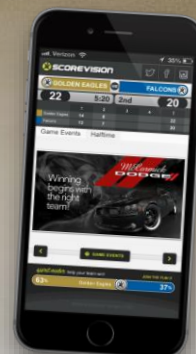




# MOUNTAIN VISTA HIGH SCHOOL

## SCOREBOARD SPONSORSHIP PROGRAM



### THE POWER OF DYNAMIC PARTNERSHIPS

Mountain Vista's new, multimedia LED scoreboard has elevated the sports experience for the Vista community and its guests while creating a unique platform for community partners to promote their business!

Sponsoring through Vista's state-of-the-art scoreboard is a great opportunity to invest in your business, the school and its students. The all-digital 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.

**For more information, contact Nikki Jensen @ 720-252-7855**  
**[nikkijensen02@gmail.com](mailto:nikkijensen02@gmail.com)**



# MOUNTAIN VISTA HIGH SCHOOL

## REACHING YOUR AUDIENCE

Mountain Vista has over 2,400 students enrolled for the 2021-2022 school year and hosts other high schools from Highlands Ranch, Littleton, Castle Rock, Parker, Aurora, Denver and Cherry Creek.

**HERE'S THE BREAKDOWN:** Below you will see how the calculations are made to reach the potential number of impressions associated with a sponsorship at each school. These numbers are calculated using the average number of seats in each gym, approx. # games played during the year, and the number of times our ad sequencing software displays your ad per game. Impressions, then, are the total number of opportunities for your ad to be seen by spectators throughout the year.

Ads run during Varsity and Junior Varsity games and tournaments. Ads also run during feeder school games, camps and other events in which the scoreboard is used (i.e. Homecoming, Wish Week, etc.).

### MOUNTAIN VISTA HIGH SCHOOL - Highlands Ranch, CO



**4,500,000** potential impressions per year with sponsorship



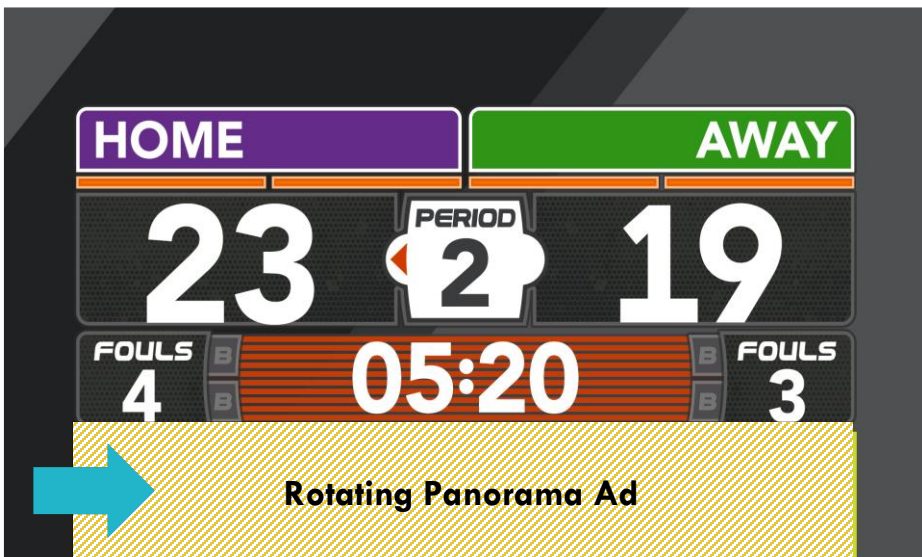


# MOUNTAIN VISTA HIGH SCHOOL

## SCOREBOARD ADVERTISING EXAMPLES

### All Sponsors:

**Rotating Panorama Ad:** The Panorama Ad appears at the bottom of the scoreboard screen and is continuously displayed in a rotating sequence throughout the game.



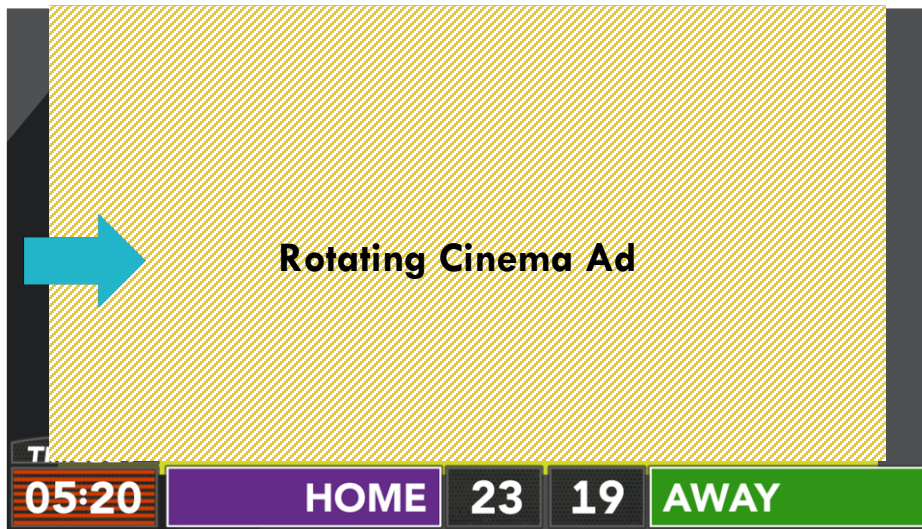
**Ad Creation:** At every sponsorship level, Scorevision will assist you in creating an ad for NO additional cost. If you prefer to create your own ad, specs will be provided.

### Fan App:



### Title Sponsors:

**Rotating Cinema Ads:** These ads are premium-sized digital banners displayed in a rotating sequence during "countdown" periods: pregame, timeouts and halftime. Cinema Ads share the same aspect ratio as a standard wide-screen TV commercial.



**The Fan App** allows fans to keep up with the games when they're absent by seeing live score updates and game information. The app shows the same digital ad sequences playing throughout the game, extending the reach of your advertising!





# MOUNTAIN VISTA HIGH SCHOOL

## LIVE GAME DAY EXPERIENCES

Title Sponsors receive the benefit of promoting their brand and showing their community spirit LIVE at Vista home games!

Your display can be set up right outside the gym or near the admissions table by the doors leading into the gym. The vendor table and all its components are staffed and supplied by the sponsor. The sponsor is welcome to display a variety of promotional materials and small giveaway items or samples on the table. The sponsor is also able to do a halftime game or raffle when the halftime spot is available.





# MOUNTAIN VISTA HIGH SCHOOL

## SPONSORSHIP PACKAGES

We will work with you to customize a package that achieves your goals. With each sponsorship you receive unlimited access to your target market in creative and engaging ways while also supporting the school.

### **PREMIER TITLE SPONSOR**

#### **PANORAMA AD**

Rotating digital panorama ad during sporting events throughout the year

#### **CINEMA AD**

Rotating full-screen cinema ad during sporting events throughout the year

#### **2 TITLE SPONSOR SPOTS / LIVE GAME EXPERIENCES**

Title-Sponsor at 2 school sponsored events with on-site branding/giveaways

#### **CATEGORY EXCLUSIVITY**

Exclusive Ad rights within product/service category\*

#### **FAN APP BONUS**

Continuous media exposure on app

**\$5,000/yr**

### **TITLE SPONSOR**

#### **PANORAMA AD**

Rotating digital panorama ad during sporting events throughout the year

#### **CINEMA AD**

Rotating full-screen cinema ad during sporting events throughout the year

#### **FAN APP BONUS**

Continuous media exposure on app

**\$3,000/yr**

### **SPONSOR**

#### **PANORAMA AD**

Rotating digital panorama ad during sporting events throughout the year

#### **FAN APP BONUS**

Continuous media exposure on app

**\$1,500/yr**

*\*Category exclusivity terms to be negotiated; availability will vary based on current sponsors*

*\*Pricing based on 3-year sponsorship unless otherwise negotiated*



CONTACT NIKKI JENSEN  
NIKKIJENSEN02@GMAIL.COM  
FOR MORE INFORMATION