

To: The Board of Education

From: Dan Arntzen & Theresa Komitas

Date: 03.20.23

RE: OEHS Stadium Scoreboard Cooperative

---

The Athletic Directors at the high schools have explored alternative funding solutions to assist with the costly updates and replacement of scoreboards. Through their work, they have identified a potential solution, with very minimal cost to the schools. At this time the priority is the stadium scoreboard at Oswego East, as that sign is 18 years old, the parts are not available, and are being shared between that sign and another.

PowerAd is a nationwide company that operates as a professional booster company, fundraising on behalf of the district to fund the cost of sports signage and scoreboards. PowerAd would provide Oswego East with a digital scoreboard for the football stadium, paid for by the sale of ads they solicit. The contract outlines that PowerAd would retain the value of the ads up until the cost of the signage is complete, after that the contract allows for them to continue selling advertising space, at a 50/50 revenue split with the district. At the conclusion of the contract period the district can choose to take over their own solicitation for ad sales, or continue with PowerAd with the 50/50 split. The district does retain approval rights on all ads prior to display.

There are two static ad spaces and then rotating digital ad spaces on the board. It is fully branded to the school, and allows for the school to use the digital display in between the ad appearances. This information is being presented to the Board of Education on March 20, 2023, with potential approval on April 11, 2023.

