

Hillsborough County Public Schools  
2022 | 2023  
Sponsorship Media Kit

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## Hillsborough County Public Schools

Hillsborough County Public Schools has a long history of academic and athletic success at both the regional and national level.



**7TH**

Largest district in the nation



**235**

School sites

- 139** K-5 Elementary School
- 42** Middle School
- 27** High Schools
- 13** Other
- 8** Career and Tech
- 6** K-8 Schools



**221K**

Students



**24K**

Employees



**100K+**

Social media followers

## Hillsborough County Demographics

Hillsborough  
County Population

**1.4M**

% of Market

**41%**

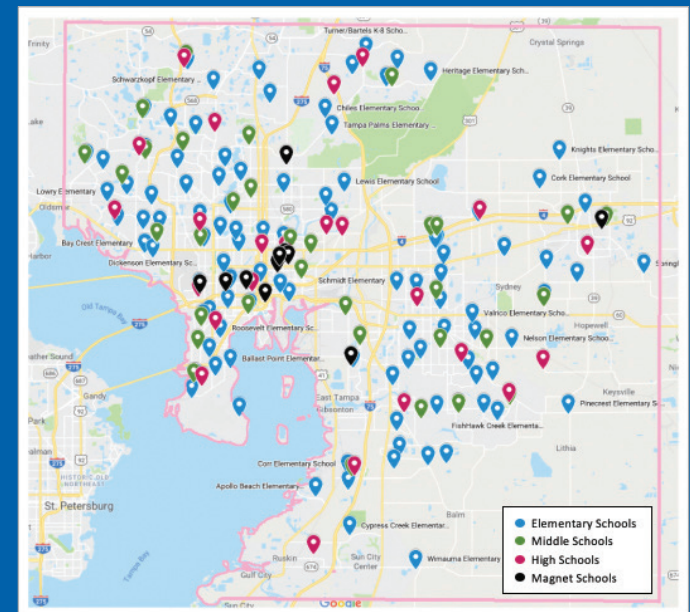
Our district reaches  
approximately

**221K** Students

**332K** Parents

**24K** Employees

**577K** Total People



## Grow your business

Gain brand awareness, target your demographic, and reach your mass audience in one shot.

- **Effective.** School sponsorships are a highly cost-effective way to market and raise brand awareness.
- **Positive brand image.** Attitudes are more positive towards advertisers who take an interest in their community.
- **Straight-forward.** You don't have to launch anything new—bring everything great about your company to the forefront.
- **Targeted.** Distribute your message district-wide or as localized as a small group of neighborhood schools.
- **Support public education.** Your advertising money will:
  - Support our district's athletic programs/upgrades.
  - Fund our efforts to recruit excellent teachers and market our schools.
  - Aid in our district's communications initiatives.



## Available Sponsorship Packages

### High Visibility Banners

- Elementary carline banners
- Middle & High School field banners
- Blake High School Banner

### Print Publications

- Employee calendar
- Parent + Family Guide

### Digital

- Website banner ads
- Digital e-newsletters

### Athletics

#### Football, soccer, and all stadium sports

- Scoreboard sponsor
- Goal post sponsor
- Half-time sponsor

#### Basketball, volleyball, and all gym sports

- Scoreboard sponsor
- District-wide basketball floor sponsor

### Naming Rights

- Football stadium/field naming rights
- Gymnasium naming rights
- Theater naming rights

### Events

- Graduation sponsor
- School Choice Expo sponsor

### Other Opportunities

- Math Homework Hotline Sponsor

## High Visibility Banners

Attract attention and maximize exposure for your product, service, or company with full color, custom banners—strategically placed in high-visibility locations at our district school sites.



## Sports Field Banners

Allow our fans to experience your brand on game day!

- Deliver your company's message in all **27 high schools** or **43 middle schools** in Hillsborough County Public Schools.
- All banners are 6' x 4' weather-proof, UV protected, vinyl, hemmed with grommets.
- Price includes installation and banner production.
- Banners remain in place for one year.

All 43 middle schools **\$20,000 / year**

All 27 high schools **\$13,500 / year**

10 schools of your choice **\$6,500 / year**



## Carline Banners

- Grab your **captive audience** in carline! Parents drop off and pick up students mornings and afternoons 180 days per year.
- Hang your business banner on any of our **235 schools** (with availability).
- All banners are 6' x 4' weather-proof, UV protected, vinyl.
- Price includes installation and banner production.



Price

**\$550 each / year**

*Minimum 10 or more schools.*



## Blake High School Banner

Place your business name on the busiest stretch of road in the county!

Blake High School's large outdoor facade and location along I-275 provides a unique opportunity for billboard-type advertising, guaranteed to capture the attention of daily motorists.

Be a part of this exclusive and innovative opportunity!

- Banner will remain in place for **90 days** and can be seen from either side of roadway.
- Banner is **85-feet wide by 15-feet high**, vinyl-mesh material.
- Estimated monthly traffic count: **6,225,000**



Price

**\$20,000**

*Includes: production, install, and removal.*



## Print Publications

Leverage your company's credibility, boost recall, and drive action through a print advertisement in one of our many publications.

## Parent + Family Guide (2022–2023)

The Parent + Family Guide is the most frequently cited source of information and has become an invaluable resource. The content in this important resource includes a vast range of information supporting our students' success.

**Deadline to commit:** May 1  
**Artwork due by:** May 30

### Rates

<b>Presenting sponsor (cover and page 3):</b>	<b>\$15,000</b>
Inside front:	\$3,750
Last page:	\$5,000
Back cover:	\$7,500
Full page:	\$3,500
Half page:	\$2,500
Quarter page:	\$1,500

**240,000**

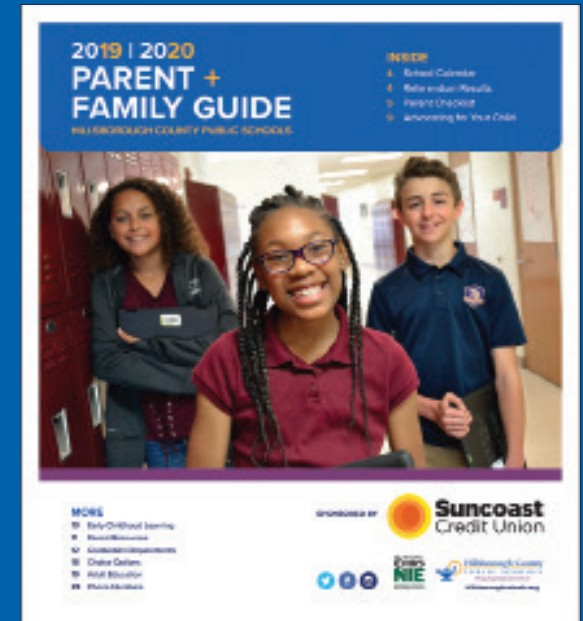
Printed copies distributed

**50,000**

Spanish publications distributed

**Digital Exposure**

Year round online



## Employee Calendar (2022–2023)

The Hillsborough County Public Schools Employee Calendar is distributed to more than 24,000 employees at the beginning of each new school year.

- Employees rely on this calendar to provide them with important dates of holidays, school events, pay schedules, etc.
- Your ad will complement and enhance the publication by sharing even more resources and information.
- Offer a deal or promo code on your ad for increased effectiveness.

**Deadline to commit:** April 1  
**Artwork due by:** April 30

### Rates

**Presenting sponsor:**  
**\$5,500**

**Back cover full page ad:**  
**\$2,500**

Last page:	\$2,200
Page 3:	\$2,200
Inside front:	\$3,500
Full page:	\$1,500
Half page:	\$1,000
Quarter page:	\$750





## Digital Advertising

Build your brand and put your company top-of-mind with strategic placement on Hillsborough County Public School's highly trafficked website.

## Analytics

Hillsborough County Public Schools' district website offers you a more targeted and affordable option than traditional media.

**500K**  
Monthly  
unique visitors

**3M**  
Monthly  
page views

**4 MIN.**  
Average time  
on site

**1.5M**  
Homepage  
views

## Demographics

**64%**  
Male

**36%**  
Female

**35-44**  
Average age

**55%**  
Desktop

**38%**  
Mobile

**7%**  
Tablet

## Banner Advertising

### Ad size: Top 300 x 250

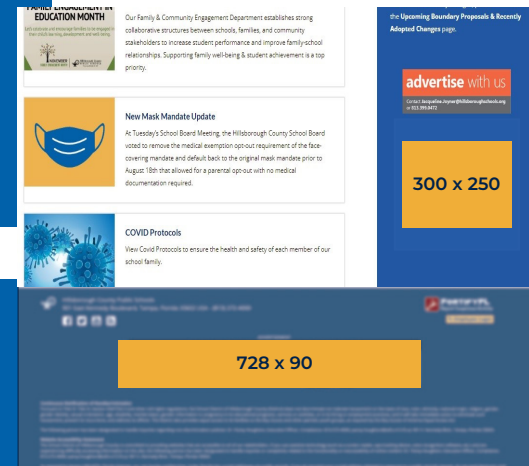
IMP/MONTH	TERM	CPM	MONTHLY COST	TOTAL IMPRESSIONS	CONTRACT COST
100,000	3 Months	\$10	\$1,000	300,000	\$3,000
100,000	6 Months	\$9	\$900	600,000	\$5,400
100,000	12 Months	\$7	\$700	1,200,000	\$8,400

### Ad size: Mid 300 x 250

IMP/MONTH	TERM	CPM	MONTHLY COST	TOTAL IMPRESSIONS	CONTRACT COST
100,000	3 Months	\$9	\$900	300,000	\$2,700
100,000	6 Months	\$8	\$800	600,000	\$4,800
100,000	12 Months	\$6	\$600	1,200,000	\$7,200

### Ad size: Footer 728 x 90

IMP/MONTH	TERM	CPM	MONTHLY COST	TOTAL IMPRESSIONS	CONTRACT COST
100,000	3 Months	\$9	\$900	300,000	\$2,700
100,000	6 Months	\$8	\$800	600,000	\$4,800
100,000	12 Months	\$6	\$600	1,200,000	\$7,200



## School Shout E-Newsletter

Our monthly, electronic newsletter to Hillsborough County Public Schools families.

**Targeted.** Reach all Hillsborough County Public Schools families while building awareness and loyalty.

**Trustworthy.** We are a trusted resource! With an established reputation, your advertisement appears alongside school district content, bringing more influence to your ad than traditional newsletters.

**Affordable.** Get repeated, regular exposure each month at an extremely affordable price.

Content includes:

- Education Referendum news and updates
- An inside look at our school programs and options
- Important school district updates, projects, and plans
- And much more!

**Get involved!**

Scheduling and availability are on a first-come, first-serve basis.

**340,000+**

Families

**100%**

Delivery rate

**17.4%**

Response Rate

*(Industry Standard is 15%)*

**SCHOOL SHOUT**

Shouting Loud and Proud about Hillsborough Schools

**Top Banner:**

620 x 75 px. **\$2,000 per month**

**Featured Deals:**  
Have an offer or a discount? Reward our families while promoting your deal in this space.

180 x 146 px. **\$750 per month**

**Mid Banner:**

620 x 268 px. **\$1,000 per month**



## Thinking Cap E-Newsletter

Our monthly, electronic newsletter to Hillsborough County Public Schools staff including.

Content includes:

- Incredible deals and enter-to-win contests especially for Hillsborough Schools staff
- Important academic calendar dates and deadlines
- Inspirational school stories from around the district
- And much more!

### Get involved!

Scheduling and availability are on a first-come, first-serve basis.

**24,000+**

Employees

**100%**

Delivery rate

**23.2%**

Response Rate

*(Industry Standard is 15%)*



The diagram illustrates the layout of the Thinking Cap E-Newsletter. At the top is a large red title "THINKING CAP". Below it is a "Top Banner" section with a yellow background, containing the dimensions "620 x 75 px." and the price "\$600 per month". The main content area is divided into three columns: "Featured Deals:" with a sub-header "Have an offer or a discount? Reward our families while promoting your deal in this space.", "180 x 146 px.", and "\$350 per month". Below these columns are three sections: "Important Events", "Deals for Staff", and "Enter to WIN". At the bottom is a "Mid Banner" section with a blue background, containing the dimensions "620 x 268 px." and the price "\$550 per month".



# Athletics

From scoreboards to A-frame signage, a high school stadium is a unique space to align your brand with the community while displaying your message.

## Parents show brand loyalty

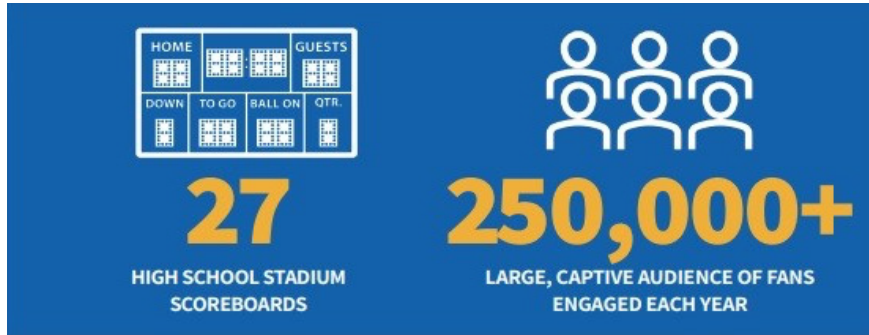
School districts can reach up to 8x as many families as the largest traditional media source.

- **75% of parents** want brands to support schools and **64%** will switch to brands that do.
- **96% of people** are more likely to purchase a product after participating in a live, branded event.
- **90% of school visitors** come because of athletics—place your message where it will be seen.

Sources: Turnkey Sports & Entertainment (2007), Event Marketing Institute, Smart Brief



## NEW: Stadium Scoreboard Sponsor



Additional exposure at school events such as homecoming and ROTC as well as outside group rentals throughout the year (i.e. organized charity runs, youth local sports, camps and church events) - giving your business extra exposure even when the scoreboard is not in use!



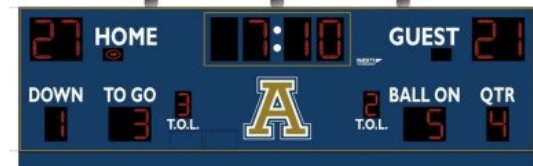
Permanent logos are visible year round.

Logo panel size:  
4.9'H X 5.6'L



A large digital screen allows for 10-second static advertisements on a continuous rotation during all events.

Screen size:  
16'-9 5/8" X 9'-5 3/8"

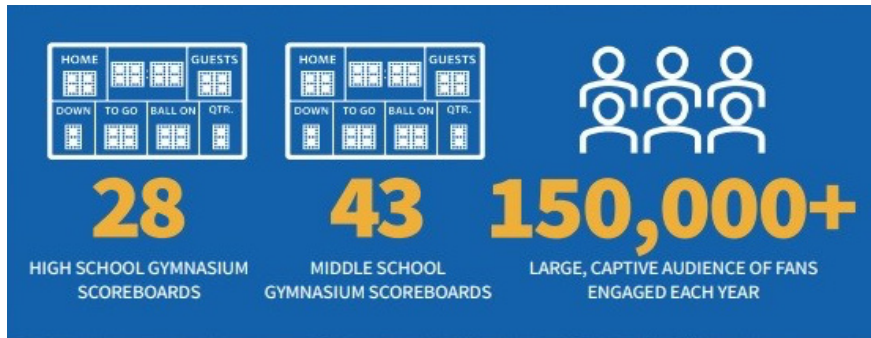


Total of **FOUR (4)** sponsorship spots.

*3-year contract commencing August 2022.*

*Contact for pricing info.*

## NEW: Gymnasium Scoreboard Sponsor




28 HIGH SCHOOL GYMNASIUM SCOREBOARDS

43 MIDDLE SCHOOL GYMNASIUM SCOREBOARDS

150,000+ LARGE, CAPTIVE AUDIENCE OF FANS ENGAGED EACH YEAR

Our district also hosts large rival games and championship games, receiving both local and national media coverage including ESPN.

### GYMNASIUM SPORTS



Basketball Volleyball Wrestling Cheerleading

Two scoreboards per gym in all 28 high schools plus one scoreboard per gym in 43 middle schools, means your business logo will be visible in 99 locations year-round.

Logo panel size:  
2'H X 2' 3"L



A separate video screen in each high school gym provides 10-second static advertisements on a continuous rotation during all events.

Screen size:  
4.92'H X 8.2' L



Total of **FOUR (4)** sponsorship spots.

3-year contract commencing August 2022.

Contact for pricing info.

## Goal Post Sponsor

Goal post pads are an impressive way to add to the high school gameday experience, while getting your brand seen in a high visibility on-field location.

- Two six-foot tall goal post pads covered with brand logo at all **27 high schools**.
- Two 15-second PA announcements at every game.
- Ability to set up 10' x 10' tent/space at select games.
- Only **ONE sponsorship** available.

All 27 high schools

**\$50,000 / year**

Four payments of

**\$12,500**



## Half-time Sponsor

Half-time recognition presentation at every home football game at all 27 high schools.

- On-field A-Frame signage showcasing your business as the half-time focal point **all season long** (Aug-Nov; 135 games).
- Four 15-second PA announcements at every game.
- On-site pass with vendor booth space at select games.
- Opportunity to distribute promotional items or flyers.
- Web advertisements on the district's athletic page.

All 27 high schools

**\$50,000 / year**

Four payments of

**\$12,500**



## Basketball Sponsor

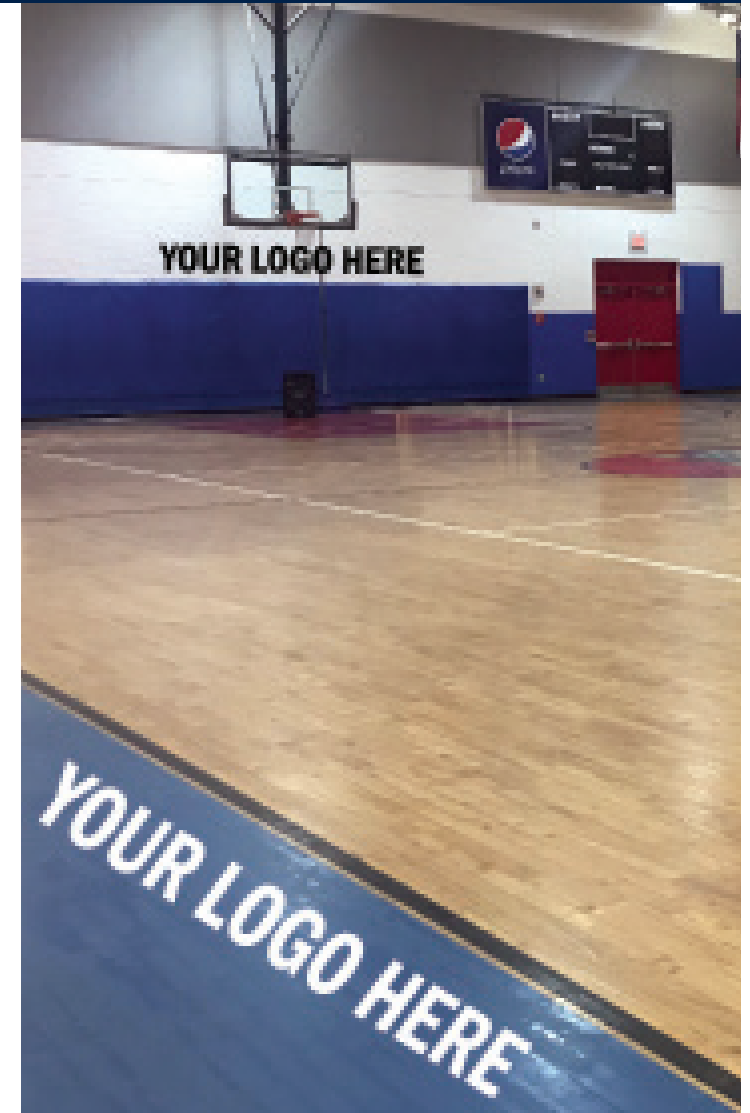
- One 6' x 4' vinyl banner behind each basket or logo signage on sideline floor during home games at all **27 high schools**. Since each of our schools is unique in setup, available space differs at each school depending on existing artwork and banners.
- Two 15-second PA announcements during all home basketball games.
- Opportunity to set up a booth at 10 games of your choice.
- Opportunity to distribute promotional items or flyers.
- Includes all production materials and installation.

All 27 high schools

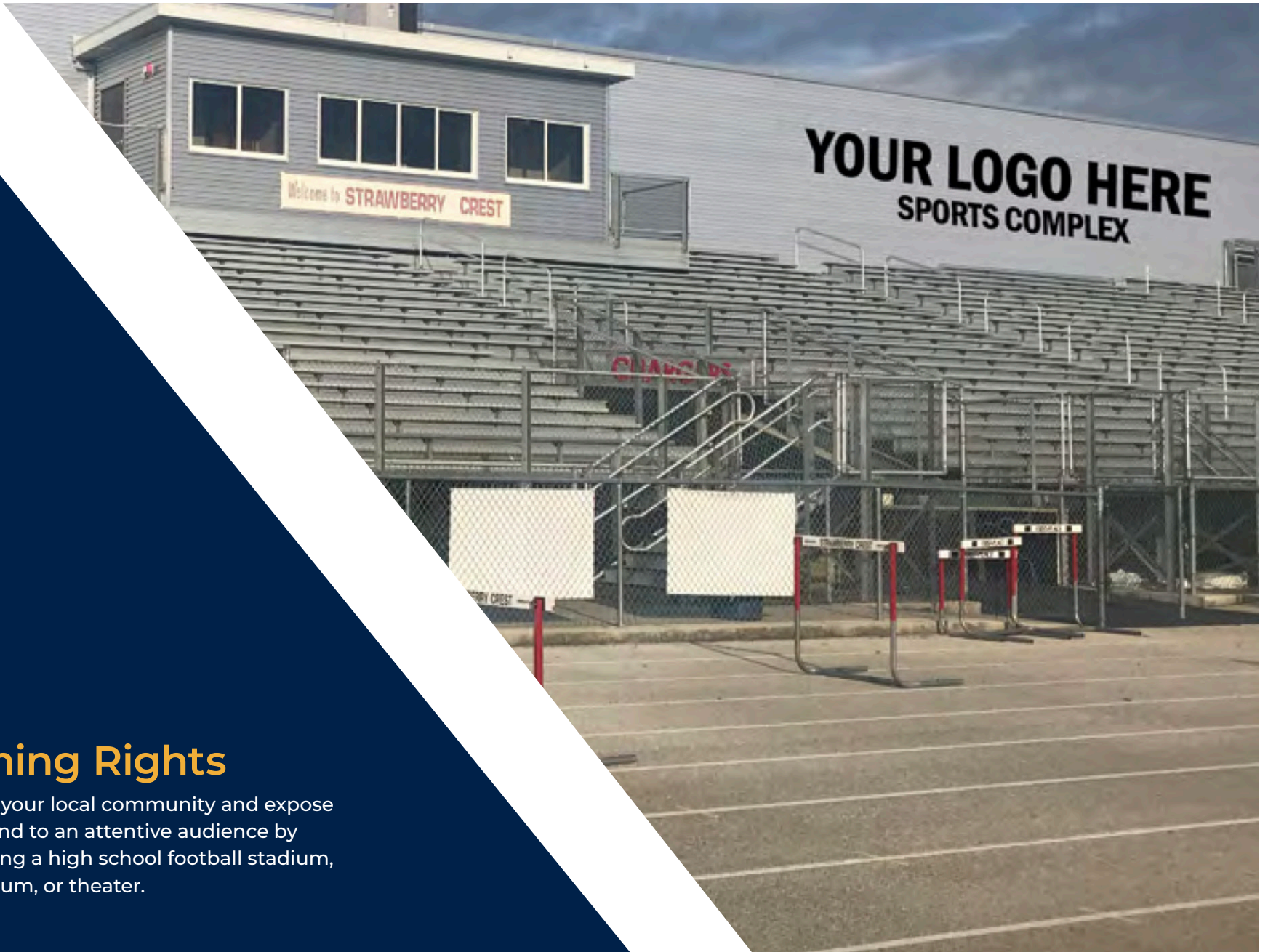
**\$24,000 / year**

*Four payments of*

**\$6,000**







## Naming Rights

Support your local community and expose your brand to an attentive audience by sponsoring a high school football stadium, gymnasium, or theater.

## Stadium Naming Rights

- Large sign at venue's main entrance.
- Large sign visible to community from street.
- Large sign visible to fans from inside stadium.
- One on-field sign for televised game coverage.
- One welcome announcement at every event.
- Four 30-second PA announcements during all events.
- Ability to use school logo/materials on advertising/promotional items (following agreed-upon use guidelines).
- Promotional item distribution at games.
- Web advertisements on school athletics page.
- Additional publicity—repeated, free mentions on social media, TV, radio, websites, newspapers when school or media refers to your stadium.



Minimum 3 year contract. Pricing varies per school. Please contact for more information.

## Gymnasium Naming Rights

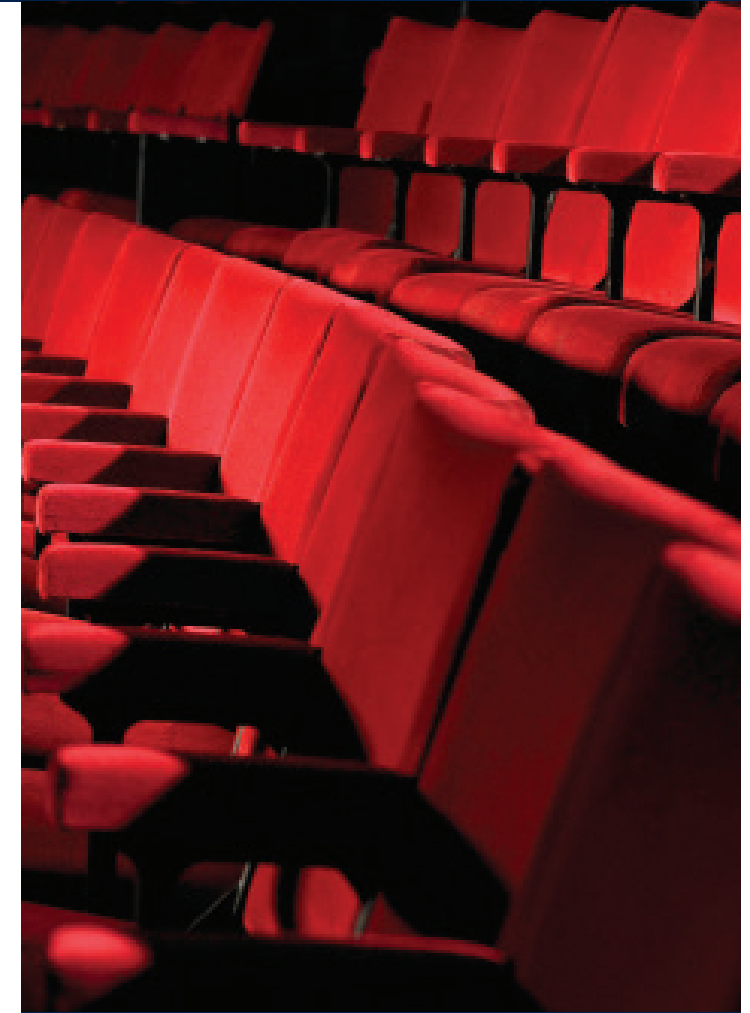
- Large sign at venue's main entrance.
- Large sign visible to fans from inside gymnasium.
- One welcome announcement at every event.
- Four 30-second PA announcements during all events.
- Ability to use school logo/materials on advertising/promotional items (following agreed-upon use guidelines).
- Promotional item distribution at games.
- Web advertisements on each school athletics page.
- Additional publicity—repeated, free mentions on social media, TV, radio, websites, newspapers when school or media refers to your stadium.



Minimum 3 year contract. Pricing varies per school. Please contact for more information.

## Theater Naming Rights

- Large sign at venue's main entrance.
- Large sign visible to audience inside theater.
- One welcome announcement at every event.
- Sponsor name on all event programs.
- Ability to set up a 10' x 10' space at all major events.
- Ability to use school logo/materials on advertising/promotional items(following agreed-upon use guidelines).
- Web advertisements on school fine arts page.



Minimum 3 year contract. Pricing varies per school. Please contact for more information.



## Event Opportunities

Our events offer an unparalleled level of customer engagement, allowing the opportunity to build brand loyalty through positive personal interaction.

## Graduation 2023

Hillsborough County Public Schools hits all-time record-breaking graduation rates year after year.

In a unique situation, all of our high schools and career centers graduate in one venue with no limit on guests, bringing massive audiences to the Florida State Fairgrounds Expo Hall.

29 graduation ceremonies held over **8 days** back-to-back.

### Graduating Schools

Adult/Technical	Jefferson	Plant City
Durant	Riverview	Middleton
Sickles	Armwood	East Bay
Career Centers	Robinson	Strawberry Crest
Plant	King	Brandon
Chamberlain	Lennard	Tampa Bay Tech
Gaither	Spoto	Alonso
Blake	Freedom	Leto
Hillsborough	Wharton	Steinbrenner
Newsome	Bloomingle	

**160,000+**

Attendees

**14,000+**

Graduates

**88.8%**

2020 Graduation Rate



## Graduation 2023

	Presenting Sponsor	Broadcast Sponsor	Supporting Sponsor
	\$50,000 (ONE AVAILABLE)	\$15,000	\$5,000
<ul style="list-style-type: none"> <li>Logo included on digital signs at all Florida State Fairgrounds entrances and interior grounds: I-4; US 301, MLK Blvd., and two LED signs above ticket windows at each gate.</li> </ul>	✓		
<ul style="list-style-type: none"> <li>One banner hanging at Expo Hall main entrance above doors (provided by sponsor).</li> </ul>	✓		
<ul style="list-style-type: none"> <li>Logo on bottom of screen during all graduation ceremonies.</li> </ul>	✓		
<ul style="list-style-type: none"> <li>Video tag streaming online before each ceremony.</li> </ul>	✓	✓	
<ul style="list-style-type: none"> <li>Pre-recorded welcome and exit PA announcements before and after each ceremony incorporating sponsor message.</li> </ul>	✓	✓	
<ul style="list-style-type: none"> <li>Video ad included in audience slide show looping at Expo Hall as attendees enter and exit.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Sponsor thank you slide during audience slide show loop.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Promotional flyer or coupon available to each graduate, included in envelope with diploma (provided by sponsor).</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Social media posts about the ceremonies, thanking sponsor.</li> </ul>	✓	✓	
<ul style="list-style-type: none"> <li>Digital advertising on landing pages of all schools live-streamed and archived graduation videos.</li> </ul>	✓	✓	
<ul style="list-style-type: none"> <li>On-site activation (following agreed-upon ideas).</li> </ul>	✓		

## School Choice Expo 2022

Thousands of students and families attend the HCPS Choice Expo to explore Magnet Schools, Choice Attractor Programs, Virtual School, and Career and Technical programs.

More than **60 tuition-free school options** are represented on-site with interactive displays and demonstrations, including travelling robots,

These options provide parents with children entering grades K-10 the opportunity to apply to schools outside their assigned attendance area school so students may explore their interests while focusing on excellence in academics.

**5,000+**

Attendees

**100+**

Displays & activities

**50+**

Magnet & Choice Programs

**34**

Magnet Schools





## School Choice Expo 2022

	Presenting Sponsor	Exhibitor Sponsor
	\$10,000	\$2,500
<ul style="list-style-type: none"> <li>Logo/mention included on all advertising materials promoting the School Choice Expo:                             <ul style="list-style-type: none"> <li>Radio spots to air leading up to event.</li> <li>E-newsletter sent to 240,000+ Hillsborough County Public Schools families.</li> <li>Informational postcards mailed to Pre-K, 4th, 5th, and 8th Grade parents.</li> <li>District's School Choice Expo landing page.</li> <li>PeachJar flyer sent to all district families.</li> </ul> </li> <li>Sponsor flyer or promotional collateral included in goodie bags, distributed to each parent upon entrance (provided by sponsor).</li> <li>Sponsor advertisement on printed school booth map, distributed to each parent upon entrance.</li> <li>Vendor booth space or on-site activation area.</li> <li>Digital advertising on district home page.</li> <li>Social Media sponsor "thank you" posts.</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>

## Other Opportunities

Match your message with the interests of our families, students, and employees through other marketing opportunities.



## Math Homework Hotline

- A **15-second ad** (static or video) airing before each Math Homework Hotline show.
- Company name and logo during broadcast introduction (“Math Homework Hotline is sponsored by…”).
- Sponsorship acknowledgment during closing credits (“This program was made possible by…”).
- **Business logo** on all Math Homework Hotline marketing materials (posters, shirts, pencils, stickers, etc. distributed to 2,400 middle school classrooms).
- Business name included in **weekly email reminder** sent to all lead teachers at 51 middle schools.
- **Social media mentions**, tagging and thanking your business as a sponsor.
- **Digital advertising** on district’s Math Homework Hotline website.
- Sponsor also has the opportunity to provide promotional items for on-air “Challenge Problem” giveaways.



Price

**\$5,000**

*Be a part of the only live instructional show in Florida!*

**300 live calls throughout 22 shows each year.**

## Mini Billboards

Exclusively reach parents, students, staff and community with reserved parking spots in school lots for visitors.

- County traffic department-made all weather sign 12" x 18".
- Sign post, hardware, and installation included.
- Signs **available at all schools.**



Price

**\$250 / year**

*All schools available.*



## Proven Success

Contact **Jacqueline Joyner**  
Assistant Manager, Sponsorships  
Jacqueline.Joyner@hcps.net  
813-399-0472