



Broadcast Sponsorships

TYLER ISD ATHLETICS BROADCASTS

2026-27 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.
- 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.
- Full-page ad in both Football Media Guides
- Verbal game sponsor recognition in quarter of your choice (where available)

\$5,000/YEAR



- Logo will be placed on various broadcast graphics
- Appears as sponsor on social media posts one time per week or more (can vary)
- Two 10-second ad reads during the broadcast.
- Includes two commercials of their choosing (:15, :30, :45) to be played at various times during Broadcasts.
- Full-page ad in both Football Media Guides

\$2,500/YEAR



- Logo will be placed on various broadcast graphics
- Appears as sponsor on social media posts at varied high-activity times
- 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.
- Full-page ad in both Football Media Guides

\$1,250/YEAR



TYLER ISD
ATHLETICS

Become a sponsor or for questions:
903.830.1000 EXT 1890 or Reese.Lannon@tylerisd.org

Analytics Report

2025-26 Viewership
YouTube

107,100+

Total Increase (from 24-25)

55% ↑

2025-26 Followers
YouTube

3,100+

Total Increase (from 24-25)

86% ↑

2025-26 Impressions
YouTube

925,000+

Total Impressions (from 24-25)

900% ↑

2025-26 Viewership
Facebook

4,500,000+

Total Increase (from 24-25)

78% ↑

2025-26 Followers
Facebook

4,800+

Total Increase (from 24-25)

152% ↑

2025-26 Content Int.
Facebook

86,500+

Total Increase (from 24-25)

90% ↑

2025-26 Viewership
Instagram

8,100,000+

Total Increase (from 24-25)

415% ↑

2025-26 Followers
Instagram

2,900+

Total Increase (from 24-25)

82% ↑

2025-26 Content Int.
Instagram

177,300+

Total Increase (from 24-25)

157+% ↑



What our brand can do for you!



With Tyler ISD Athletics, join the largest **in-house** high school sports broadcast channel in East Texas! Our broadcasts are through 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.



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What We Do

Tyler ISD Athletics Broadcast & Media is dedicated to connecting our student-athletes, coaches, and community through high-quality live broadcasts, digital content, and social media coverage.

Every season, thousands of fans—including parents, alumni, community members, and supporters who cannot attend games in person—follow Tyler ISD Athletics through our live streams and social media platforms. Our mission is to ensure every athlete, every team, and every community has the opportunity to be seen and celebrated.

In January 2024, Tyler ISD became one of the first school districts in East Texas to employ a full-time athletic play-by-play broadcaster within their athletic department. Since then, our coverage has expanded dramatically, showcasing athletic achievements across Tyler High School and Tyler Legacy High School while significantly increasing the visibility of our athletic programs.

As our audience has grown, so has our operation. With the addition of a second full-time broadcaster, Tyler ISD Athletics Broadcast & Media now provides comprehensive coverage across multiple sports simultaneously, allowing us to bring more games, highlights, interviews, and behind-the-scenes content to our community than ever before.

During the 2026-27 school year, we expect to produce more than 125 live broadcasts across football, volleyball, basketball, baseball, softball, soccer, and playoff competition, while delivering year-round digital content across our rapidly growing social media platforms.

Why sponsor with us?

A sponsorship is more than advertising; it is an investment in East Texas student-athletes while providing your business with meaningful exposure to one of the region's largest and most engaged high school sports audiences. It also helps to continue to grow our Tyler ISD Athletics Student Media Program, which allows students to get hands-on experience with broadcasts and media while gaining real-world experience.

Your partnership helps us continue to improve our broadcasts, expand coverage, and provide a first-class experience for our athletes and fans.

In return, your business receives year-round visibility through:

- Live game broadcasts.
- Social media promotions.
- Digital graphics and video content.
- Community recognition.
- Brand exposure to thousands of local viewers throughout the athletic calendar.

Whether viewers are watching from home, traveling across the state, or following along on social media, your business becomes a visible partner in Tyler ISD Athletics. We appreciate your consideration and look forward to partnering with you during the 2026-27 athletic season.

Reese Lannon

**Athletic Media and Broadcast Coordinator
Tyler ISD Athletics**

Nick Marino

**Athletic Media and Broadcast Specialist
Tyler ISD Athletics**