

2024-2025

# Indoor & Outdoor Marketing Opportunities

*Expand your brand awareness.  
Show that you support students.*



Papillion La Vista Community Schools

**Foundation**

# Elevate Your Brand Exposure in a Thriving Community

As connectors for two distinct PLCS athletic departments, our goal is to align your brand with the biggest brands in the community: the PLHS Monarchs and PLSHS Titans. Our marketing opportunities will help connect your brand with growing Sarpy County communities. Plus, you have the added benefit of supporting local students and families through your partnership.

**Both high schools are among Nebraska's top 15 by enrollment.  
PLCS is the state's 4th largest school district with 12,000 students.**

Your logo will be highly visible in rapidly growing Sarpy County, with higher than average median household income.

## Median Household Income:

- Papillion: \$104,608
- Sarpy County: \$98,603
- Compare to Nebraska: \$69,597

*2022 US Census Data*



# PLCS Stadium/Foundation Field Marketing Opportunities

Advertise your brand on one of the metro area's largest outdoor video boards. PLCS Stadium/Foundation Field is home to two highly successful Class A Athletic Programs. Benefit from brand exposure during hundreds of Class A games, competitions, races, events and practices

**Exposure to more than 50,000 visitors annually**  
who will see your logo in the stadium at these exciting events:

- "Friday Night Lights" Football Games
- Track and Field
- Lacrosse
- Youth Football Leagues
- Marching Band Competitions
- Community runs
- Rallies
- Boys and Girls Soccer



# PLCS Stadium/Foundation Field Marketing Packages

	Anchor Partner	Varsity Partner	Message Partner
Table opportunity at one Monarch or Titan home Football game per year	✓		
One back-lit static sign positioned around the video board, renewable after	5 years	3 years	
Electronic logo displayed during each varsity home game	✓	✓	
Four activity passes to all District athletic events	✓		
Recognition from loud speaker at all football games	✓	✓	
On-field recognition with other anchor partners at one game	✓	✓	
One game as featured partner with extended logo opportunities	✓	✓	
Recognition of sponsorship on PLCS Foundation website	✓	✓	✓
Recognition of sponsorship in PLCS Foundation annual report	✓	✓	✓
Static electronic logo displayed during each varsity football game			✓



## Anchor Partner

—————  
**\$6,000/Year**  
**5-Year Commitment**  
**(Best Value)**



## Varsity Partner

—————  
**\$6,500/Year**  
**3-Year Commitment**



## Message Partner

—————  
**\$2,500/Year**  
**2-Year Commitment**

# Indoor Scoreboard Marketing Packages







Includes BOTH High Schools

**Exposure to thousands of students,  
parents, and visitors annually**

who will see your logo at BOTH Monarch and Titan  
indoor events/activities including:

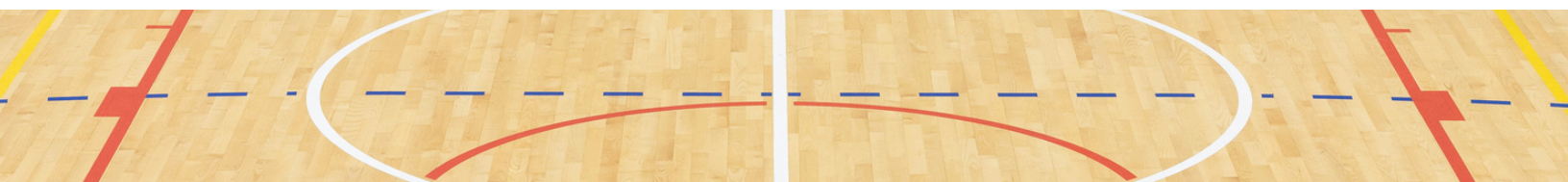
- Boys & Girls Basketball
- Volleyball
- Boys & Girls Wrestling
- Pep Rallies
- Craft Fairs
- Career Fairs
- Parent Teacher Conferences
- Concerts
- Community Events
- Summer Camps
- Youth Athletic Leagues

Scoreboard partner logos are static images.  
Anchor and Varsity partner logos are visible even when the video screen is off.

	Top and Bottom Panels measure 29" x 60"	Your Business Here	
Side Panels Measure 42" x 42"			Great Visibility for Your Business
Signage Permanent			Side Panels Measure 42" x 42"
	Top and Bottom Panels measure 29" x 60"	Your Business Here	

Rotating  
Panorama Logo

Logos are placed:  
All Pre-Game, Half-Time,  
Between Quarters & Time Outs



# Indoor Scoreboard Marketing Opportunities

Includes BOTH High Schools

	Anchor Partner	Varsity Partner	Premier Partner	Elite Partner
• Table opportunity at one Monarch and Titan home basketball and volleyball game per year	✓			
• Back-lit Permanent Signage	✓	✓		
• Between Quarters/Full Time Out Logo: <ul style="list-style-type: none"> <li>• Takes up the top portion of the board. The score, team fouls, bonus arrow, and period number can still be viewed</li> <li>• Rotates with the other 8 anchor partners</li> </ul>	✓	✓		
• Pre-Game Cinema Logo: <ul style="list-style-type: none"> <li>• Takes up entire board</li> <li>• Rotates with the other 8 anchor partners</li> </ul>	✓	✓	✓	
• Half-time Cinema Logo: <ul style="list-style-type: none"> <li>• Takes up entire board</li> <li>• Rotates with the other 8 anchor partners</li> </ul>	✓	✓	✓	
• Fan App: <ul style="list-style-type: none"> <li>• Rectangular ad on the Scorevision App</li> <li>• Rotates with all scoreboard partners</li> </ul>	✓	✓	✓	✓
• Recognition of sponsorship in PLCS Foundation Annual Report	✓	✓	✓	✓
• Recognition of sponsorship PLCS Foundation website	✓	✓	✓	✓
• Panorama Logo: <ul style="list-style-type: none"> <li>• Located at the bottom of the scoreboard</li> <li>• Rotates with all scoreboard partners</li> </ul>	✓	✓	✓	✓



**Anchor  
Partner**

**\$6,000/Year**  
5-Year Commitment  
(Best Value)



**Varsity  
Partner**

**\$6,500/Year**  
3-Year Commitment



**Premier  
Partner**

**\$2,500/Year**  
2-Year Commitment



**Elite  
Partner**

**\$1,500/Year**  
2-Year Commitment

# Partnership Form



Papillion La Vista Community Schools  
**Foundation**



Company

Contact Name

Address

City/State/ZIP

Phone

Email

Signature

Date

## Partnership Opportunities

### STADIUM SCOREBOARD

Anchor Partner

*\$6,000/year for 5 years*

Varsity Partner

*\$6,500/year for 3 years*

Message Partner

*\$2,500/year for 2 years*

### INDOOR SCOREBOARD

Anchor Partner

*\$6,000/year  
for 5 years*

Varsity Partner

*\$6,500/year  
for 3 years*

Premier Partner

*\$2,500/year  
for 2 years*

Elite Partner

*\$1,500/year  
for 2 years*

## Gift/Payment Schedule

One-Time Payment

Gift/Pledge Installment Options:

Monthly

Quarterly

Semiannually

Annually

Gift/Pledge Notes: \_\_\_\_\_

All gift/payment options can be made by cash, check (made out to PLCS Foundation),  
or by credit card on our website at [plcsfoundation.org](http://plcsfoundation.org).