

FORT BEND INDEPENDENT SCHOOL DISTRICT

# ADVERTISING

2024-2025





## FORT BEND ISD

FBISD's Core Beliefs and Commitments, Mission, Vision, District Goals and Priorities and the Profile of a Graduate, are approved by the Board, and guide all decision-making efforts in order to benefit each child in Fort Bend ISD.

### DR. MARC SMITH

As Fort Bend ISD's Superintendent, Dr. Smith has over 30 years of experience and many accomplishments in the education system.

Amid the accomplishments, however, the measure of success he cares most about is the student achievement. Dr. Smith is a humble, steadfast leader focused on putting students first. He believes a student's circumstances today do not define their tomorrow which is why he will work tirelessly in partnership with the district's staff, families, and community to give hope to every child in Fort Bend ISD.

## MISSION STATEMENT

Fort Bend ISD exists to inspire and equip all students to pursue futures beyond what they can imagine.

## VISION STATEMENT

Fort Bend ISD will graduate students who exhibit the attributes of the District's Profile of a Graduate.

# CORE BELIEFS AND COMMITMENTS

## CORE BELIEF 1:

**All students can reach their full potential.**

**Commitment:** Fort Bend ISD will provide an educational system that will enable all students to reach their full potential.

## CORE BELIEF 2:

**We believe student success is best achieved...**

*...through effective teachers that inspire learning.*

**Commitment:** Fort Bend ISD will recruit, develop and retain effective teachers.

*...in a supportive climate and safe environment.*

**Commitment:** Fort Bend ISD will provide a supportive climate and a safe learning/working environment.

*...by empowered and effective leaders throughout the system.*

**Commitment:** Fort Bend ISD will provide and promote leadership development at all levels.

*...in a well-functioning, high-performing community of learners.*

**Commitment:** Fort Bend ISD will be a collaborative, efficient and effective learning community.



# PROFILE OF A GRADUATE

A FORT BEND ISD GRADUATE HAS A RIGOROUS ACADEMIC FOUNDATION, STRONG CHARACTER, AND IS...



### EQUIPPED WITH SKILLS FOR LIFE

Fort Bend ISD graduates exhibit grit and determination in all aspects of life; respect self and others; engage in healthy life choices; are literate and articulate; proficient with technology; and meaningfully and practically apply knowledge in productive ways.



### A SERVANT LEADER

Fort Bend ISD graduates demonstrate confidence while maintaining a humble and kind demeanor; prioritizing the needs of others while accepting responsibility for themselves and are accountable for their own actions; are optimistic; and strive to bring out the best in others.



### AN EFFECTIVE COMMUNICATOR

Fort Bend ISD graduates communicate clearly both orally and in writing; respectfully and actively listen to others; appropriately engage in courageous conversations; and appropriately adapt their communication style to the audience.



### A CRITICAL THINKER

Fort Bend ISD graduates are visionary and solutions-oriented problem solvers; are inquisitive and innovative; and have the courage to actively challenge conventional methods in order to improve themselves and the world around them.



### A COMPASSIONATE CITIZEN

Fort Bend ISD graduates are empathetic to their fellow citizens, exhibiting care and concern for others; are inclusive and embrace differences; are culturally aware; actively engage in improving our diverse community; exercise their right to vote; and are dependable, respectful, trustworthy, and self-disciplined.



### A COLLABORATIVE TEAM MEMBER

Fort Bend ISD graduates work effectively with others to achieve group goals; take actions that respect the needs and contributions of others; yield their own objectives to the goals of the team; and positively facilitate and contribute to teamwork.



### A LIFE-LONG LEARNER

Fort Bend ISD graduates approach life with wonder and curiosity; seek opportunities to be creative; possess a thirst for knowledge and the ability to adapt to change; and are academically prepared to pursue and attain futures beyond what they can imagine!

# PARTNERSHIP

We are excited to offer your business an opportunity to showcase your school and community support while taking advantage of prime advertising during every game. Your impact will go beyond just game nights, creating a partnership that will elevate the opportunities that we can provide for our children and the community.

## ACADEMICS

Students can get hands-on experience beyond the classroom

## ACTIVITIES

Band, cheer and student government can all see benefits from your sponsorship

## BUDGET

Your business can help pay for the video board itself, and add to school funds

## ATHLETES

Students get pumped up when they see themselves in lights



# GIVES STUDENTS EXPERIENCE IN THE FIELD

Design and multimedia students have the opportunity to produce videos, create animations, and develop graphics and advertisements for the entire audience to see. They can operate cameras, run instant replays and even run the display itself.

This is valuable experience for our students, because we use the same equipment that can be found in colleges and professional facilities across the nation.

Our students and their families will thank you!

**6th**  
Largest  
School  
District  
in Texas

**80,000**  
Diverse  
Students

**5,000**  
Teachers

**83**  
Schools

## DISTRICT ANALYSIS



**12**  
High  
Schools

**15**  
Middle  
Schools

**51**  
Elementary  
Schools

**5**  
Specialty  
Schools

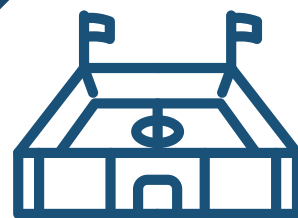




PLACES TO  
**ADVERTISE**



WHEELER  
FIELD HOUSE



HOPSON  
FIELD HOUSE



MERCER  
STADIUM



HALL  
STADIUM



SCHOOL BUS



MAGAZINE



AQUATIC  
FACILITIES



WEBSITE

## TYPES OF EVENTS

ATHLETIC EVENTS



AQUATIC EVENTS



MARCHING BAND  
CONTEST







# FBISD WEBSITE & MAGAZINE

## Online Preferred Partners

Rotating website advertisement on the home, campus community, parent and athletic pages of FBISD’s official website: [www.FortBendISD.com](http://www.FortBendISD.com)

## Magazine Partners

Be a part of the inspiration by placing an ad in our FBISD digital magazine



WEBSITE



MAGAZINE

ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
DIGITAL MAGAZINE						
DM01	QUARTER PAGE		3	Monthly	\$750.00	\$375.00
DM02	1/2 PAGE		3	Monthly	\$950.00	\$950.00
DM03	FULL PAGE		3	Monthly	\$1,250.00	\$1,250.00
WEBSITE						
WS01	MAIN PAGE	Pricing is based on both locations and availability. Rotating Ads will rotate between 4 available slots. Pricing for the 1st - 4th ad will be based on visibility ranking. January - June OR June - January (6 month min)	1	6 Months	\$4,500.00	\$750.00





- Scoreboard Advertising
- Fence/ Wall Banner Signs
- Entry and Plaza Sponsorships
- Quarter, Halftime and Pre-Game and Time-Out Sponsors



ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
HALL STADIUM						
HS01	DIGITAL SCOREBOARD	Varsity Sponsorship Level	See Chart	12 Months	\$32,500.00	\$2,708.33
HS02	DIGITAL SCOREBOARD	Junior Varsity Sponsorship Level	See Chart	12 Months	\$19,500.00	\$1,625.00
HS03	DIGITAL SCOREBOARD	Freshmen Sponsorship Level	See Chart	12 Months	\$16,250.00	\$1,354.17
HS04	BANNER ADS	Pricing is dependent on sizing and materials needed	1 Sign	12 Months	\$1,560.00	\$130.00
HS05	BANNER ADS	Pricing is dependent on sizing and materials needed	2 Signs	12 Months	\$1,950.00	\$162.50
HS06	TBD	Entry and Plaza Sponsorships: Signage, giveaways, games. Prime location in the stadium.	4 Signs	12 Months	\$19,500.00	\$1,625.00
HS07	TBD	Entry and Plaza Sponsorships: Signage, giveaways, games. Prime location in the stadium.	5 Signs	12 Months	\$26,000.00	\$2,166.67
SPONSORSHIP LEVELS CHART - SEE PAGE 28						
DIGITAL CONTENT						
PROMOTIONAL GAME SPONSORSHIP						
MULTI MEDIA						



ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
WHEELER FIELD HOUSE						
WFH01	DIGITAL SCOREBOARD	Varsity Sponsorship Level	See Chart	12 Months	\$25,000.00	\$2,083.00
WFH02	DIGITAL SCOREBOARD	Junior Varsity Sponsorship Level	See Chart	12 Months	\$15,000.00	\$1,250.00
WFH03	DIGITAL SCOREBOARD	Freshmen Sponsorship Level	See Chart	12 Months	\$12,500.00	\$1,041.67
WFH04	DIGITAL SCOREBOARD	This is the score keepers console	10	12 Months	\$13,000.00	\$1,083.00
WFH05	BANNER ADS	Pricing is dependent on sizing and materials needed	1 Sign	12 Months	\$1,560.00	\$130.00
WFH06	BANNER ADS	Pricing is dependent on sizing and materials needed	2 Signs	12 Months	\$1,950.00	\$162.50
SPONSORSHIP LEVELS CHART - SEE PAGE 27						
DIGITAL CONTENT						
PROMOTIONAL GAME SPONSORSHIP						
MULTI MEDIA						





# DON COOK NATATORIUM & AQUATIC FACILITIES

1,200 Stadium Seating Capacity

**PLACES TO ADVERTISE:**

- The facility includes a warm-up pool and a 50-meter pool that can be divided into two 25-yard pools.
- Banner Ads are added throughout the facility.



ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
DON COOK NATATORIUM						
DCN01	BANNER ADS	Pricing is dependent on sizing and materials needed	1 Sign	12 Months	\$1,560.00	\$130.00
DCN02	BANNER ADS	Pricing is dependent on sizing and materials needed	2 Signs	12 Months	\$1,950.00	\$162.50





# BUS ADVERTISEMENTS

Our buses in 2023-24 school year drove  
4,860,431.5 miles for the year/  
105,036 per month /  
27,616,08 per day



ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
SCHOOL BUS						
SB01	ABOVE THE WINDOW	7'x 1' High Visibility	1 Bus	12 Months	\$1,250.00	\$104.17
SB02	ABOVE THE WINDOW	7'x 1' High Visibility	5 Buses	12 Months	\$4,000.00	\$333.33
SB03	ABOVE THE WINDOW	7'x 1' High Visibility	10 Buses	12 Months	\$10,000.00	\$833.33
SB04	ABOVE THE WINDOW	7'x 1' High Visibility	1 Bus	24 Months	\$1,750.00	\$145.83
SB05	ABOVE THE WINDOW	7'x 1' High Visibility	5 Buses	24 Months	\$5,750.00	\$479.17
SB06	ABOVE THE WINDOW	7'x 1' High Visibility	10 Buses	24 Months	\$15,000.00	\$1,250.00
SB07	BELOW THE WINDOW	6'x 2.5' Eye Level Visibility	1 Bus	12 Months	\$1,500.00	\$125.00
SB08	BELOW THE WINDOW	6'x 2.5' Eye Level Visibility	5 Buses	12 Months	\$4,250.00	\$354.17
SB09	BELOW THE WINDOW	6'x 2.5' Eye Level Visibility	10 Buses	12 Months	\$10,000.00	\$833.33
SB10	BELOW THE WINDOW	6'x 2.5' Eye Level Visibility	1 Bus	24 Months	\$2,000.00	\$166.67
SB11	BELOW THE WINDOW	6'x 2.5' Eye Level Visibility	5 Busses	24 Months	\$6,000.00	\$500.00
SB12	BELOW THE WINDOW	6'x 2.5' Eye Level Visibility	10 Buses	24 Months	\$15,000.00	\$1,250.00





# EDWARD MERCER STADIUM

10,000 Stadium Seating Capacity

**PLACES TO ADVERTISE:**

- Scoreboard Advertising
- Fence/ Wall Banner Signs
- Entry and Plaza Sponsorships
- Quarter, Halftime and Pre-Game and Time-Out Sponsors



ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
MERCER STADIUM						
*MS01	STATIC SCOREBOARD ADVERTISING	Varsity Sponsorship Level	See Chart	12 Months	\$25,000.00	\$2,083.00
*MS02	STATIC SCOREBOARD ADVERTISING	Junior Varsity Sponsorship Level	See Chart	12 Months	\$15,000.00	\$1,250.00
*MS03	STATIC SCOREBOARD ADVERTISING	Freshmen Sponsorship Level	See Chart	12 Months	\$12,500.00	\$1,041.67
MS04	BANNER ADS	Pricing is dependent on sizing and materials needed	1 Sign	12 Months	\$1,560.00	\$130.00
MS05	BANNER ADS	Pricing is dependent on sizing and materials needed	2 Signs	12 Months	\$1,950.00	\$162.50
MS06	TBD	Entry and Plaza Sponsorships: Signage, giveaways, games. Prime location in the stadium per stadium	4 Signs	12 Months	\$19,500.00	\$1,625.00
MS07	TBD	Entry and Plaza Sponsorships: Signage, giveaways, games. Prime location in the stadium.	5 Signs	12 Months	\$26,000.00	\$2,166.67

\* Products are currently unavailable but will be available in the future.



# HOPSON FIELD HOUSE

2,000 Stadium Seating Capacity

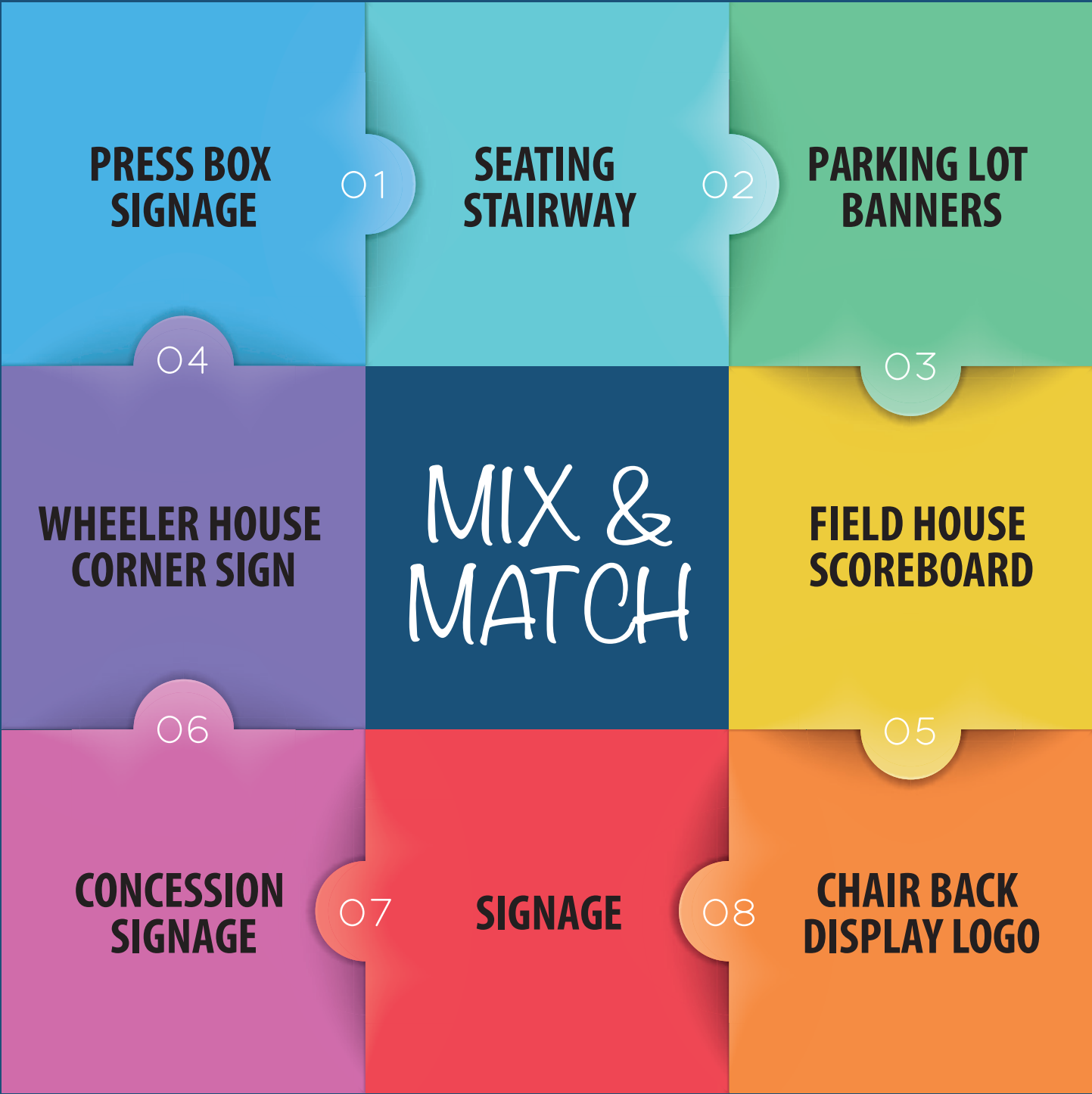
**PLACES TO ADVERTISE:**

- Corner Signs
- Wall Banners



ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
HOPSON FIELD HOUSE						
HFH01	STATIC SCOREBOARD ADVERTISING	Varsity Sponsorship Level	See Chart	12 Months	\$18,750.00	\$1,562.25
HFH02	STATIC SCOREBOARD ADVERTISING	Junior Varsity Sponsorship Level	See Chart	12 Months	\$11,250.00	\$937.50
HFH03	STATIC SCOREBOARD ADVERTISING	Freshmen Sponsorship Level	See Chart	12 Months	\$9,375.00	\$781.25
HFH04	BANNER ADS	Pricing is dependent on sizing and materials needed	1 Sign	12 Months	\$1,560.00	\$130.00
HFH05	BANNER ADS	Pricing is dependent on sizing and materials needed	2 Signs	12 Months	\$1,920.00	\$162.50





# PACKAGING PRICES

The Packaging Mix offers clients the flexibility to bundle advertisements across various sections, providing a tailored solution based on their preferences and available options for maximum visibility.

ID	PLACEMENTS	DESCRIPTION	QUANTITY	DURATION	PRICES	MONTHLY COST
PACKAGING MIXES						
The Packaging Mix offers clients the flexibility to bundle advertisements across various sections, providing a tailored solution based on their preferences and available options for maximum visibility. Below are some of the ad placements not included in other sections but can be added to your Packaging Mix.						
PM01	MERCER STADIUM PRESS BOX SIGNAGE	Signage to be placed above windows.	1 Large Sign	12 Months	\$13,000.00	\$1,083.33
PM02	MERCER STADIUM PRESS BOX SIGNAGE	Signage to be placed above windows. 20'x 3'	2 Signs	12 months	\$13,000.00	\$1,083.33
PM03	CONCESSION SIGNAGE	Pair is grouped together at each corner. 4 pairs at Mercer Stadium & 2 pairs at Hall Stadium	12 Signs	12 Months	\$13,000.00	\$1,083.33
PM04	PARKING LOT BANNER	Bracketed signs on parking lot light pole at Hall Stadium	10 Pole Signs	12 months	\$6,500.00	\$541.47
PACKAGING PRICES						
These prices do not include the scoreboard prices.						
PP01	PACKAGE	A Month with a 1 year commitment	2	Monthly	\$2,338.70	\$194.89
PP02	PACKAGE	A Month with a 3 year commitment	3	Monthly	\$1,732.90	\$144.41
PP03	PACKAGE	Overall 1 Year Commitment	4	1 Year	\$28,064.40	\$253.36
PP04	PACKAGE	Overall 3 Year Commitment	5	3 Years	\$20,794.80	\$187.73

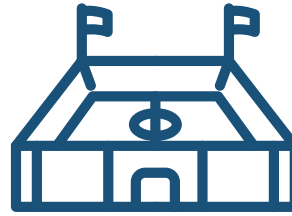
SPONSORSHIP LEVELS CHART			
WHEELER FIELD HOUSE	WFH01 Varsity	WFH02 Junior Varsity	WFH03 Freshmen
DIGITAL CONTENT			
Pre-game :30 second commercial (with audio) per regular season home varsity football game or billboard image with custom PA announcement	1	1	
In-game or halftime :30 second commercial (with audio) per regular season home varsity football game or billboard image with custom PA announcement	1	1	
1st Down Feature rotating with other Anchor sponsors per regular season home varsity football game	1	1	1
Timeout Feature rotating with other Founding sponsors per regular season home varsity football game	1		
Minimum of Pre-In-Post game sponsor-supplied custom digital billboard image on video board rotating with other sponsors per regular season home varsity football game.	6	3	2
In-game windowed static logo rotating with other sponsors			
Starting Lineup logo bug per regular season home varsity football game rotating with other Anchor sponsors	1		
Rotating Logo during soccer and track with other sponsors	1		
PROMOTIONAL GAME SPONSORSHIP			
Title sponsor for (1) regular season home varsity football game	1	1	1
Customized Game Title Sponsor PA announcement during title sponsorship game	1	1	1
Opportunity for concourse tabling/kiosk display (Title Sponsor Night Only)	√		
Opportunity to promote or distribute specialty items (Title Sponsor Night Only)	√		
Honorary team captain for coin flip (4 ppl max)	√		
Opportunity at halftime for on-field recognition	√		
Opportunity to honor employees, conduct a contest, sponsor a performance, etc	√		
Access to Hospitality Room (meal included - 4 ppl max)	√		
Sideline or Endzone Pass (4 ppl max)	√		
MULTI MEDIA			
Customized PA announcement per regular season home varsity football game	1	1	
Grouped PA announcement thanking advertisers for their involvement per regular season home varsity football game	1	1	1
Social media recognition TBD	1	1	
	4 AVAILABLE \$25,000	4 AVAILABLE \$15,000	6 AVAILABLE \$12,500

SPONSORSHIP LEVELS CHART			
HALL STADIUM	HS01 Varsity	HS02 Junior Varsity	HS03 Freshmen
DIGITAL CONTENT			
Pre-game :30 second commercial (with audio) per regular season home varsity football game or billboard image with custom PA announcement	1	1	
In-game or halftime :30 second commercial (with audio) per regular season home varsity football game or billboard image with custom PA announcement	1	1	
1st Down Feature rotating with other Anchor sponsors per regular season home varsity football game	1	1	1
Timeout Feature rotating with other Founding sponsors per regular season home varsity football game	1		
Minimum of Pre-In-Post game sponsor-supplied custom digital billboard image on video board rotating with other sponsors per regular season home varsity football game.	6	3	2
In-game windowed static logo rotating with other sponsors			
Starting Lineup logo bug per regular season home varsity football game rotating with other Anchor sponsors	1		
Rotating Logo during soccer and track with other sponsors	1		
PROMOTIONAL GAME SPONSORSHIP			
Title sponsor for (1) regular season home varsity football game	1	1	1
Customized Game Title Sponsor PA announcement during title sponsorship game	1	1	1
Opportunity for concourse tabling/kiosk display (Title Sponsor Night Only)	√		
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Opportunity at halftime for on-field recognition	√		
Opportunity to honor employees, conduct a contest, sponsor a performance, etc	√		
Access to Hospitality Room (meal included - 4 ppl max)	√		
Sideline or Endzone Pass (4 ppl max)	√		
MULTI MEDIA			
Customized PA announcement per regular season home varsity football game	1	1	
Grouped PA announcement thanking advertisers for their involvement per regular season home varsity football game	1	1	1
Social media recognition TBD	1	1	
	4 AVAILABLE \$32,500	4 AVAILABLE \$19,500	6 AVAILABLE \$16,250

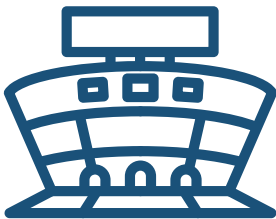




WHEELER  
FIELD HOUSE



HOPSON  
FIELD HOUSE



MERCER  
STADIUM



HALL  
STADIUM

## HOW CAN I SUPPORT MY SCHOOL?

*Advertise with us!*



SCHOOL BUS



MAGAZINE



AQUATIC  
FACILITIES



WEBSITE

**FBISD**  
INSPIRE • EQUIP • IMAGINE

16431 Lexington Blvd. • Sugar Land, TX 77479  
[www.fortbendisd.com](http://www.fortbendisd.com) • [advertising@fortbendisd.gov](mailto:advertising@fortbendisd.gov)