

Red Oak ISD

Marketing

2021-22 ADVERTISING PACKAGE OPPORTUNITIES

All revenue generated through this program will go to the Red Oak ISD General Fund to support instructional opportunities, extra-curricular programs and staff/student recognition. All Packages are a one-year commitment with renewal available each year.
(Rates subject to change)

DIGITAL PACKAGE - \$500

- Partner Page on district website with links
- Monthly Staff Newsletter

WHITE LEVEL - \$1,500

- Concourse sign on home side at Goodloe Stadium
- Football Home Game Announcements – 1 per quarter
- Foyer Signage at ROHS Competition Gym

MAROON LEVEL - \$3,500

- Home Entrance exterior signage by main gate area at Goodloe Stadium
- Home Concessions Area signage at Goodloe Stadium
- Digital Marquee listing at middle school/elementary marquees (mono, text)

HAWK LEVEL - \$7,000 (4 Available)

- Large Scoreboard Panel at Goodloe Stadium
- Webpage - banner ad front page
- ROHS Digital Marquee Rotation (Hwy 342) - color ad
- Game Day - 2 Press Box Tickets, Special Promotions Night

2021-22 Sponsors on multi-year contracts will be receive any additional advertising added to packages in future years of the initial contract, and have first rights to future packages.



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Marketing by the Numbers

Goodloe Stadium

- ~50 events per year – freshman, JV & varsity football; playoff games; track meets; band competitions; soccer; city football playoffs; police games; Seating 6,000

Main Gym – ~50 events per year

Red Oak ISD Website – avg. 2.4M visits per year

Employee E-mail Staff Newsletter – 950 employees

Marquee exposure on Hwy 342, Louise Ritter, & Ovilla Rd.

Special Opportunities

Multi-year contract discounts:

- 10% discount for more than 2 years
- 20% discount for more than 5 years

Ala Carte Items

- Hawk Headliner digital newsletter - \$300 / Qrt. page ad
- Annual Football printed poster sponsor (1) - \$300
- Football Games Post-Game Video Recap - \$500/yr.
- Top Hawk Student Recognition Program
\$500 per grading period (6 times per year)
- Staff Hawk Spotlight - \$100 (6 times a year)
- Digital social media posts (athletics, holidays, etc.)

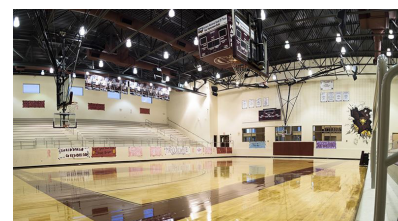
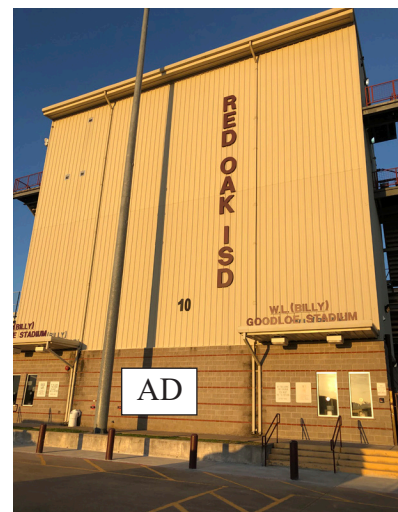
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