



Forward Maroon

PARTNERSHIP PROGRAM

The School District 145 Foundation for Education has committed funds toward the purchase of a dynamic ScoreVision scoreboard at Viking Stadium. This new platform infuses high-impact advertising into the fan experience, giving you a progressive and flexible way to build your brand within your key demographic area. The proceeds generated through advertising sponsorships will continue to fund the programs and mission of our public school district and the School District 145 Foundation for Education.

Please contact Sara Martin at 402-525-5568 or ExecutiveDirector@dist145ffe.org for more information.



"...the scoreboard will be utilized as a dynamic teaching and learning tool in our Advanced Publications course, giving our students real-world career experiences unavailable without it."



Dear Community Partner,

The Board of Education recently approved a partnership with the School District 145 Foundation for Education for the purchase of a new scoreboard at Viking Stadium. One feature of the new scoreboard system will be advertising opportunities available to local businesses and corporations. The new system will provide a large, vivid digital display for our advertising partners with a variety of display options.

As you consider your advertising options, know that Viking Stadium is widely used by our schools and students thus making your advertising investment highly visible to a wide demographic of people in eastern Nebraska. In 2022-23 Viking Stadium will host our sports and clubs Booster Bash, a new Marching Band Competition, 20 football games, 35 soccer matches, and 9 track meets...in addition to various community youth sports events. Our Cheer Team cheers here, and our Dance Team dances here. Over 35,000 people will visit Viking Stadium to watch an event this year.

In addition to enhancing these many activities, the scoreboard will be utilized as a dynamic teaching and learning tool in our Advanced Publications course, giving our students real-world career experiences unavailable without it. The intersection of computer programming, advertising, graphic design, and professional media production creates abundant opportunity for our students to prepare for careers in Journalism, Marketing, and Graphic Design.

The new Viking Stadium scoreboard is part of a nearly \$1.2 million campaign lead by the School District 145 Foundation for Education. Upon completion, dynamic scoreboards will be installed at Viking Stadium, our WHS softball field, and the main competition gym at Waverly High School. Sound upgrades are integrated into the dynamic scoreboard designs. In addition, the concession stand and plaza that serves Viking Stadium and the WHS softball field will undergo a state-of-the-art renovation to provide our community an amazing place to celebrate our students.

I hope you will join the Board of Education and the School District 145 Foundation for Education as we embark to expand our "Commitment to Excellence". We thank all of our patrons for their ongoing support!

Sincerely,

A handwritten signature in black ink that reads "Cory Worrell". The signature is written in a cursive, flowing style.

Cory Worrell, Superintendent
School District 145

Cornerstone SPONSORSHIP PACKAGES

When Viking Stadium's dynamic scoreboard is installed, numerous small-level advertising opportunities will become available. In these final design stages, only Cornerstone Packages are available for purchase. This includes one Title Sponsorship and eight Banner Sponsorships. All Cornerstone Packages are sold as exclusive in their category. For instance, once one bank purchases a Banner Sponsorship no other Banner Sponsorships will be sold to a competing bank.

TITLE SPONSORSHIP
COST: \$150,000
DURATION: 10 YEARS
AVAILABLE: ~~1~~ SOLD

Your company name and logo will be printed across the speaker at the top of the scoreboard for 10 years. This is not an electronic display, so your support will be visible even when the board is powered down. In addition, each school event will give a PA shoutout to you as our Title Sponsor. Enjoy 6 School District 145 lifetime activity passes.

BANNER SPONSORSHIP
COST: \$20,000
DURATION: 5 YEARS
AVAILABLE: ~~8~~ 6 (two are sold)

Your electronic company graphic will appear on one quarter of the bottom banner of the scoreboard for 5 years. This is an automatic electronic display, so your support will be visible every time the board is used. It is possible to purchase two adjoining spots for a graphic twice the size. Only 8 Banner Sponsorships will be sold so your graphic is shown 50% of the time the board is powered on.