



## Salina Central and Salina South 2022-2023 Sports Advertising



Salina USD 305 is pleased to announce it has expanded its advertising opportunities for businesses and organizations. Advertising will be limited to Salina Stadium, the natatorium (South High), the softball fields (South High), and the main gym at both high schools.

### PLATINUM PARTNERSHIP **\$30,000 over 5 years (maximum of 4 partners)**

- Scoreboard signage (Salina Stadium)
- 1 in-game or halftime :30 second commercial with audio\*
- 5 total animated logos videoboard\*
- Main gym animated logo (CHS/SHS)
- 8 adult PRIDE tickets
- On-fence signage at softball field
- Grouped PA announcement of thanks to advertisers
- Full-page program ad in fall and winter sports' programs
- Full-page SIT program ad
- *GameTime* ad (3) :30 second commercials with audio\*\*
- Thank you partnership plaque presentation at CHS/SHS varsity football game
- Right of first refusal on main gym logo when 5-year agreement expires

### GOLD PARTNERSHIP **\$15,000 over 5 years**

- Scoreboard signage (Salina Stadium) (if available, *Platinum* priority)
- *GameTime* ad (2) :30 second commercials with audio\*\*
- 6 adult PRIDE tickets
- Main gym animated logo (CHS/SHS)
- 3 animated logos videoboard\*
- Half-page program ad in fall and winter sports' programs
- Half-page SIT program ad
- On-fence signage at Salina Stadium if scoreboard space is unavailable
- Natatorium signage
- Grouped PA announcement of thanks to advertisers

### SILVER PARTNERSHIP **\$10,000 over 5 years**

- On-fence signage at Salina Stadium
- Half-page program ad in fall and winter sports' programs
- *GameTime* ad (1) :30 second commercial with audio\*\*
- Half-page SIT program ad
- 2 animated logos videoboard\*
- 1 main gym animated logo (CHS/SHS)
- 4 adult PRIDE tickets

\**Salina Stadium; football and boys'/girls' soccer*

\*\**Where GameTime is used*

### OTHER SPONSORSHIPS

#### **Football Tailgate Sponsorship**

#### **\$500 per game/\$1000 CHS/SHS Football Game**

PA announcement during the game  
Banner placement outside of stadium fence  
Space to promote business outside the gate

#### **Salina Stadium Scoreboard Digital Ad \$3000 per year**

Advertisement runs during the game  
Priority is given to *Package* sponsors

#### **Salina Stadium Scoreboard Signage \$2000 per year**

Permanent advertisement on the Salina Stadium scoreboard for one year (if available, priority given to *Package* sponsors)

#### **Salina Stadium Internal Fence Signage \$2000 per year**

#### **CHS/SHS Main Gym Animated Logo \$1500 per year**

Minimum of 3 animated logos on videoboard in the main gym at CHS and SHS

#### **Softball Fields Sponsorship \$750 per year**

On-fence signage

#### **Natatorium Sponsorship \$500 per year**

#### **NFHS Network \$500/\$300 (livestream)**

Fall or winter sports business logo banner placement - \$500  
Fall or winter sports business logo corner placement - \$300

#### **GoFan \$500 (ticket sales)**

**All signage, logos, and videos to be provided by the advertiser; all advertisers are responsible for the physical conditions of their signage.**

## PROGRAM ADVERTISEMENTS

### Sports Programs

Full-page advertisement \$600/year or \$550/3-year agreement  
Half-page advertisement \$450/year or \$400/3-year agreement  
2X2 advertisement \$350/year or \$300/3-year agreement

### Salina Invitational Basketball Tournament (SIT) Program

Full-page advertisement \$200  
Half-page advertisement \$100  
2X2 advertisement \$50

## GAMETIME ADVERTISEMENTS \$1500-\$2500

:30-second radio commercial to be played on school's custom station

*GameTime is a custom radio station with DJ's, great music and commercials for businesses or organizations like yours. GameTime has a great mix of upbeat, family-friendly music along with special messages updated for each specific game in which it is used. GameTime will play during pre-game, halftime, and post-game at home sporting events.*

## SALINA INVITATIONAL BASKETBALL TOURNAMENT SPONSORSHIP \$5000 (one available) – Currently SOLD

- Regular season and SIT *GameTime* advertisements; advertisements will run at all events *GameTime* is used and sponsor will receive a minimum of two advertisements per event at both CHS & SHS
- Full-page advertisement in the Salina Invitational Tournament program
- 25 all-session passes to the Salina Invitational Tournament
- Program cover acknowledgement with name and logo listing sponsor as the official partner
- Sponsor logo on bracket pages for both the girls' and boys' tournaments
- Public address announcements declaring sponsor as the official partner prior to every game in the tournament
- Inclusion of sponsor staff in the championship game medal and trophy presentations

- ❖ *It is the intent of this policy to preserve all district property as a nonpublic forum and to control the content of permitted advertising consistent with the guidelines set forth in this policy and consistent with applicable court cases.*
- ❖ *Commercial advertising shall be permitted on a limited and space available basis only, for the sole purpose of supporting district schools, students, programs, teams, and other extracurricular activities and approved district purposes. Generally, advertising will not be placed in middle or elementary schools, in instructional spaces, hallways, auditoriums, or broadcast during instructional time unless approved otherwise by the superintendent.*
- ❖ *All advertising agreements/contracts shall authorize the district to advise the public that the acceptance of advertising shall not indicate endorsement by the district of the product, service, or message of the advertiser.*
- ❖ *District property shall not be used to advertise, promote, sell tickets, or collect funds for any non-school-related purpose without prior approval of the superintendent and unless in accordance with this procedure.*
- ❖ *The use of any district property for promotional or advertising purposes shall be permitted only pursuant to written agreements approved by the superintendent in accordance with this policy. Any funds accruing to the district as a result of these agreements shall be solely for the purpose of providing financial support for district athletics and activities or otherwise cover the cost of providing materials and equipment.*
- ❖ *The superintendent retains final editorial authority to accept or reject proposals for advertisements, or submitted advertisements, in a manner consistent with the First Amendment and the objectives of this procedure.*
- ❖ *Approved advertisers will be limited to: 1) business whose sole message is the promotion of commercial goods and services; 2) community groups, events, and organizations; and 3) non-profit groups and organizations provided such advertising is confined to promotion of district students and programs.*
- ❖ *Advertising will not be accepted from businesses, individuals, or organizations: 1) whose goods and/or services are illegal if possessed by or sold to a minor; i.e. alcohol, tobacco, etc., provided that businesses which sell alcoholic beverages, tobacco, or other such products incidental to the sale or delivery of non-objectionable products or services shall be permitted so long as the advertising does not feature the prohibited products or services; i.e. Dillons, WalMart, Applebees, etc.; 2) whose goods and/or services are prohibited by district policies; 3) whose theme or message are inconsistent with the curriculum or educational mission of the district; 4) whose theme, message, goods, and services are deemed inappropriate for the school community as determined by the superintendent; and 5) whose message contains expression that is a) libelous, slanderous, or obscene; b) commands, requests, induces, encourages, commends, or promotes conduct that is defined by law as a crime or conduct that constitutes a ground or grounds for suspension or expulsion of students; c) creates a material or substantial disruption of the normal school activity; d) is inconsistent with high standards of English and journalism; e) violates intellectual property rights; i.e. copyright, patent, trademark, trade dress, trade secret, etc.; f) improperly invades the privacy of student and staff; g) endorses political candidates, promotes any issue of public policy, or is associated with any political group or organization; or h) is proselytizing in nature, whether involving religious or secular subjects.*
- ❖ *All advertisers shall be responsible for the physical condition of their signage. Placement of the advertisements upon district property in no way obligates the district to provide maintenance of the advertisements.*