



PARTNERSHIP PACKAGES

DEVELOPED FOR

KUNA HIGH SCHOOL

KUNA, IDAHO



DAKTRONICS

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DAKTRONICS
SPORTS MARKETING

SHAPING THE FUTURE

**BE PART
OF A NEW
KAVEMEN
TRADITION**

KUNA HIGH SCHOOL

PARTNER WITH KUNA 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

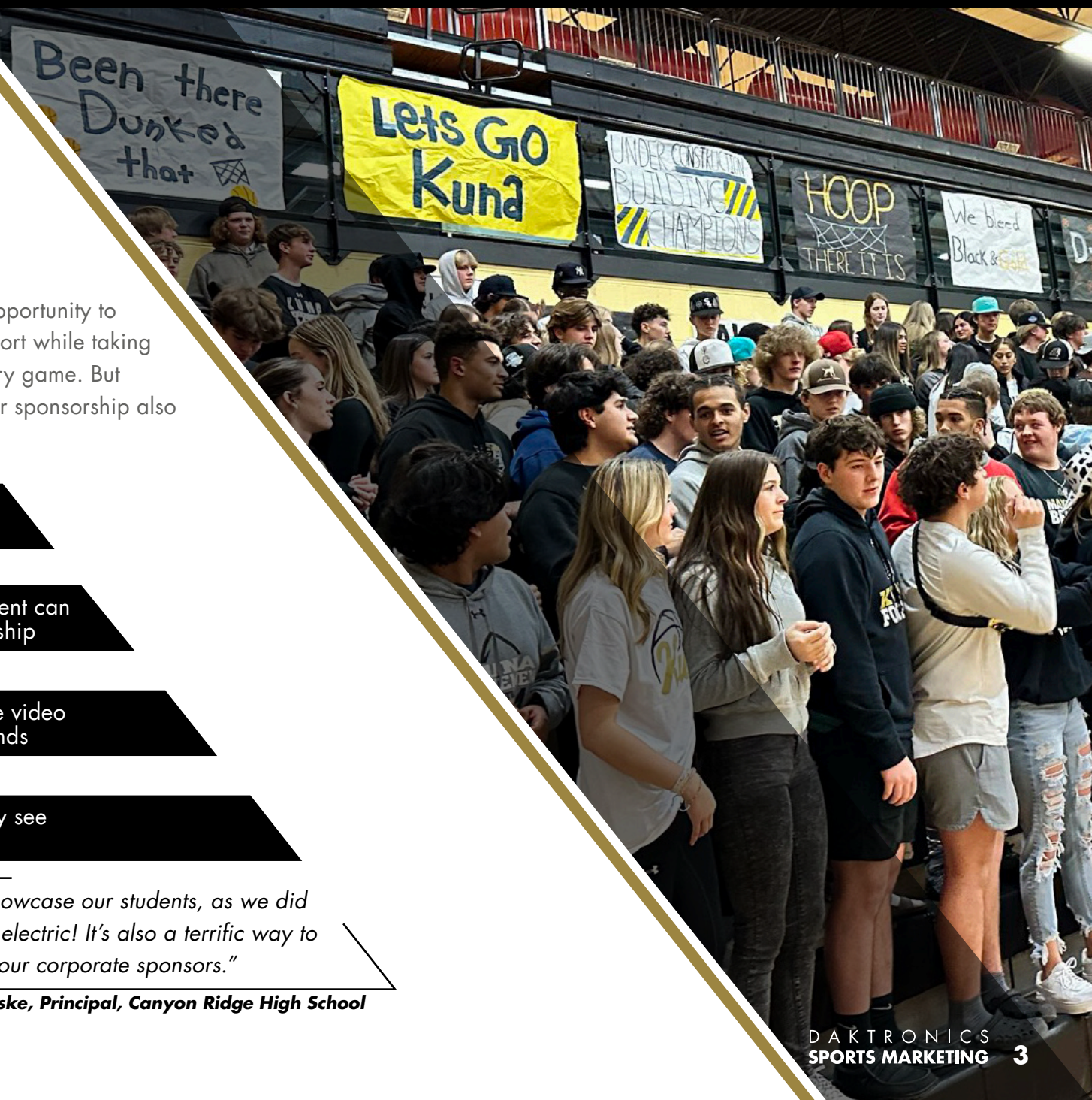


ATHLETES

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."

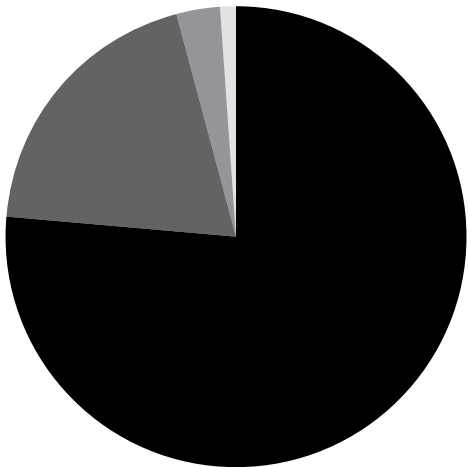
Kasey Teske, Principal, Canyon Ridge High School



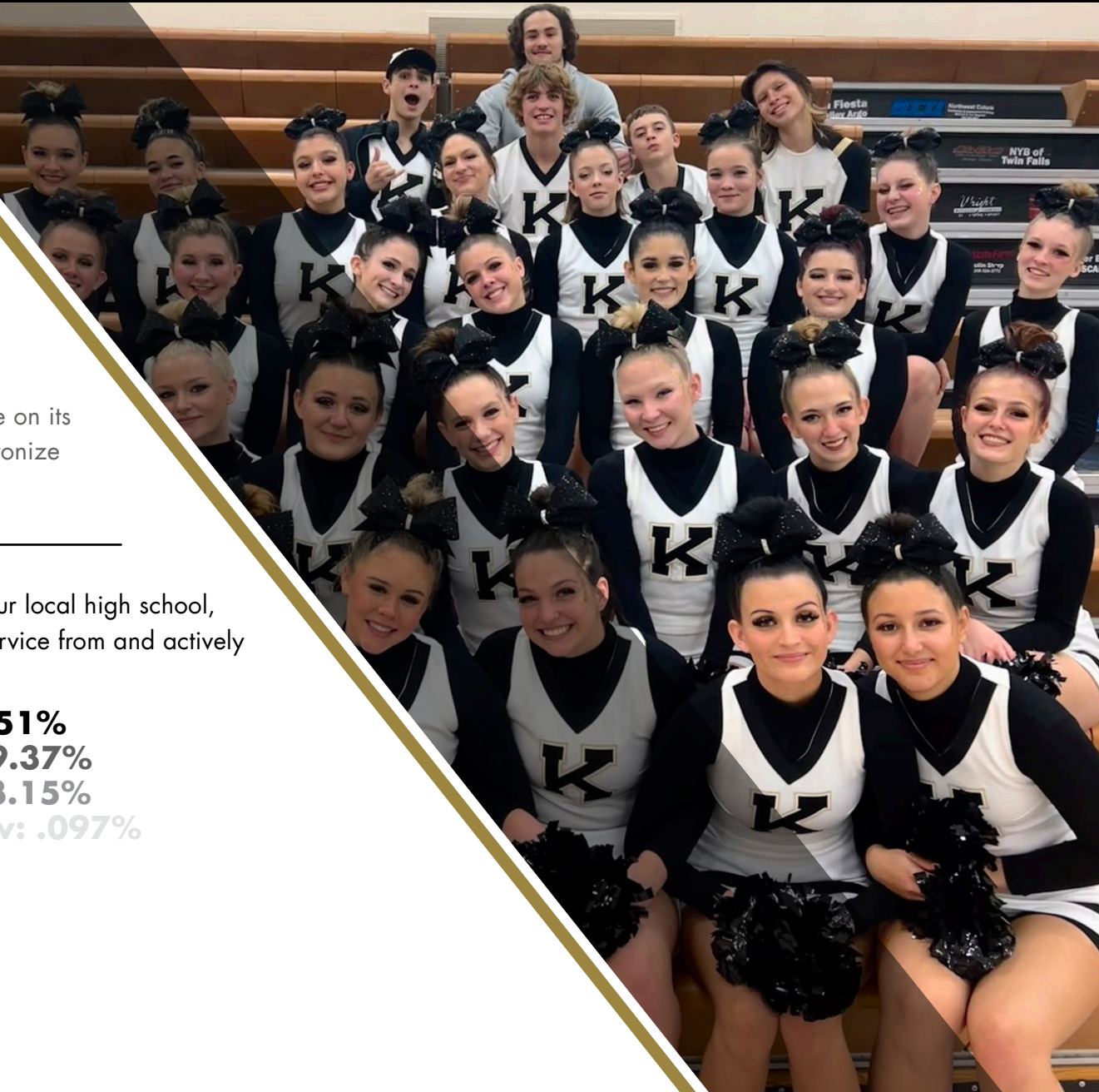
GOOD FOR YOUR BUSINESS

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?*

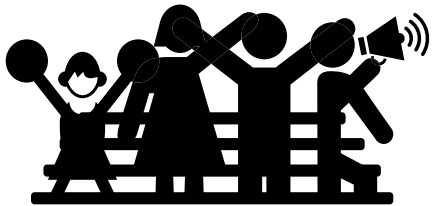


Agree: 76.51%
Neutral: 19.37%
Disagree: 3.15%
Don't Know: .097%

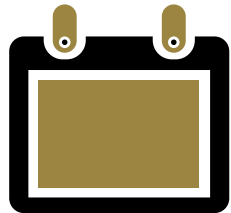


KUNA HIGH SCHOOL

FACILITY EVENTS



**STADIUM EVENTS
A YEAR
50+**



**GYM EVENTS
A YEAR
100+**



KUNA HIGH SCHOOL

GAIN THE HOME-COURT
ADVANTAGE

AT KUNA 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

"Our sponsors love it, too. It's impressive. It's got the 'wow' effect."

Chuck Jaco, Athletic Director, Perrysburg High School

KUNA 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!

"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



*Information was collected nationwide from adults ages 18-54 who have children ages 12-17 represented in their household. Turnkey Sports & Entertainment administered the study in partnership with Greenfield Online. Turnkey Sports & Entertainment is the leading custom market research company in the sports and life entertainment industry. Greenfield Online is the pioneer of online consumer research globally and provides its resources within the sports industry exclusively to Turnkey Sports & Entertainment.



KUNA HIGH SCHOOL

FUTURE CAREERS IN THE FIELD

Your partnership with Kuna 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 Gonzaga, College of Idaho and Weber State University!

RELATED CAREERS

RADIO

Play-by-Play Announcer
Color Analyst
Audio Engineer
Editor

MARKETING

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

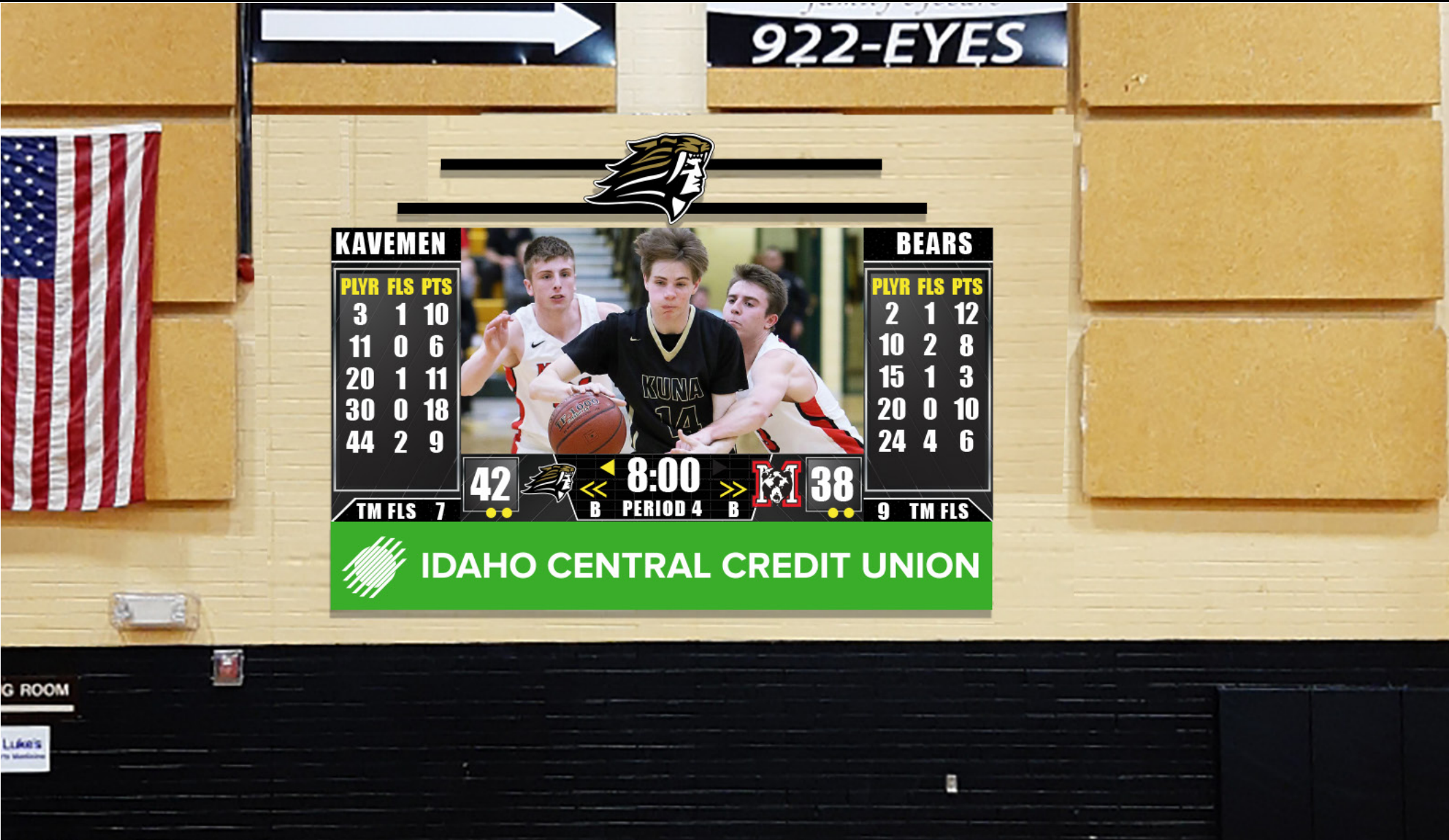
Web Specialist
Graphic Designer

FACILITY/TEAM OPERATION

Video Display Operator
Sports Information Director
Statistician
Clock/Scoreboard Operator

KUNA HIGH SCHOOL

INSTALLATION SITE PHOTO





KAVEMEN						BEARS		
PLVR	FLS	PTS				PLVR	FLS	PTS
3	1	10	2	1	12			
11	0	6	10	2	8			
20	1	11	15	1	3			
30	0	18	20	0	10			
44	2	9	24	4	6			

42
8:00
38

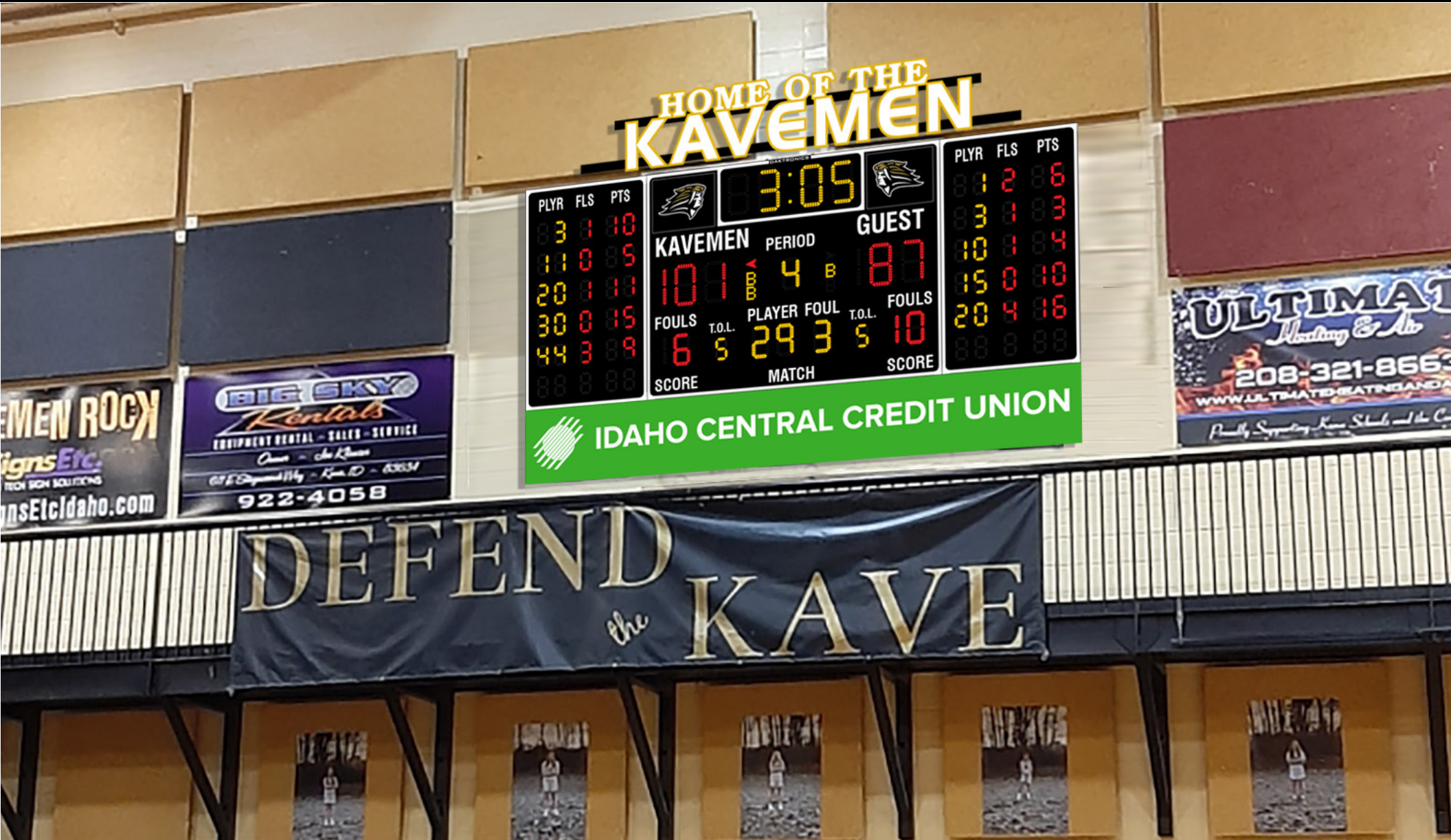
TM FLS 7
B
PERIOD 4
B
9 TM FLS

IDAHO CENTRAL CREDIT UNION

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KUNA HIGH SCHOOL

INSTALLATION SITE PHOTO



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KUNA HIGH SCHOOL

INSTALLATION SITE PHOTO



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KUNA HIGH SCHOOL

ANCHOR PARTNERSHIP

ANCHOR PARTNERSHIP (\$20,000/YEAR FOR 5 YEAR AGREEMENT)

DIGITAL CONTENT

At Least (6) In-Game advertising exposures and brand recognitions. Could include statiuc logo, text, ad promo, commercials, PA announcements, etc...

PRE and POST events - rotating advertising exposures at every home event. Logo/text will rotate with other sponsors, school information, and game prompts.

Exclusive in-game video feature/entitlement for each regular season home varsity football game to be determined between Kuna and Sponsor; Anchor sponsor gets 1st choice one of the following

- Official Starting Lineup
- Touchdown
- First Down
- Timeout
- Senior Spotlight
- Conference Standings/ Out of Town Scores
- Student Athlete or Teacher of the Month
- Halftime Show
- Upcoming Event

PROMOTIONAL GAME SPONSORSHIP - OUTDOOR

Sponsor will have opportunity for one (1) game-day sponsorship per year at Kuna Stadium. –

- o Opportunity for promotional giveaway and contesting –
- o Opportunity to promote or distribute specialty items –
- o Opportunity for tabling/kiosk display at game –
- o Opportunity to honor employees, conduct a contest, sponsor a performance, etc.

DIGITAL CONTENT – INDOOR

At Least (6) In-Game advertising exposures and brand recognitions. Could include statiuc logo, text, ad promo, commercials, PA announcements, etc...

PRE and POST events - rotating advertising exposures at every home event. Logo/text will rotate with other sponsors, school information, and game prompts.

Exclusive in-game video feature/entitlement for each regular season home varsity basketball game to be determined between Kuna and Sponsor; Anchor sponsor gets 1st choice one of the following

- Official Starting Lineup
- Opening Tip
- Timeout
- Senior Spotlight
- Conference Standings/ Out of Town Scores
- Student Athlete or Teacher of the Month
- Halftime Show
- Upcoming Event

PROMOTIONAL GAME SPONSORSHIP - INDOOR

Sponsor will have opportunity for two (2) game-day sponsorships per year at Kuna Basketball games –

- o Opportunity for promotional giveaway and contesting –
- o Opportunity to promote or distribute specialty items –
- o Opportunity for tabling/kiosk display at game –
- o Opportunity to honor employees, conduct a contest, sponsor a performance, etc.

MULTI-MEDIA/PRINT/PROMOTIONS - INDOOR

Four (4) event passes which includes admission to all varsity home athletic events (excludes post season events)

Four (4) Field Access passes for Warm Ups One

One (1) preferred Parking pass

One (1) – logo/link on athletic website

Social Media recognition and opportunities

Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of ___ Athletics’



KUNA HIGH SCHOOL

FOUNDING PARTNERSHIP

FOUNDING PARTNERSHIP (\$10,000/YEAR FOR 5 YEAR AGREEMENT)

DIGITAL CONTENT

At Least (3) In-Game advertising exposures and brand recognitions. Could include static logo, text, ad promo, commercials, PA announcements, etc...

PRE and POST events - rotating advertising exposures at every home event. Logo/text will rotate with other sponsors, school information, and game prompts.

Exclusive in-game video feature/entitlement for each regular season home varsity football game to be determined between Kuna and Sponsor; Anchor sponsor gets 1st choice one of the following

- Official Starting Lineup
- Touchdown
- First Down
- Timeout
- Senior Spotlight
- Conference Standings/ Out of Town Scores
- Student Athlete or Teacher of the Month
- Halftime Show
- Upcoming Event

MULTI-MEDIA/PRINT/PROMOTIONS - OUTDOOR

Two (2) event passes which includes admission to all varsity home athletic events (excludes post season events)

Two (2) Field Access passes for Warm Ups One

One (1) – logo/link on athletic website

Social Media recognition and opportunities

Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of ___ Athletics”



DIGITAL CONTENT – INDOOR

At Least (3) In-Game advertising exposures and brand recognitions. Could include static logo, text, ad promo, commercials, PA announcements, etc...

PRE and POST events - rotating advertising exposures at every home event. Logo/text will rotate with other sponsors, school information, and game prompts.

Exclusive in-game video feature/entitlement for each regular season home varsity basketball game to be determined between Kuna and Sponsor; Anchor sponsor gets 1st choice one of the following

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- Opening Tip
- Timeout
- Senior Spotlight
- Conference Standings/ Out of Town Scores
- Student Athlete or Teacher of the Month
- Halftime Show
- Upcoming Event

PROMOTIONAL GAME SPONSORSHIP - INDOOR

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Two (2) Field Access passes for Warm Ups One

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Social Media recognition and opportunities

- Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of ___ Athletics”

MULTI-MEDIA/PRINT/PROMOTIONS - INDOOR

Four (4) event passes which includes admission to all varsity home athletic events (excludes post season events)

Four (4) Field Access passes for Warm Ups One

One (1) preferred Parking pass

One (1) – logo/link on athletic website

Social Media recognition and opportunities

Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of ___ Athletics”

KUNA HIGH SCHOOL

PREMIER PARTNERSHIP

PREMIER PARTNERSHIP (\$5,000/YEAR FOR 5 YEAR AGREEMENT)

DIGITAL CONTENT

PRE and POST events - rotating advertising exposures at every home event. Logo/text will rotate with other sponsors, school information, and game prompts at each event.

PA announcements recognizing and thanking premier partners

MULTI-MEDIA/PRINT/PROMOTIONS - OUTDOOR

Two (2) event passes which includes admission to all varsity home athletic events (excludes post season events)

One (1) – logo/link on athletic website

Social Media recognition and opportunities

Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of ___ Athletics”

DIGITAL CONTENT – INDOOR

PRE and POST events - rotating advertising exposures at every home event. Logo/text will rotate with other sponsors, school information, and game prompts at each event.

PA announcements recognizing and thanking premier partners

MULTI-MEDIA/PRINT/PROMOTIONS - INDOOR

Two (2) event passes which includes admission to all varsity home athletic events (excludes post season events)

One (1) – logo/link on athletic website

Social Media recognition and opportunities

Opportunity to use athletic logo “mark” as part of own marketing efforts i.e. ‘Official sponsor of ___ Athletics”





INVEST IN **KAVEMEN PRIDE**

- › **ANCHOR PARTNER** [4 available]
\$20,000 for 5yr Agreement
- › **FOUNDING PARTNER** [6 available]
\$10,000 for 5yr Agreement
- › **PREMIER PARTNER** [6 available]
\$5,000 for 5yr 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

LUKE WOLF
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**DAKTRONICS
SPORTS MARKETING**

KUNA HIGH SCHOOL



BILLBOARD AD



BILLBOARD AD (RIGHT ZONED AREA)



COMMERCIAL



FEATURE ENTITLEMENT



ANIMATED LOGO

VIDEO
WHY ADVERTISE AT SCHOOLS?



KUNA HIGH SCHOOL



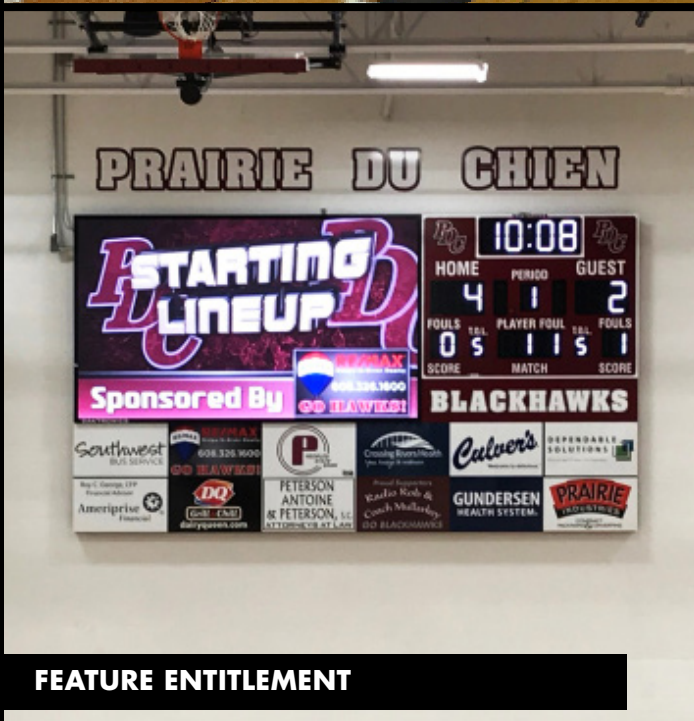
BILLBOARD AD



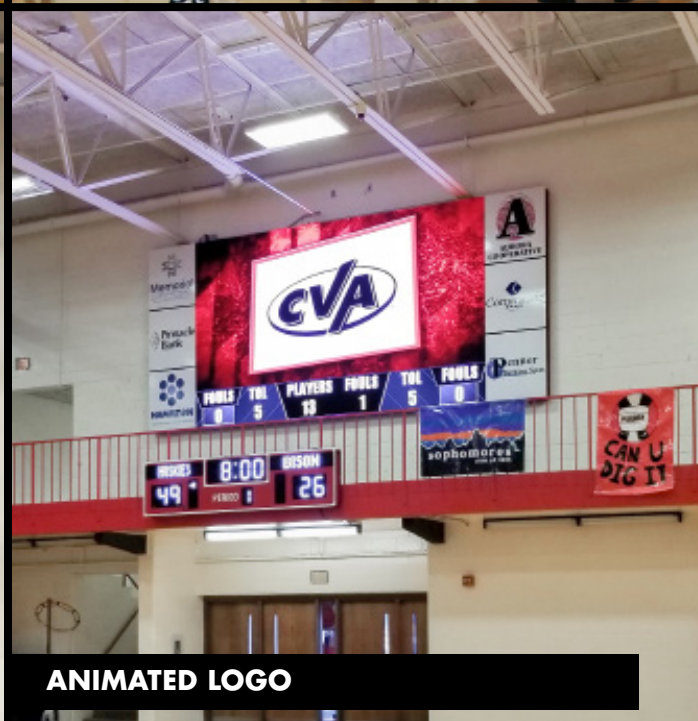
BILLBOARD AD (RIGHT ZONED AREA)



COMMERCIAL



FEATURE ENTITLEMENT



ANIMATED LOGO

