



# Santa Fe Indians Stadium Scoreboard Advertising



## Advertising on the Santa Fe High School Indian Stadium scoreboard has many benefits for your business!

**How many people will see my ad?** Practicing social distancing, the stadium will accommodate **1227 spectators** for the 2020-21 season. For 10 weeks in the Fall, there are Jr. High games every Tuesday, sub-varsity games every Thursday, and varsity home games on Fridays. In the Spring, there are boys and girls soccer games, plus track & field events. All of these games and events attract families from Santa Fe, as well as the visitors from numerous surrounding communities!

**How long will my ad be on the screen at each event?** The scoreboard is turned on at 5:00pm until the end of the game around 9-10:00pm. During that time frame, ads will be scrolling at an interval of 10-15 secs each. Because the layout of the screen changes for each sport, the dimensions of your ad may change slightly during the year.

**What kind of file do I need to provide?** You will need a high resolution graphic in a JPG or PNG. Digital Ads A & B are 240 pixels wide x 150 pixels tall. Coin Toss Sponsor & Half Time Sponsor Ads are 342 pixels wide by 187 pixels tall. Big and simple will be easier for spectators to see.

**Can I change my graphic for each game?** You are allowed to change your graphic once during the school year, with no additional cost. Please allow 4 business days for the change to be implemented.

**Will my ad be on the scoreboard during an entire school year?** Yes! Your ad will be seen at all football games, all soccer games, and at all track & field events that take place at the stadium!

**How does SFISD use the revenue from selling ads on this scoreboard?** Your advertising supports SFISD athletic programs - thank you!

**Where can I find schedules of events at the stadium?** Visit <https://www.sfisd.org/Page/3540>

**What is the "Scrolling Personal Messages" Option?** This area is for non-commercial messages such as wishing someone a happy birthday, anniversary, or to say how proud you are of your student. For more information, visit <https://www.sfisd.org/Domain/1487>



If you are ready to spend your advertising dollars in a way that supports the Santa Fe ISD athletic programs, please secure your spot today!

# Santa Fe ISD Indian Stadium Advertising Agreement

## Select your advertisement choice:

- Digital Ad Space A, \$100 per game\*
- Digital Ad Space B, \$100 per game\*
- Coin Toss Sponsor, \$300 per football season\*
- Half Time Sponsor, \$300 per football season\*
- **SOLD OUT** - Non-digital signage at the bottom of the scoreboard (limited availability), \$5,000 for duration of 5 years (August 2017 - June 2022). Payments paid in full at the beginning of the agreement or paid annually. Invoiced July 1st of each year and paid by July 31st of the same year. Net 30 days.

Today's Date: \_\_\_\_\_ Advertiser Name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Business Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## Terms and Limits of the Advertisement Agreement

All advertising must be confirmed by this signed agreement between the business and SFISD, as well as advertisement design approval by SFISD. In consideration of the acceptance of the SFISD Policy GKB (Local), the Advertiser or its agency must, in respect to the contents of the advertising images, actions and messages indemnify and hold SFISD harmless against any expense arising from claims or actions against SFISD as a result of its presentation. Advertising subject matter, form, size, wording, illustration and typography of the advertising shall be subject to the approval of the Superintendent or designee from the Public Relations Office. SFISD shall have the right to reject or omit any advertisement which, in its sole discretion, it considers unsuitable for any reason or contrary to the policies of SFISD. No political advertisements are allowed. Only commercial advertisements for goods and services are accepted. SFISD reserves the right to cancel any contract with Advertiser at any time upon default of payment by the Advertiser or breach of the District's Standards of Approval or the use of the unsuitable subject matter. SFISD will not give refunds for prepaid advertisement. The advertiser acknowledges that it does not have the right to use the names, signatures, photographs, or likenesses of any SFISD student or staff in connection with any commercial product or service. Similarly, the advertiser agrees not to use the name of SFISD/SFISD schools in connection with a commercial product or service other than as provided herein. SFISD does not endorse the products or services of the advertiser.

*\*Pricing is exclusive to the 2020-21 school year due to COVID-19. If games are canceled, advertiser will not be charged for the canceled game.*

## Agreed and accepted per the terms and conditions outlined above:

By \_\_\_\_\_ Date \_\_\_\_\_  
Advertiser – Authorized Agent

By \_\_\_\_\_ Date \_\_\_\_\_  
Santa Fe ISD Representative

Remit payment to: Santa Fe TX Education Foundation, PO Box 747, Santa Fe, TX 77517

Send graphic file to gina.welsh@sfisd: JPG or PNG file files up to 6 MB can be received via email. For files larger than 6MB, please use a free file sharing service (such as Dropbox, Google Drive, etc.) or make an appointment to bring a flashdrive.