

# Agreement

Business/Individual Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Contact Name \_\_\_\_\_

**Kettering**

**Mott**

**Large Panel Advertising** **\$3,500 (1 Year)**  
 \_\_\_Two year renewal (\$2,800/year)

**Small Panel Advertisement** **\$1,500 (1 Year)**  
 \_\_\_Two year renewal (\$1,000/year)

**Large Banner Advertisement** **\$500 (1 Year)**  
 Stadium  Gymnasium  
 \_\_\_Annual year renewal (\$350/year)

**Business Message Board** **\$50/message/game**

**Individual/Non-Profit Message Board** **\$25/message/game**

**Varsity Season Pass Message Board** **\$500 (1 Season)**

## Message Board Advertisements

Game date for ad: \_\_\_\_\_

*Email message content to [scs@wsdmi.org](mailto:scs@wsdmi.org). Photos must be .jpg.*

**TOTAL** amount for advertisement commitment \$ \_\_\_\_\_

Method of Payment

Cash  Check  Visa  MC

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

**Advertiser Representative**

**Waterford School District**

Name \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

Return signed contract to School & Community Services  
 501 N. Cass Lake Road, Waterford, MI 48328 | [scs@wsdmi.org](mailto:scs@wsdmi.org)

# Waterford School District High School Stadium Advertising

## Exposure, Exposure, Exposure!

Become an advertising partner!

Thousands each year attend events at Kettering & Mott stadiums!

Maximize your advertising dollars!

Achieve your marketing goals & objectives!

Commemorate a special event with a personalized message!

Send personalized messages to your student or athlete!



**School & Community Services | 248.706.4868**  
**501 N. Cass Lake Road, Waterford, MI 48328**  
**[scs@wsdmi.org](mailto:scs@wsdmi.org)**



# Scoreboard Panels

## Large Panel Advertising\*

**\$3,500 (1 Year)**

- 50" x 64" full color panel advertisement
- Two side panels available at each high school
- \$2,800/year renewal for two additional years
- Vinyl banner for stadium placement included
- Professional graphic design services included

## Small Panel Advertisement\*

**\$1,500 (1 Year)**

- 24" x 75" full color panel advertisement
- Four bottom panels available at each high school
- \$1,000/year renewal for two additional years
- Professional graphic design services included



Orders will be processed as they are received. To ensure your placement on the scoreboard please return your contract quickly.



# Stadium Vinyl Banners

## Large Banner Advertising\*

**\$500 (1 Year)**

- 4' x 8' full color vinyl banner displayed in prominent area
- \$350 annual renewal
- Professional graphic design services included

*\*Banners can also be purchased for the high school gymnasiums.*

# Electronic Messaging

## Business Advertisement \*

**\$50/message/game**

- 4'10" high x 13'0' wide LED message board on scoreboard
- Display text or logo
- Professional graphic design services included
- Messaging must be provided 10 days prior to display date

## Individual/Non-Profit Advertisement\*

**\$25/message/game**

- 4'10" high x 13'0' wide LED message board on scoreboard
- Display text or photo message to player/student
- Professional graphic design services included
- Messaging must be provided 10 days prior to display date

## Varsity Season Pass\*

**\$500 (1 Season)**

- 4'10" high x 13'0' wide LED message board on scoreboard
- Display one ad per each varsity game, (approximately 54) all year. (\$2700 value)

*\*The Waterford School District will comply with the guidelines set by the Federal Communications Commission (FCC) for accepting advertisers.*

