



**FERNDALE HIGH SCHOOL**  
2024-2025 SCHOOL YEAR





*"Seek opportunities to show you care. The smallest gestures often make the biggest difference."*

*- John Wooden*



*"Football is nothing without fans."*

*- Jack Stein*





***“The beauty of sponsorship is that it is meaningful. It gives you the ability to connect with people through something they’ve already decided that they care about.”***

*- Kim Skildum-Reid*



September 29, 2024

Dear Ferndale Community,

We are excited to announce Ferndale Golden Eagle Booster Club has chosen Scoreboard Media to bring sponsorship and advertising opportunities on the state-of-the-art videoboards and digital scoring equipment at the Ferndale High School stadium and main gym, as well as on the ScoreVision mobile fan app to businesses locally, regionally, and nationally.

Bringing together Ferndale School District’s state of the art video scoreboards and the Scoreboard Media advertising platform contributes to the overall quality of the athletic facilities and enhances the communal game experience for our athletes, teams, and fans. These boards are also used for school functions and academic purposes far beyond athletics, including a curriculum in video content and live-game production.

Scoreboard Media has the experience and resources to coordinate this effort, including executing a world-class media offering, as well as reaching out to as many businesses and brands as possible to offer them (you!) the opportunity to reach our great fans, faculty, and community...not to mention all the visiting communities!

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**IT’S A MATTER OF PRIDE!**

Joe Lupo  
President, Golden Eagles Booster Club

Casey Russell  
Treasurer, Ferndale Golden Eagle Booster Club

Charlie Megan  
President, Scoreboard Media





*Superintendent*  
Kristi Dominguez

*Board of Directors*  
Kevin Erickson  
Nancy Button  
Steve Childs  
Peggy Uppiano  
Antonio  
Machado

September 29, 2024

Dear Partner,

On behalf of the Ferndale School District, I am writing to express my full support for the partnership between the FHS Booster Club and local businesses like yours. The Booster Club plays an integral role in supporting our schools, students, and community, and we are deeply committed to working alongside them to ensure lasting and meaningful relationships with our valued partners.

We believe that strong partnerships with businesses like yours go beyond one-time sponsorships or short-term commitments. Together with the Booster Club, we are focused on building long-term collaborations that are mutually beneficial. Your involvement will not only enhance opportunities for our students and programs but also establish a lasting relationship with the district, providing ongoing visibility and community engagement for your business.

The Ferndale School District takes pride in fostering these partnerships and will remain actively involved to ensure the success of this collaboration. We understand that trust and shared values are at the heart of any partnership, and we are dedicated to creating a positive and supportive environment for all stakeholders.

Thank you for considering this partnership opportunity. We look forward to working with you in a meaningful and sustained way, for the benefit of both our students and your business.

Sincerely,

Dr. Kristi Dominguez, Superintendent  
Ferndale School District

*Ferndale School District 6041 Vista Drive, Post Office Box 698 • Ferndale, WA 98248-0698  
• Phone 360-383-9200 • FAX: 360-383-9201 • www.ferndalesd.org*

## Overview

The brand new athletic facilities at Ferndale High School include video LED scoreboards in our gymnasium and stadium, measuring 16ft wide by 9ft tall and 21ft wide by 13ft tall respectively, make for an incredible game-time experience for teams and fans! They also represent an incredible opportunity for SPONSORS to put their business and brand in front of this dedicated community and show their support for the Golden Eagles and Ferndale High School!

To that end, we've engaged Scoreboard Media to help us reach out to businesses in the community to offer them the opportunity and then to execute a professional sponsorship program.

You can pick one of our sponsorship packages or we can build a custom sponsorship for you. Whatever you choose, your business will be on display for the crowds at all home games and many other events in our state of the art athletic facilities!





## So much more than Signage

The best sponsorships are those done with the fan in mind. They make the game experience better for your audience. Not only will the crowd NOT want to click-to-close or fast-forward through your ad, we can make it so they'll LOVE it!

Don't believe us yet? Think of the fun ways you've seen a Jumbotron used or the exciting activations you've seen at pro and college games. We can do all of those things at Ferndale High School, and **YOUR BRAND CAN BE A PART OF IT.**



## Sponsored Animations

- 3 - Pointer
- End of 1st Period
- Ferndale Wins
- De-Fense
- Block



- Make some Noise!
- 3rd Down
- Key Play
- Dozens more for other sports!

## Brand Activations

- Military Salute
- Honor a teacher
- Athlete of the Month
- PA Announcements
- Vendor Table
- T-Shirt toss, item give-away
- QR Code - Engage with the Crowd





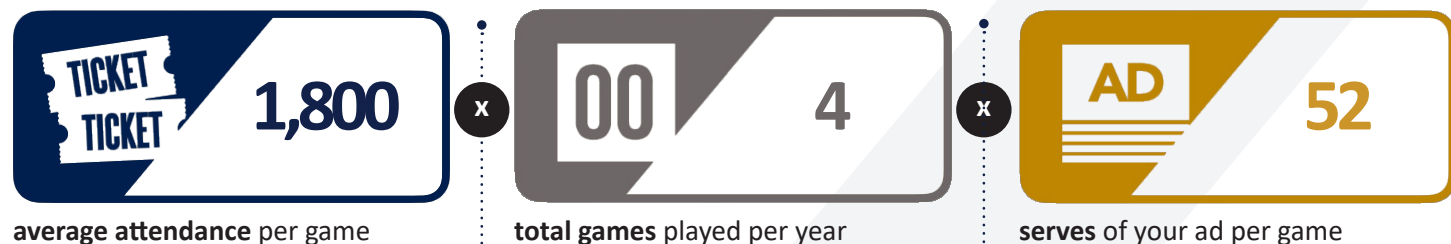
## Reaching Your Audience

### HERE'S THE BREAKDOWN.

Below, you will see how the calculations are made to reach the potential number of impressions associated with each sponsorship level. These numbers are calculated conservatively using the average attendance per game, games played during the year, and the number of times our ad sequencing software displays your ad per game based on display time of 6 seconds per post. Impressions, then, are the total number of opportunities for your ad to be seen by spectators during the course of the school year.

Here's an example of the impression calculation for one of the sponsorship levels on just one of the sports:

## Varsity Football Season Exposure



**1,248,083** impressions per year with the Champion level sponsorship

*\*Ad serves is based on ad duration being set at 6 seconds before rotating to next ad in the sequence.*

**NOTE:** The impression counts highlighted in this program are based on average attendance and total games for Varsity Boys Football. Additionally, we have used estimated attendance figures and home game/event calendars or all sports including, soccer, track & field, basketball, volleyball, and wrestling. PLUS, 12 youth basketball games and 2 AAU tournaments, all combining for the total impression estimates listed on Page 8.

## Sponsorship Packages

Choose from one of four value packages below to present your brand and message to students and fans within your community while supporting the school and helping fund a platform that provides real career opportunities for students.

	4	10	15	20
	TITLE SPONSORSHIP	CHAMPION SPONSORSHIP	PREMIER SPONSORSHIP	ELITE SPONSORSHIP
Pregame Cinema Ad	✓	✓	✓	
Timeout Cinema Ad	✓	✓	✓	
Halftime Cinema Ad	✓	✓	✓	
Panorama Ad	✓	✓	✓	✓
Signature Ad	✓	✓	✓	✓
Brand Ad	✓	✓	✓	✓
Full Motion Video/Audio	✓			
Brand Wrapper	✓			
Premium Animations	UNLIMITED	1 PER SPORT		
Live-event Activations	CUSTOM			
Fan App Feature Ad	✓	✓	✓	✓
Fan App Game Feed Ad	✓			
	\$20,000/yr	\$10,000/yr	\$5,000/yr	\$2,500/yr

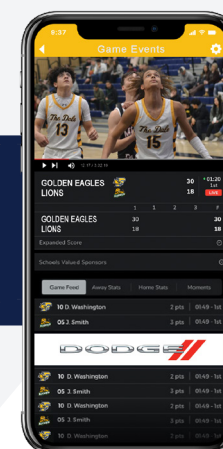
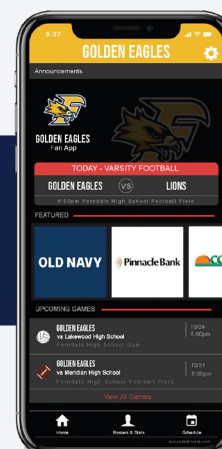
2,539,607 impressions per year

*\*Plus Full-motion video, Brand Wrapper & Extras!*

1,946,725 impressions per year

1,533,633 impressions per year

674,032 impressions per year



## FAN APP BONUS EXPOSURE

These special bonus placements extend your brand to customers beyond the gym and field.

Pricing based on 3-year commitment; payment due annually in advance.





### Panorama Ad | Gym

The Panorama area is the persistent ad space that appears at the bottom of the screen. These ads are continuously rotated throughout the game except during "countdowns" when the Cinema ads are displayed. They can be both in a static format or full motion video.



### Cinema Ad | Gym & Stadium

Cinema ads are premium-sized digital banners displayed in a predefined rotating sequence during countdown periods: pregame, timeouts and halftime. Cinema ads share the same aspect ratio as a standard wide-screen TV commercial and are offered in an impressive, large format in the center of the multimedia display.



### Artwork Specifications

<b>Type:</b>	Static	<b>Video</b>
<b>Format:</b>	JPG, PNG	MP4
<b>Resolution:</b>	1920 x 300px @ 72dpi	1920 x 300px
<b>Duration:</b>	Entire Game (Rotating)	15 sec

### Artwork Specifications

<b>Type:</b>	Static	<b>Video</b>
<b>Format:</b>	JPG, PNG	MP4
<b>Resolution:</b>	1920 x 1080px @ 72dpi	1920 x 1080px
<b>Duration:</b>	N/A	15 sec





### Brand Wrapper | Gym

The Brand Wrapper is the backdrop (“wallpaper”) that is overlaid by the scoreboard and panorama ad space. There’s space reserved at the top of the display where branding imagery can be displayed in order to personalize the system to the school or sponsor. Think of it as the branded “digital picture frame” for all the action.



### Signature Ad | Stadium

The Rotating Signature Ad is the ad space that appears at the bottom center of the scoreboard screen. The ads in this space rotate in a sequence throughout the game except during “count-downs” when the Cinema ads are displayed and when the boards are being used entirely for fan engagement or other in-game uses.



### Artwork Specifications

**Type:** Static  
**Format:** JPG, PNG  
**Resolution:** 1920 x 1024px @72dpi  
**Duration:** Entire Game (Scoreboard & Leaderboard Layout)

### Artwork Specifications

**Type:** Static  
**Format:** JPG, PNG  
**Resolution:** 1920 x 480px @ 72dpi  
**Duration:** Entire Game (Rotating)

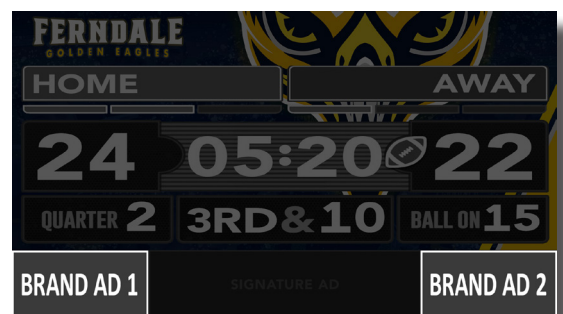
**Video**  
**Format:** MP4  
**Resolution:** 1920 x 480px  
**Duration:** 15 sec





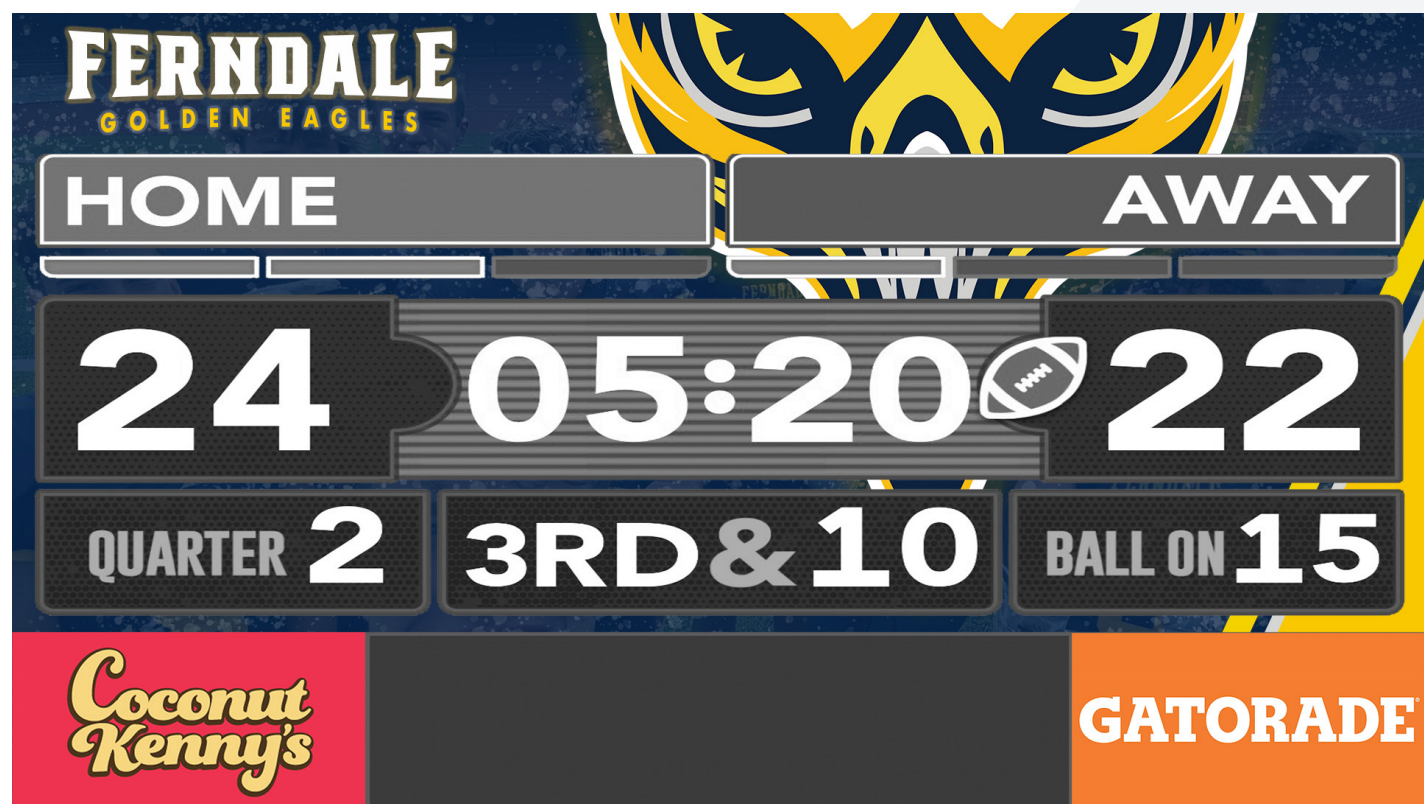
### Brand Ad | Stadium

The Rotating Brand Ads are the left and right sections that appear at the bottom of the scoreboard screen. The ads in this space rotate in a sequence throughout the game except during “count-downs” and when the boards are being used entirely for fan engagement or other in-game uses.



### Brand Wrapper | Stadium

The Brand Wrapper is the backdrop (“wallpaper”) that is overlaid by the scoreboard and panorama ad space. There’s space reserved at the top of the display where branding imagery can be displayed in order to personalize the system to the school or sponsor. Think of it as the branded “digital picture frame” for all the action.



### Artwork Specifications

<b>Type:</b>	<b>Static</b>	<b>Video</b>
Format:	JPG, PNG	MP4
Resolution:	1920 x 960px @ 72dpi	1920 x 960px
Duration:	Entire Game (Rotating)	15 sec

### Artwork Specifications

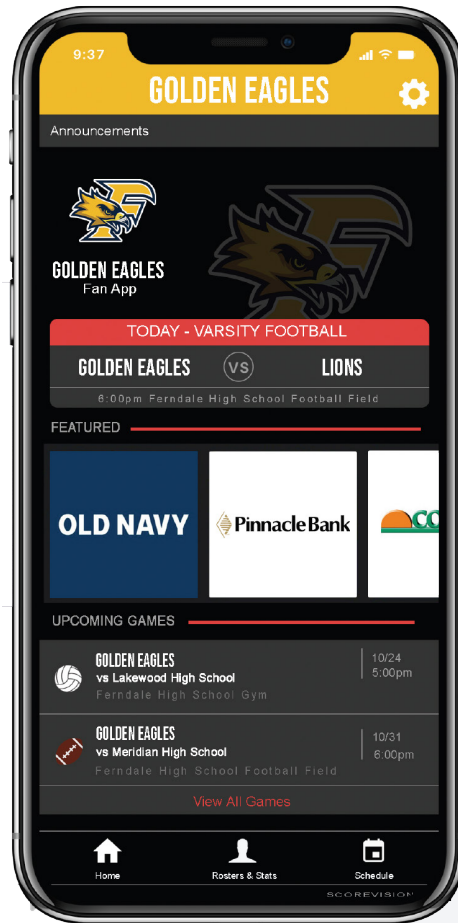
<b>Type:</b>	<b>Static</b>
Format:	JPG, PNG
Resolution:	1920 x 1080px @ 72dpi
Duration:	Entire Game (Scoreboard Layout)



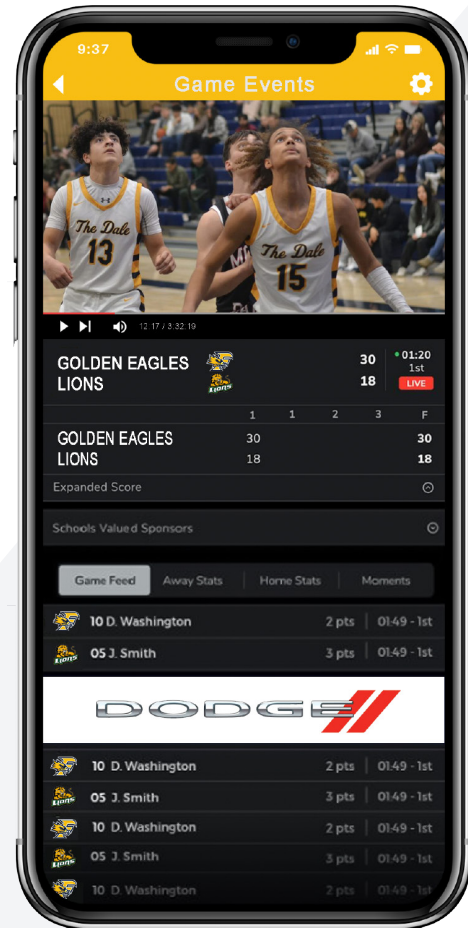


## Fan App Ads | Anywhere

The Fan App was designed to allow fans to keep up with the games when they can't attend in person. They get to see live score updates, game information, and sponsor advertising. Below are the Fan App ad placements in the Fan App that are noted on the Sponsor Packages page.



Fan App Feature Ad



Fan App Game Feed Ad

## Artwork Specifications

**Type:** Feature Ad  
**Format:** JPG, PNG or MP4  
**Resolution:** 500 x 500px @ 72dpi  
**Duration:** Static or 15sec

**Type:** Game Feed Ad  
**Format:** JPG, PNG or MP4  
**Resolution:** 1920 x 300px @ 72dpi  
**Duration:** Static or 15sec

## Title Sponsor Experience | Stadium & Gym

Boost the impact of your sponsorship package by infusing your brand into the full experience at games throughout the year. We offer the following to our title sponsors:

### Vendor Table



Receive your very own vendor table (with a personalized table banner) at premier games during the season where you can deliver samples, coupons, and/or information.

### Game-Time Handouts



Give away branded fidget spinners, sunglasses, or other items at two premier games during the season.

### Official Sponsor Banner



Receive a custom-designed digital banner announcing your brand as the official sponsor. It will be included in the pregame and halftime ad rotations.

### PA Announcement



Let the game announcer thank you for being the official sponsor and deliver a custom message to the crowd at each game.



## Scoreboard Media | Contact Information

For more information on how you can partner with the Ferndale Golden Eagle Booster Club to support Ferndale High School Athletics and Activities please contact your Sports Sponsorship Executive at Scoreboard Media today!

### Peter Felsch

Sports Sponsorship Executive | Scoreboard Media

Mobile: (661) 481-1611

Email: [peter@scoreboardmedia.com](mailto:peter@scoreboardmedia.com)

