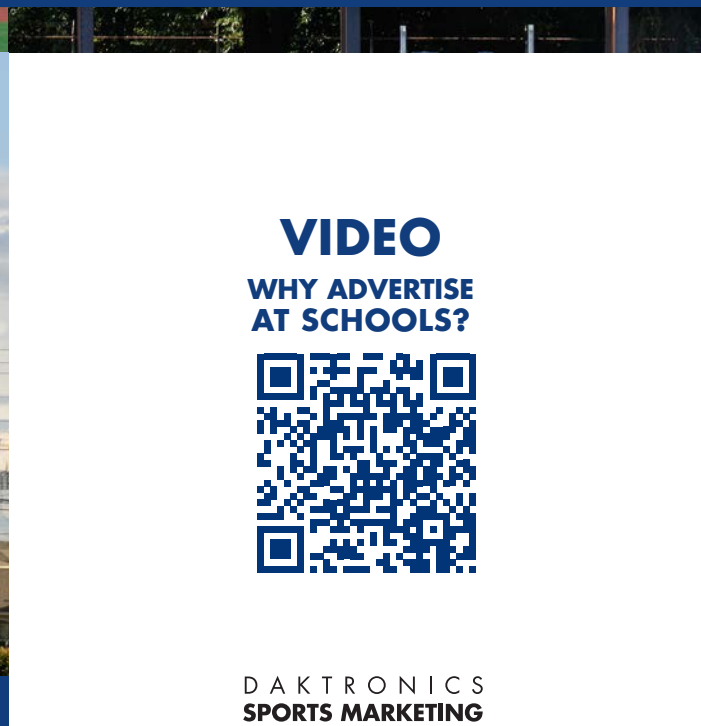
BILLBOARD AD (RIGHT ZONED AREA)



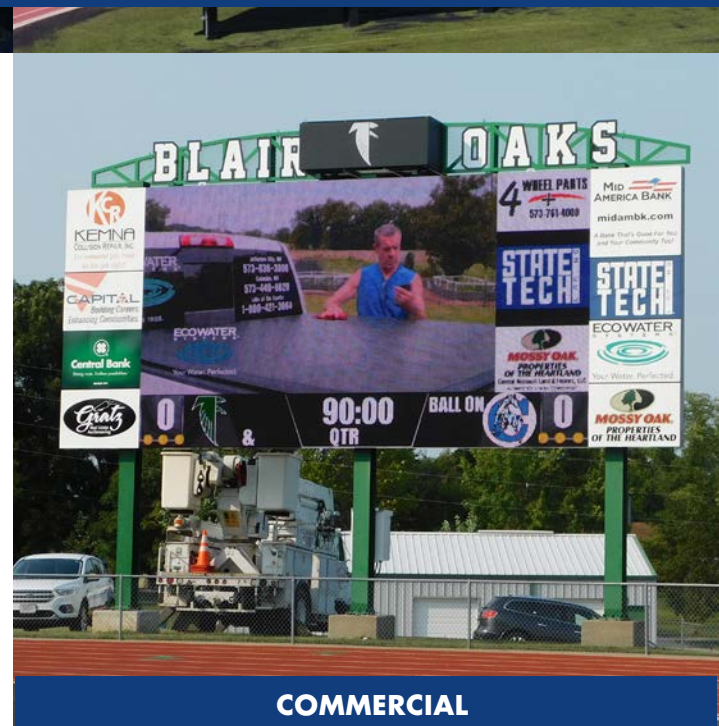
FEATURE ENTITLEMENT



ANIMATED LOGO



DAKTRONICS
SPORTS MARKETING



COMMERCIAL

CARROLL HIGH SCHOOL



BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



FEATURE ENTITLEMENT



ANIMATED LOGO



DAKTRONICS
SPORTS MARKETING



COMMERCIAL