

## PARTNERSHIP PACKAGES

DEVELOPED FOR

# PARK CITY HIGH SCHOOL

PARK CITY, UT



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DAKTRONICS  
SPORTS MARKETING



# PARK CITY HIGH SCHOOL



# SHAPING THE FUTURE

**BE PART OF  
A NEW  
MINERS  
TRADITION**



DAKTRONICS



# PARK CITY HIGH SCHOOL

## PARTNER WITH PARK CITY 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

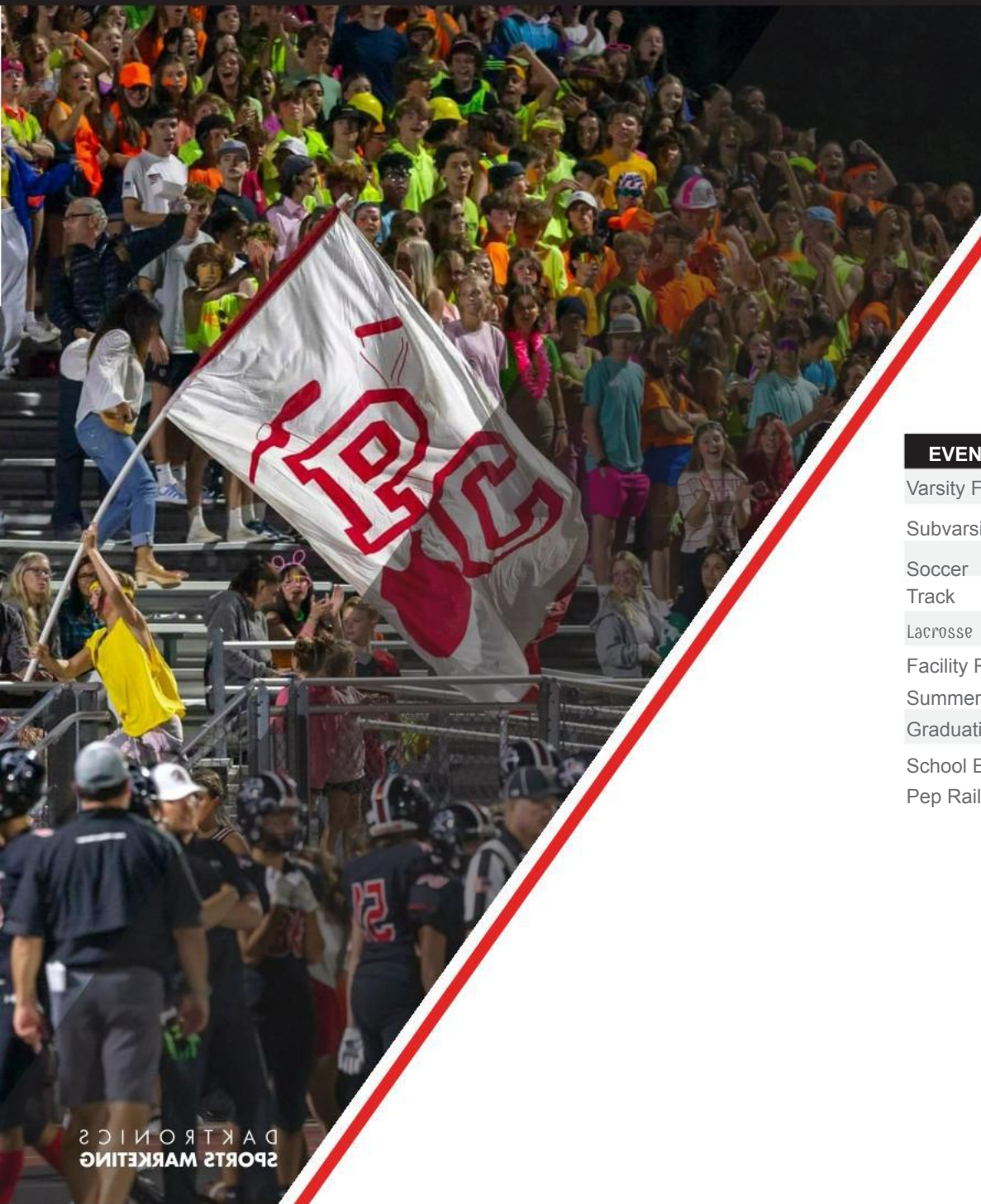
### ATHLETES



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



## STADIUM EVENT & ATTENDANCE

EVENT	EVENTS A YEAR	ATTENDANCE
Varsity Football	7	17,500
Subvarsity Football	10	2500
Soccer	8	4000
Track	2	500
Lacrosse	6 (Boys & Girls)	8000
Facility Rentals (Youth Leagues, Summer Camps, Etc)	10	7,500
Graduation	1	3500
School Events (Dances, Assemblies Pep Railies, etc.)	6	4000



EVENTS  
A YEAR

50



# PARK CITY HIGH SCHOOL

## GAIN THE HOME-FIELD ADVANTAGE AT PARK CITY 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

Create a positive impression about your business



“Our sponsors love it, too. It’s impressive. It’s got the ‘wow’ effect.”

Chuck Jaco, Athletic Director, Perrysburg High School

## GIVE 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 education.

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



<b>PARK CITY HIGH SCHOOL</b>	<b>Red &amp; Black Contributor \$2,500-\$5,000</b>	<b>Pickaxe Level Sponsor \$5000-\$10,000</b>	<b>Miner Level Sponsor \$10,000-\$25,000</b>	<b>Dozier Level Sponsor \$25,000-</b>
Acknowledgement as a founding donor.	X			
Acknowledgement as a founding sponsor.		X	X	X
Name recognition on the board during all home football, lacrosse, soccer, and track events.		X	X	
2 announcements/PA advertisements at all home football, lacrosse, soccer, and track events.		X		
4 announcements/PA advertisements at all home football, lacrosse, soccer, and track events			X	
Title sponsorship for football 1st downs or 3rd downs. "Miners 1st Down brought to you by "xxx""			X	
Scrolling banner logo recognition throughout all home games and events.			X	
4 VIP season tickets and 2 VIP parking passes to all home PC football games.			X	
.Name recognition as founding AND title sponsor.				X
Name recognition on board during all home games including advertisements and commercials.				X
8 announcements/PA advertisements at all home football, lacrosse, soccer, and track events.				X
Title sponsorship for football Touchdowns. "Miners TD brought to you by "xxx""				X
Scrolling banner logo recognition throughout all home games & events.				X
8 VIP season tickets and 4 VIP parking passes to all home PC football games.				X
Title Sponsor of the Dozier Scoreboard. Sponsor Logo present and permanent.				X





## INVEST IN MINERS PRIDE

- › **RED AND BLACK CONTRIBUTOR**  
\$2,500 - \$5,000 for 3 year agreement
- › **PICKAXE LEVEL PARTNER**  
\$5,000 - \$10,000 for 3 year agreement
- › **MINER LEVEL PARTNER**  
\$10,000 - \$25,000 for 3 year agreement
- › **DOZIER LEVEL PARTNER**  
\$25,000 + for 3 year agreement

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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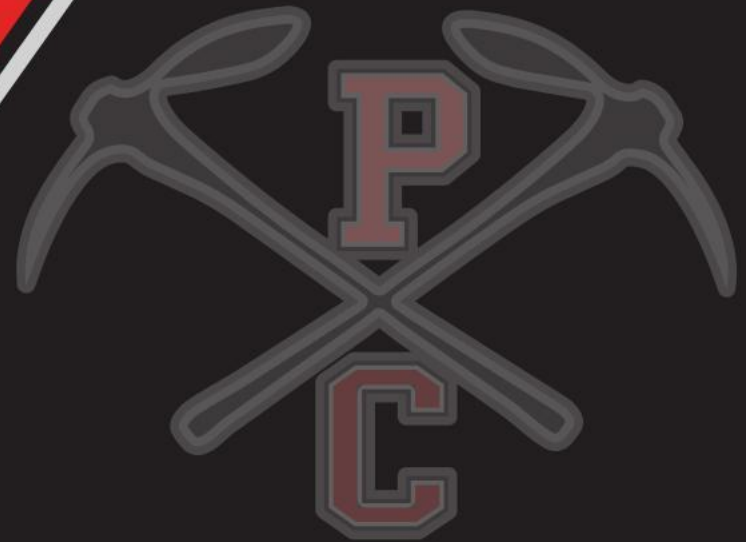
**Checks Payable to:**  
**Park City Passing League**



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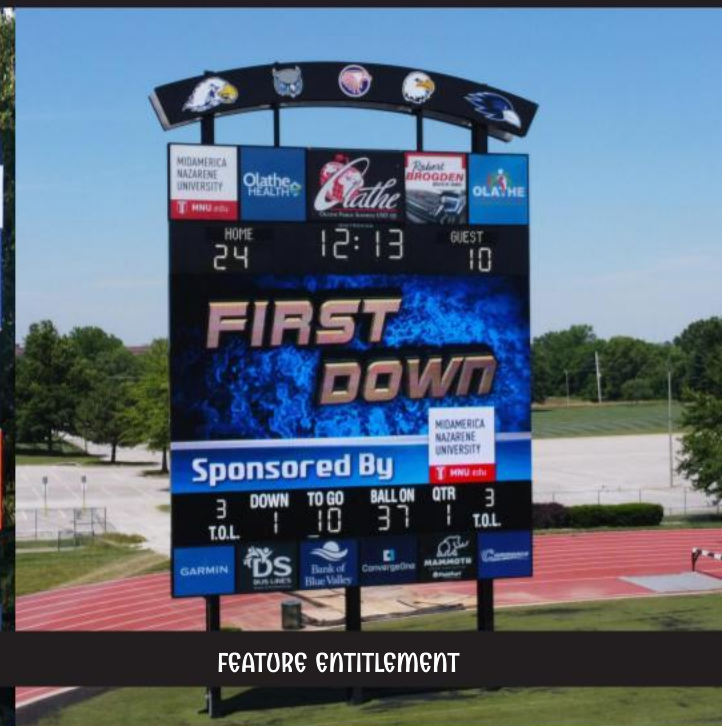
# PARK CITY HIGH SCHOOL



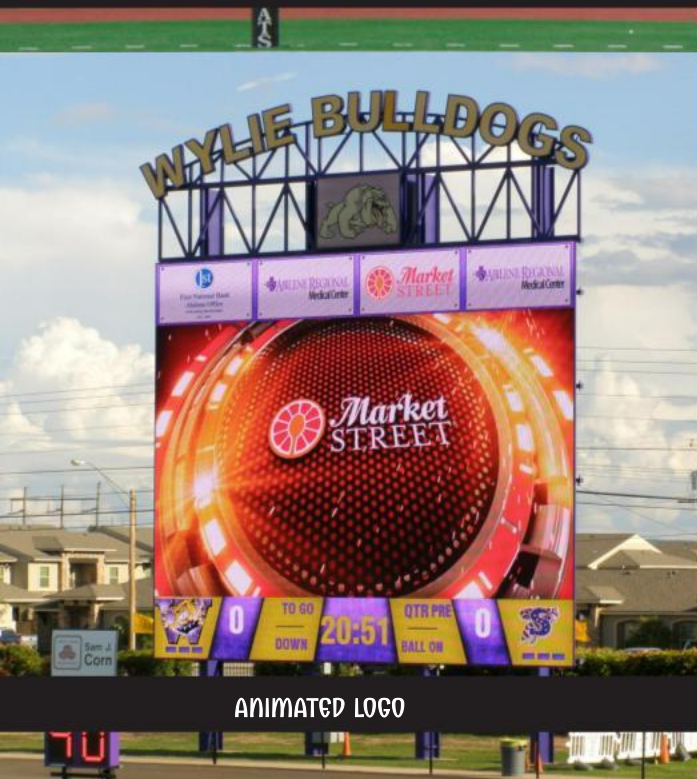
BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



FEATURE ENTITLEMENT



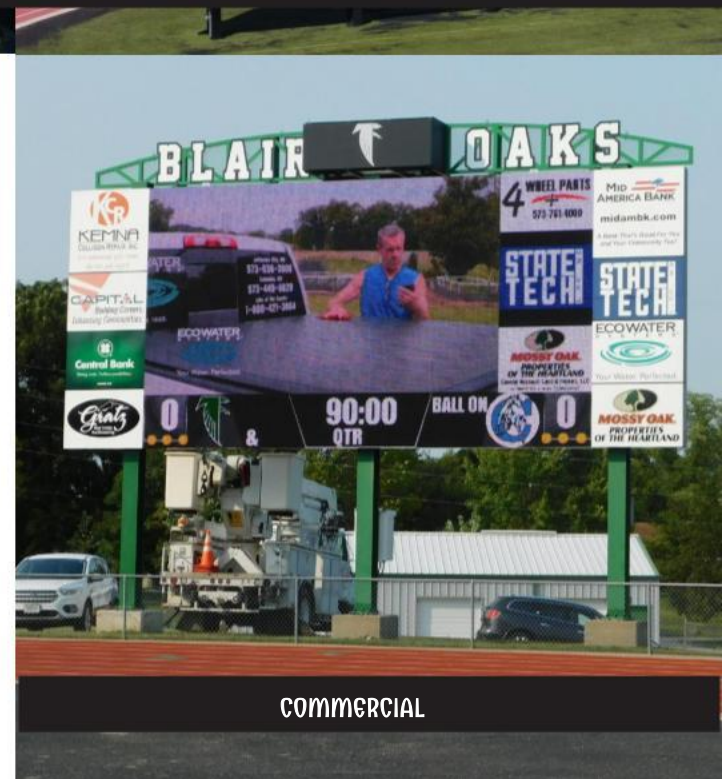
ANIMATED LOGO

## VIDEO

WHY ADVERTISE  
AT SCHOOLS?



DAKTRONICS  
SPORTS MARKETING



COMMERCIAL