

Sunnyvale ISD Community Partnerships



Investing in a Brighter Future



Advertise on SISD's
state-of-the-art
video scoreboard!

SISD Scoreboard Marketing and Advertising Opportunities

Scoreboard Stats:

- Stadium seating capacity: 5,000
- North Texas play-off and marching band competition destination
- Excellent proximity to downtown Dallas, local retail and restaurants
- 29-foot high by 32-foot
- 8-foot high by 15 foot long, full-color LED video display screen featuring live video, instant replay, stats, animation and graphics
- Sports Sounds 1500 HD sound system, providing audio through the entire stadium.
- Excellent press box

Stadium Naming Rights Sponsorship

1 Year	2 Year	3 Year
\$20,000	\$40,000	\$50,000

Package designed per client

Raider Stadium

Scoreboard, Top	4'4" x 8'6"	\$3,000
Scoreboard, Bottom	3' x 8'	\$1,500
West Concession	1' x 2'6"	\$1,000
South Concession	1' x 2'6"	\$1,000
Visitor Stands	2' x 4'6"	\$1,000
Home Stands	2' x 4'6"	\$1,000
Press Box	3' x 5'	\$1,000
25 Sec. Clock	2' x 4'	\$1,500

Support Our Parent Groups



SISD is grateful for the support of our parent groups, who devote their time and resources to our students and faculty. Each year, these groups offer many opportunities to become a sponsor for their special events or fundraisers - which all benefit our Raiders! Businesses have the opportunity to market their brands by supporting large events like the annual Sunnyvale Education Foundation Gala or by becoming a stadium sponsor with the Raider Athletic Booster Club or a Homecoming Carnival Sponsor with the Sunnyvale PTA.

Our parent groups support a wide variety of student activities around campus which are sure to fit your business' needs from Agriculture to Fine Arts.

SISD Parent Support Groups:

- Sunnyvale Education Foundation
- Sunnyvale PTA
- Raider Athletic Booster Club
- Raider Pride Band Booster Club
- Sunnyvale Theatre Arts Guild for Education
- Sunnyvale Choir Boosters
- Sunnyvale FFA Boosters
- Sunnyvale Alumni Association
- SISD Gold Club (Seniors 65 and Better)

For more information on these sponsorship opportunities, please visit www.sunnyvaleisd.com/communitypartners.

Partnering With Sunnyvale ISD

SISD is excited to offer opportunities for local businesses and community members to partner with us, advertise and market their brands in and around the district in a hyper-local way and support their local students and educators. There are several ways our district and local businesses can partner. We are thrilled to bring this program to local patrons in an effort to generate revenue that will be reinvested into our classrooms and programs where our Sunnyvale Raiders Rise!

Raiders Rise Club - SISD's Annual Spirit Campaign



Every Raider. Every Year.

Show your Raider Pride and become a member of the Raiders Rise Club! This annual spirit campaign is sure to become an annual Sunnyvale tradition. Help your school win the campus competition! The campus with the most #RAIDERSRISE memberships wins a special prize from Mr. Williams!
Raiders Rise Club Membership: \$100/Year Includes a Raiders Rise yard sign and vehicle decal!

Advertising With SISD

Looking for ways to extend your brand to your local audience? SISD has great opportunities to advertise your business to our district audience including:

- Digital advertising - SISD E-News, website, campus TVs
- Print advertising - SISD Newsletter (The Sunnyvale Times), SISD brochures and guides, campus flyers
- District Signage - scoreboard and stadium signage, campus marquees, sports complex signage
- District Event Sponsorships - Raider 101, Gold Club luncheons, campus theme nights (example: "SES Stem Night")

Community Partner Advertising Levels

Choose Your Level of Advertising from SISD (rate card, below) and receive the following benefits:

Rowdy \$100	Blue \$1,000	Gold \$2,000	Raider \$5,000	Legacy \$10,000
Raiders Rise Club Yard Sign	Choice of \$1,000 in Advertising	Choice of \$2,000 in Advertising	Choice of \$5,000 in Advertising	Choice of \$10,000 in Advertising
Raiders Rise Club Car Decal	Raiders Rise Club Car Decal	Raiders Rise Club Car Decal	Raiders Rise Club Car Decal	Raiders Rise Club Car Decal
	Raider Family Pass	Raider Family Pass	2 Raider Family Passes	4 Raider Family Passes
	2 Reserved Football Tickets	2 Reserved Football Tickets	4 Reserved Football Tickets	8 Reserved Football Tickets
	Parking Pass	Parking Pass	2 Parking Passes	2 Parking Passes
	Raiders Rise Club Corporate Sign	Raiders Rise Club Corporate Sign	Raiders Rise Club Corporate Sign	Raiders Rise Club Corporate Sign
		1) 15-sec video spot on scoreboard during game during first half	2) 15-sec video spot on scoreboard during game - one in first half, one in second half	2) 15-sec video spot on scoreboard during game - one in first half, one in second half
		1) Audio announcement during game	2) Audio announcements during game	2) Audio announcements during game
				Event Night Sponsor at one game (sponsor may distribute material as desired)
				Website ad on front page of www.sunnyvaleisd.com for one year.

SISD Partners in Education -



Your company offers unique goods and services that the Sunnyvale community needs to know about. What better way to market it in a hyper-local way than through our Partners in Education Program?

The SISD Partners in Education Program links local partners with district needs. There are two ways to accomplish this:

Provide your company's goods or services to our students as they need them. Example: Do you own a lumber company? Our fifth graders would appreciate lumber donations for their garden box projects in the spring.

Our students love learning from your real-world experience. Your community service to our students can build your branding presence in The Town of Sunnyvale and SISD! Examples: Mentoring, ELU kick-off presenter, Career Day speaker.

SISD will promote your partner experience through our various channels of communication. We track these experiences through a special volunteer and partnering platform called VOLY.org. If you or someone in your company is interested in working with our students, please contact: emily.white@sunnyvaleid.com.

Volunteering at SISD



Our campuses and parent groups are always in need of an extra pair of hands. Can you spare an hour or two to help decorate for a holiday party? Can you help stuff envelopes? Are you a graduating senior who needs volunteer hours as part of your graduation plan? Would you like to volunteer for one of our parent groups?

You can help by volunteering through our volunteer portal at www.sunnyvaleisd.com/volunteer.

