



Sponsorship Opportunities

TYLER ISD ATHLETICS BROADCASTS

2025-26 SCHOOL YEAR



- Title Sponsor, with the company's logo is featured on the scoreboard graphic.
- Appears as sponsor on social media post several times per week (varies by week) with **FIRST** priority
- Logo will be placed on various broadcast graphics.
- Priority title sponsor of our pre-game show w/ ad read.
- Recognized in our intro (ex: Welcome to Rose Stadium, with tonight's matchup up being brought to you by:)
- Two 15-second ad reads during broadcasts.
- Includes unlimited commercials of their choosing (:15, :30 or :60) to be played at various times during Broadcast
- Recognized as sponsor for our weekly broadcast schedule that will be published at the beginning of each week.
- AND so much more!

\$10,000/YEAR



- Watermark sponsor, with logo on corner of screen.
- Logo will be placed on various broadcast graphics.
- Appears as sponsor on social media post several times per week (varies by week) with **SECOND** priority.
- 15-second ad read during our pre-game show.
- Two 10-second ad reads during the broadcast.
- Includes three commercials of their choosing (:15, :30, :45) to be played at various times during Broadcasts.
- Verbal game sponsor recognition in quarter of your choice (where available)

\$5,000/YEAR



- Logo will be placed on various broadcast graphics (a minimum of two/game)
- Appears as sponsor on social media post one time per week or more (can vary)
- 10-second ad read during our pre-game show.
- One 10-second ad read during the broadcast.
- Includes two commercials of their choosing (:15, :30, :45) to be played at various times during Broadcasts.
- Verbal game sponsor recognition in quarter of your choice (where available)

\$2,500/YEAR



- Logo will be placed on various broadcast graphics (a minimum of one/game)
- Appears as sponsor on social media post at varied high-activity times
- 5-7 second ad read during our pre-game show.
- One 10-second ad read during the broadcast.
- Includes two commercials of their choosing (:15, :30, :45) to be played at various times during Broadcasts.
- Verbal game sponsor recognition in quarter of your choice (where available)

\$1,250/YEAR

Analytics Report

2024-25 Viewership
YouTube

+69.7K

Total Increase (from 23-24)

750% ↑

2024-25 Followers
YouTube

+1.4K

Total Increase (from 23-24)

820% ↑

2024-25 Impressions
YouTube

+713K

Total Impressions

900% ↑

2024-25 Viewership
Facebook

+2.6M

Total Increase (from 23-24)

151% ↑

2024-25 Followers
Facebook

+950

Total Increase (from 23-24)

46% ↑

2024-25 Reach
Facebook

+260K

Total Increase (from 23-24)

70% ↑

2024-25 Viewership
Instagram

+2.1M

Total Increase (from 23-24)

1000+% ↑

2024-25 Followers
Instagram

+1300

Total Increase (from 23-24)

1000+% ↑

2024-25 Reach
Instagram

+190K

Total Increase (from 23-24)

1000+% ↑



What our brand can do for you!



With Tyler ISD Athletics, join the only **in-house** high school sports broadcast channel in East Texas! Our broadcasts are though the district, and our focus remains on providing the best quality broadcast for family, friends, and the community to watch!



Our Media



Broadcasting Games

With your support, we are able to broadcast over one hundred live events to tens of thousands of viewers all year long!



Social Media

We put names to the faces of our best and brightest athletes, showcasing their talents on and off the playing field through pictures and videos.



Sports Marketing

Our goal is to promote the great things covered at our high schools on the playing field visually.

What We Do

At Tyler ISD Athletics, we strive to have great athletes and coaches both on and off the playing field. These athletes come from communities who want to be able watch their kids participate in athletics within Tyler ISD, even if it is from home or on the go.

That is why we have started live-streaming all of our games directly to YouTube, as well as Hudl, through an automated camera system, that way family friends, and supporters can easily watch our athletes participate in athletics online for free on our YouTube channel. This way, anyone, anywhere can be connected at any time if they are unable to make the event in person.

In January 2024, I was hired as the first full-time play-by-play broadcaster for a school district in East Texas, where I call games covering sports at both Tyler High School and Tyler Legacy High School. While I obviously can not make it to every contest, I usually call every game that I am able to and simultaneously run production and graphics into the broadcast. We broadcasted over 100 live contests free of charge on our YouTube during the 24-25 school year, seeing nearly 70,000 live viewers.

Like I had mentioned, most games get livestreamed, but only certain ones have production and graphics that would have your company advertised in, as well as me commentating the game. I can tell you that there will be weeks where we broadcast five to seven games, and some weeks with none, depending on the schedule that time of year. We hope to cover more games in the future, incorporating students and other personnel to broadcast games. At this time we can guarantee a minimum of 80 broadcasts during the 2024-25 school year.

Our social media exposure has been on the rise, generating not only record numbers, but completely shattering previous numbers generated by the athletic department. We also have been able to develop into having one of the biggest social footprints among East Texas athletic departments in just under 1.5 years. I think we are in a fantastic spot to continue to grow.

These packages begin when we first start broadcasts for Volleyball in early August, and run through the entire 365-day period. This means for those with social media included in their package, that they will still be posted in the summer months.

Reese Lannon
Broadcast and Media Specialist, Tyler ISD Athletics