



BURNSVILLE HIGH SCHOOL

BURNSVILLE, MN



PROSPECTUS

DAKTRONICS
SPORTS MARKETING

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BURNSVILLE HIGH SCHOOL

BURNSVILLE, MN

A WORD FROM THE SUPERINTENDENT



JOE GOTHARD

Burnsville-Eagan-Savage Schools are proud to celebrate the accomplishments of our students and their talents. A video scoreboard will provide the unique opportunity of using the latest technology to showcase both our student-athletes and students who represent excellence in other areas, including fine arts and academic clubs. The scoreboard project is a creative way to make a significant improvement to our stadium facility with minimum cost to the district, while also highlighting the wonderful opportunities we enjoy with community businesses and organizations. This one-hundred percent, community-sponsored project reveals how deeply Blaze Pride is felt throughout our community and school district.

Joe Gothard
Superintendent of Schools
Burnsville-Eagan-Savage ISD 191

A WORD FROM THE ATHLETIC DIRECTOR



JEFF MARSHALL

Burnsville High School athletics is home to over 1,200 student-athletes participating in 35 different athletic programs. With a multitude of state championships and numerous conference and section championships in its history, our athletic programs are a testament to the dedication of its students, coaches, and staff at Burnsville High School. With the installation of a multisport stadium scoreboard, we will be representing all of our stadium teams and providing an enhanced experience for both players and spectators. In addition, we will be able to showcase a number of other students, including our dance team, our cheerleaders, our marching band, and our entire senior class at the graduation ceremony. Thus, every student at Burnsville High School will be able to see his/her face on the scoreboard at least once during his/her tenure. Our students will also benefit from the Project Blaze scoreboard initiative but allowing them full access to planning, directing, filming, editing, and managing the technology of the scoreboard through our academic studio class offerings and additional extra-curricular opportunities. Finally, this project is another example of advertising with community businesses to show their support of student activities and provide a first class experience for our kids.

Jeff Marshall
Athletic and Activities Director



BURNSVILLE HIGH SCHOOL

BURNSVILLE, MN

PROJECT BLAZE

BLAZING FORWARD

GOALS OF PROJECT BLAZE:

1. Provide a unique and exciting way to showcase students, athletes, fans, and teachers within the District. The display will have the ability to customize content to apply to each sport, student activity, or District message through a 21st century experience.
2. Provide a hands-on opportunity for students to learn and operate state of the art video equipment, create and produce content, and learn real life skills of video production.
3. Provide a way for businesses to advertise with the District through a unified approach.
4. Provide a way to generate a consistent revenue stream for the athletic/activity program.

ABOUT BURNSVILLE HIGH SCHOOL

- Burnsville High School is located along Highway 13, one of Dakota County's major thoroughfares. Over 35,000 vehicles drive along Hwy. 13 daily, with Bob Pates stadium directly adjacent to the highway. In addition, Burnsville High School is less than 1 mile from Interstate 35W and about 2 miles from Interstate 35E. Because of our prime location, we host many additional events other than just high school sports.
- According to Clear Channel Communications, a traditional highway poster sign will cost \$1,700/4 weeks and a traditional highway bulletin sign will cost \$5,000/4 weeks. This is an annual cost of \$22,100 for a poster sign and \$65,000 for a bulletin sign. Sponsoring the Burnsville High School Scoreboard project will cost much less and support a great institution!





BURNSVILLE HIGH SCHOOL

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PROJECT BLAZE



Scoreboard content including videos, animations, graphics, and advertisements for the new scoreboard will be produced by video and multimedia students at Burnsville High School. Students at BHS will also operate cameras, run instant replays, control graphics, and run the Tricaster switcher during stadium events that use the scoreboard.

Students at BHS can register for Multimedia Animation and Interactive Design - two elective classes in the Business Department. In these classes students learn to use graphic design software like Photoshop, Illustrator, Premiere, Dreamweaver, Flash, 3D Studio Max, Maya and more. *Students in these classes will produce still graphics, animations and video clips that will appear on the scoreboard.*

Students at BHS can also register for Introduction to Media Production, Intermediate Media Production and Advanced Media Production - three elective classes in the Language Arts Department. Students in these classes produce a weekly news magazine show called "Blaze Weekly" and learn skills in writing, shooting, editing, reporting, directing and anchoring. They also help produce remote broadcasts of community events for Burnsville Community Television. Students in these classes have won numerous national awards including multiple student Emmy awards. *Students in these classes will run the television production for events using the scoreboard. They will also help create the still graphics, animations and video clips that will appear on the scoreboard.*

Burnsville High School has a unique opportunity with Burnsville Community Television (BCTV). The BCTV studio is located on the second floor of the high school. The facility has a 976 square foot studio with stage lighting and a chromakey wall, state-of-the-art control room with a Broadcast Pix switcher, and five editing stations with Final Cut Pro. BCTV also operates a mobile production studio to broadcast sports and other community events (most of them in the Burnsville High School stadium). *Burnsville students are able to use this equipment and produce content that airs on channel 14 and channel 18.*

Dr. Tyler Krebs has been teaching video and multimedia classes for 17 years (the last 3 at BHS). He also is the head football coach, assistant track coach, and assistant strength coach. His former students are working all over the country in the fields of journalism, video production, film, animation, and graphic design. Former students are working at WCCO Television, KFAN radio, Star Tribune, Pixar Studios (California), Sony Pictures (Los Angeles), Big Ten Network (Chicago), DreamWorks Animation (Los Angeles), ESPN (Connecticut), Politico (Washington, DC), KWWL (Iowa), Fox6 (Milwaukee), WBNS (Ohio), KHBS (Arkansas), WDSU (New Orleans), KETV (Iowa), KSBY (California), Brookstreet Pictures (Los Angeles), Prologue Films (Los Angeles), Zeus Jones (Minneapolis), KTWIN (Minneapolis), ESPN 1500 (Minneapolis), KELO (Sioux Falls), WVTR (Missouri), Harpo Productions (Chicago), KSBY (California), and several more.





BURNSVILLE HIGH SCHOOL

BURNSVILLE, MN

EVENT ATTENDANCE

DICK HANSON FIELD	
EVENT	ATTENDANCE
Football	20,000 - 25,000
Boys' and Girls' Soccer	4,000
Boys' and Girls' Lacrosse	4,000
Boys' and Girls' Track	2,500
Graduation Ceremony	5,000
MSHSL State Quarterfinal Football Game	2,000
MSHSL Section Semi-Finals and Finals in boys' and girls' soccer	1,500
MSHSL Section Semi-Finals and Finals in boys' and girls' lacrosse	1,500
Home site for Minnesota Vixen, professional women's football team	1,000
Home site for Twin Cities Rhino, semi-professional football team	1,500
Home site for Minnesota Silverbacks, semi-professional football team	1,500
Site for BAC Youth Football program ratings week and championship games	2,000
Site for National Underclassmen Football Combine – athletes from entire Midwest	1,000
Site for Youth Soccer Tournament	1,500
Site for Somali Soccer Tournament	500
Home site for Homegrown Lacrosse, youth lacrosse league	500 weekly
Site for annual summer camps	1,000 students/day

Annual Total Attendance
55,000+





BURNSVILLE HIGH SCHOOL

BURNSVILLE, MN



ANCHOR OPPORTUNITY

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ANCHOR OPPORTUNITY BURNSVILLE HIGH SCHOOL

FOOTBALL DISPLAY

SCOREBOARD SIGNAGE

One (1) full color backlit sponsor application on main scoring display visible at all home events in the stadium
8'h x 6'w

DIGITAL CONTENT

One (1) PRE-GAME :30 sponsor provided commercial OR advertising exposure with corresponding PA announcement per regular season home varsity football game (two sentence max)

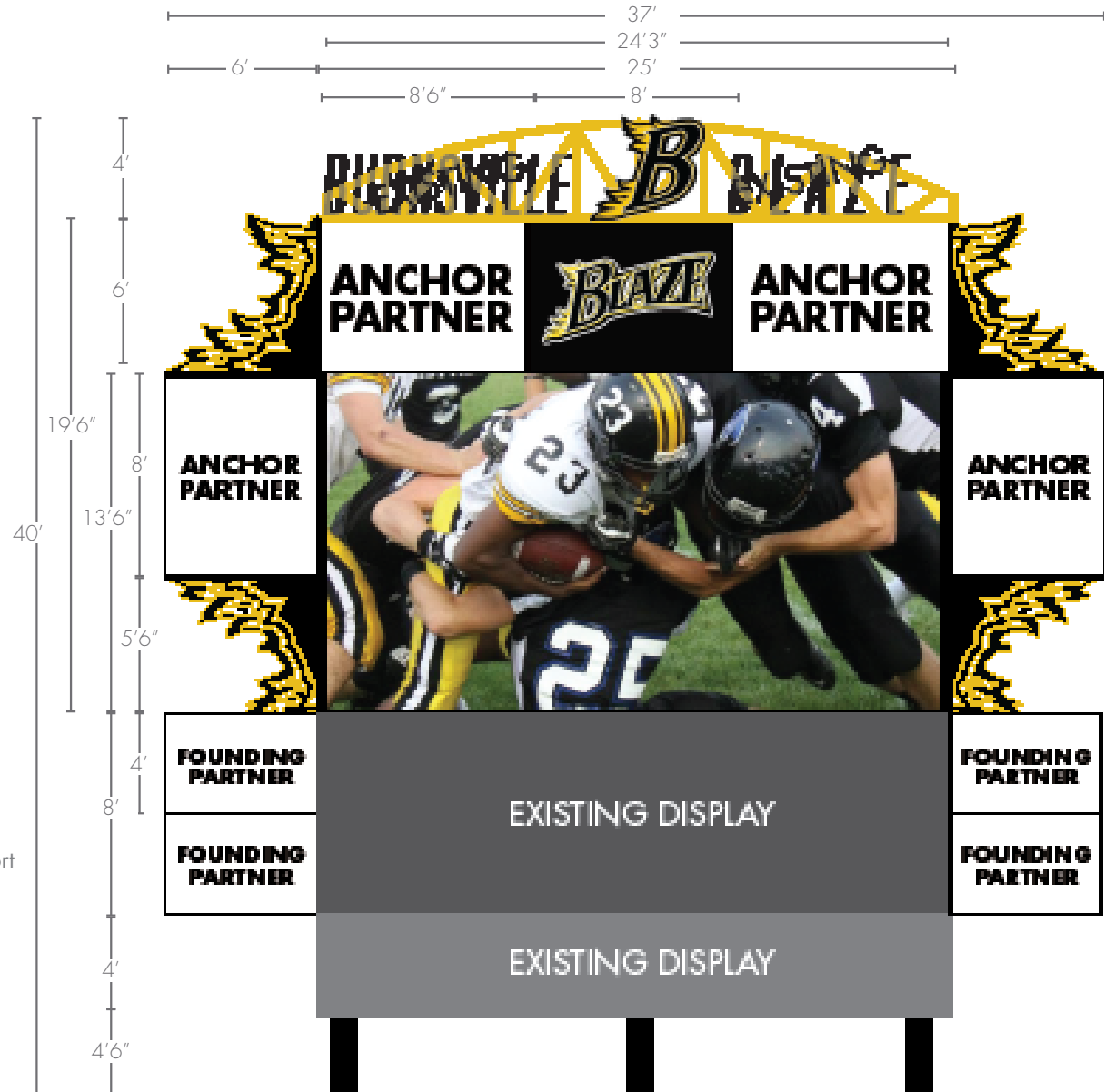
One (1) HALFTIME :30 sponsor provided commercial OR advertising exposure with corresponding PA announcement per regular season home varsity football game (two sentence max)

Two (2) IN-GAME advertising exposures.

PRE-IN-POST-EVENT rotating advertising exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts.

One (1) exclusive in-game video feature/entitlement per regular season home Burnsville HS Varsity Football Game, to be determined between Burnsville HS and Advertiser.

Official Starting Lineup	Half Time Stats
Touchdown	Conference Standings/Conference Report
First Down	Upcoming Burnsville Events
Timeout	Next Home Game
Fan of the Game	Featured Player of the Game
Play of the Game	Player of the Game
Conference Scores	Fan Cam





ANCHOR OPPORTUNITY BURNSVILLE HIGH SCHOOL

FOOTBALL DISPLAY

PROMOTIONAL GAME SPONSORSHIP

One (1) Game Day Sponsorship per year. Sponsor will choose (1) home football game per year.

- Game day sponsor recognition
- Additional PA announcement and digital content recognizing game sponsor
- Opportunity for promotional giveaway and contesting
- Opportunity to promote or distribute specialty items
- On field recognition at halftime

DIGITAL CONTENT

BURNSVILLE TRACK/BOYS AND GIRLS, BURNSVILLE SOCCER/BOYS AND GIRLS, BURNSVILLE LACROSSE/BOYS AND GIRLS, ALL OTHER STADIUM EVENTS

PRE-IN-POST-EVENT rotating advertising exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts.

MULTI-MEDIA/PRINT/ PROMOTIONS

Four (4) event passes which includes admission to all Burnsville Varsity home athletic events (excludes post season events)

One (1) full page ad in home team's activities program

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EXISTING		B		EXISTING	
ANCHOR PARTNER		BLAZE		ANCHOR PARTNER	
ANCHOR PARTNER		MENS 800 METERS		RUNNING TIME: 2:07.08	
ANCHOR PARTNER		EVENT: 4 HEAT: 2		ANCHOR PARTNER	
ANCHOR PARTNER		PLACE		NAME	
ANCHOR PARTNER		1		JARED SMITH	
ANCHOR PARTNER		2		JEREMY JOHNSON	
ANCHOR PARTNER		3		CHRIS JONES	
ANCHOR PARTNER		4		DEREK MANSON	
ANCHOR PARTNER		5		ROBERT YOUNG	
ANCHOR PARTNER		6		TERRY LEE	
ANCHOR PARTNER		7		CORY MCDANIEL	
ANCHOR PARTNER		8		KYLE DAMOND	
ANCHOR PARTNER		LANE		TIME	
ANCHOR PARTNER		7		1:56.39	
ANCHOR PARTNER		2		1:57.96	
ANCHOR PARTNER		5		2:00.58	
ANCHOR PARTNER		8		2:00.82	
ANCHOR PARTNER		1		2:02.63	
ANCHOR PARTNER		4		2:04.49	
ANCHOR PARTNER		3		2:05.74	
ANCHOR PARTNER		6		2:07.08	
ANCHOR PARTNER		FOUNDING PARTNER		FOUNDING PARTNER	
ANCHOR PARTNER		EXISTING DISPLAY		EXISTING DISPLAY	
ANCHOR PARTNER		FOUNDING PARTNER		FOUNDING PARTNER	
ANCHOR PARTNER		EXISTING DISPLAY		EXISTING DISPLAY	
ANCHOR PARTNER		FOUNDING PARTNER		FOUNDING PARTNER	



ANCHOR OPPORTUNITY BURNSVILLE HIGH SCHOOL



INSTALLATION PHOTO

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BURNSVILLE HIGH SCHOOL

BURNSVILLE, MN



FOUNDING OPPORTUNITY

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FOUNDING OPPORTUNITY BURNSVILLE HIGH SCHOOL

FOOTBALL DISPLAY

SCOREBOARD SIGNAGE

One (1) full color backlit sponsor application on main scoring display visible at all home events in the stadium
4'h x 6'w

DIGITAL CONTENT

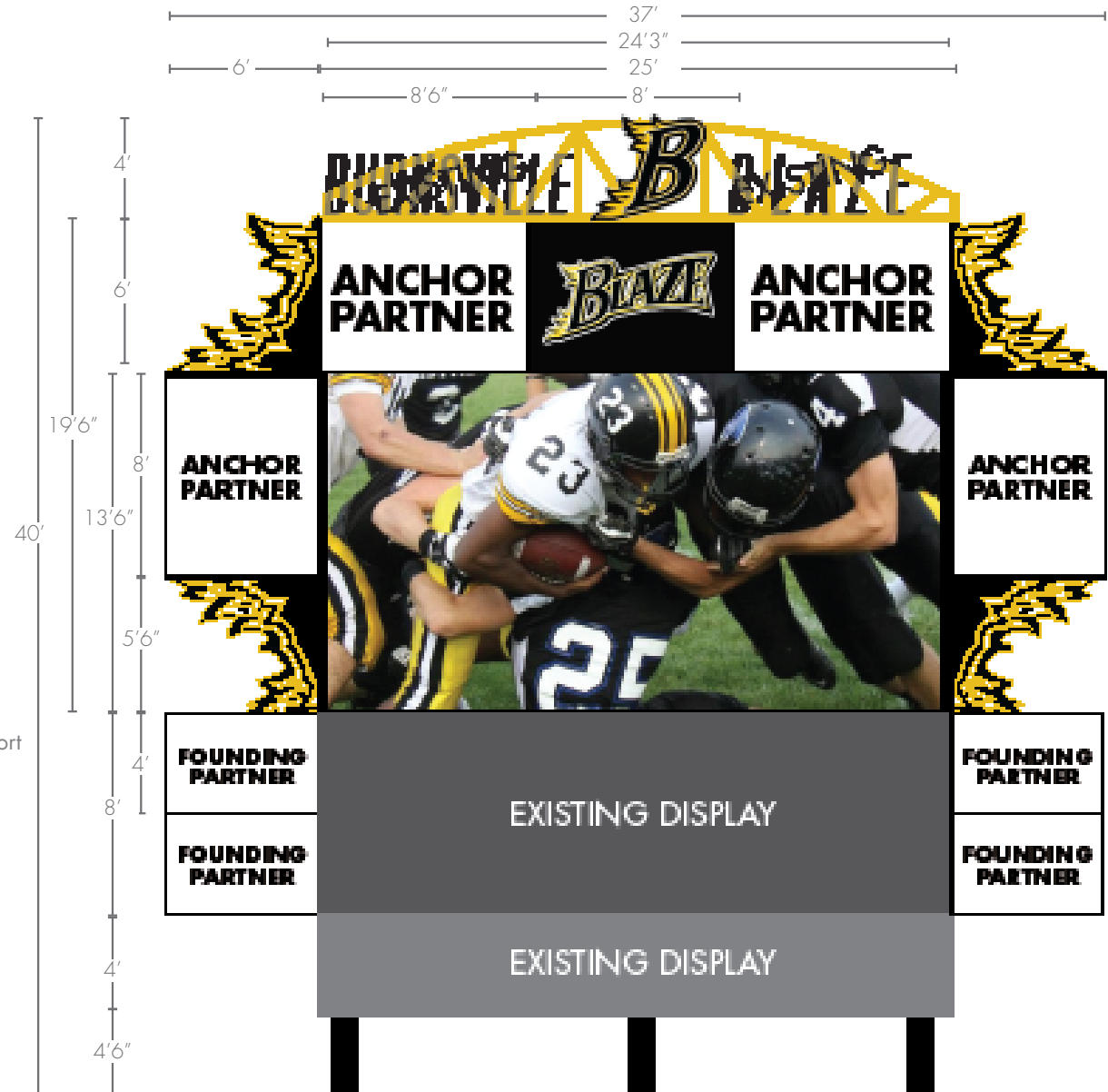
One (1) PRE-GAME :30 sponsor provided commercial OR advertising exposure with corresponding PA announcement per regular season home varsity football game (two sentence max)

One (1) IN-GAME advertising exposure.

PRE-IN-POST-EVENT rotating advertising exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts.

One (1) exclusive in-game video feature/entitlement per regular season home Burnsville HS Varsity Football Game, to be determined between Burnsville HS and Advertiser.

Official Starting Lineup	Half Time Stats
Touchdown	Conference Standings/Conference Report
First Down	Upcoming Burnsville Events
Timeout	Next Home Game
Fan of the Game	Featured Player of the Game
Play of the Game	Player of the Game
Conference Scores	Fan Cam





**BURNSVILLE TRACK/BOYS AND GIRLS, BURNSVILLE
SOCCER/BOYS AND GIRLS, BURNSVILLE LACROSSE/
BOYS AND GIRLS, ALL OTHER STADIUM EVENTS**
PRE-IN-POST-EVENT rotating advertising exposures per regular
season home events. Logo/text will rotate with other sponsors,
school information, and game prompts.

Two (2) event passes which includes admission to all Burnsville Varsity home athletic events (excludes post season events)

One (1) half page ad in home team's activities program

BURNSVILLE **BLAZE**

EXISTING **BLAZE**

ANCHOR PARTNER **BLAZE** **ANCHOR PARTNER**

MENS 800 METERS **RUNNING TIME: 2:07.08**

EVENT: 4 HEAT: 2

PLACE	NAME	CU	LANE	TIME
1	JARED SMITH	CU	7	1:56.39
2	JEREMY JOHNSON	WCC	2	1:57.96
3	CHRIS JONES	SHC	5	2:00.58
4	DEREK MANSON	CCU	8	2:00.82
5	ROBERT YOUNG	CU	1	2:02.63
6	TERRY LEE	RCC	4	2:04.49
7	CORY MCDANIEL	WCC	3	2:05.74
8	KYLE DAMOND	CCU	6	2:07.08

ANCHOR PARTNER **ANCHOR PARTNER**

FOUNDING PARTNER **FOUNDING PARTNER**

EXISTING DISPLAY

FOUNDING PARTNER **FOUNDING PARTNER**

EXISTING DISPLAY



FOUNDING OPPORTUNITY BURNSVILLE HIGH SCHOOL



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BURNSVILLE, MN



PREMIER OPPORTUNITY

DAKTRONICS
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PREMIER OPPORTUNITY BURNSVILLE HIGH SCHOOL

FOOTBALL DISPLAY

DIGITAL CONTENT

PRE-IN-POST-EVENT rotating advertising exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts.

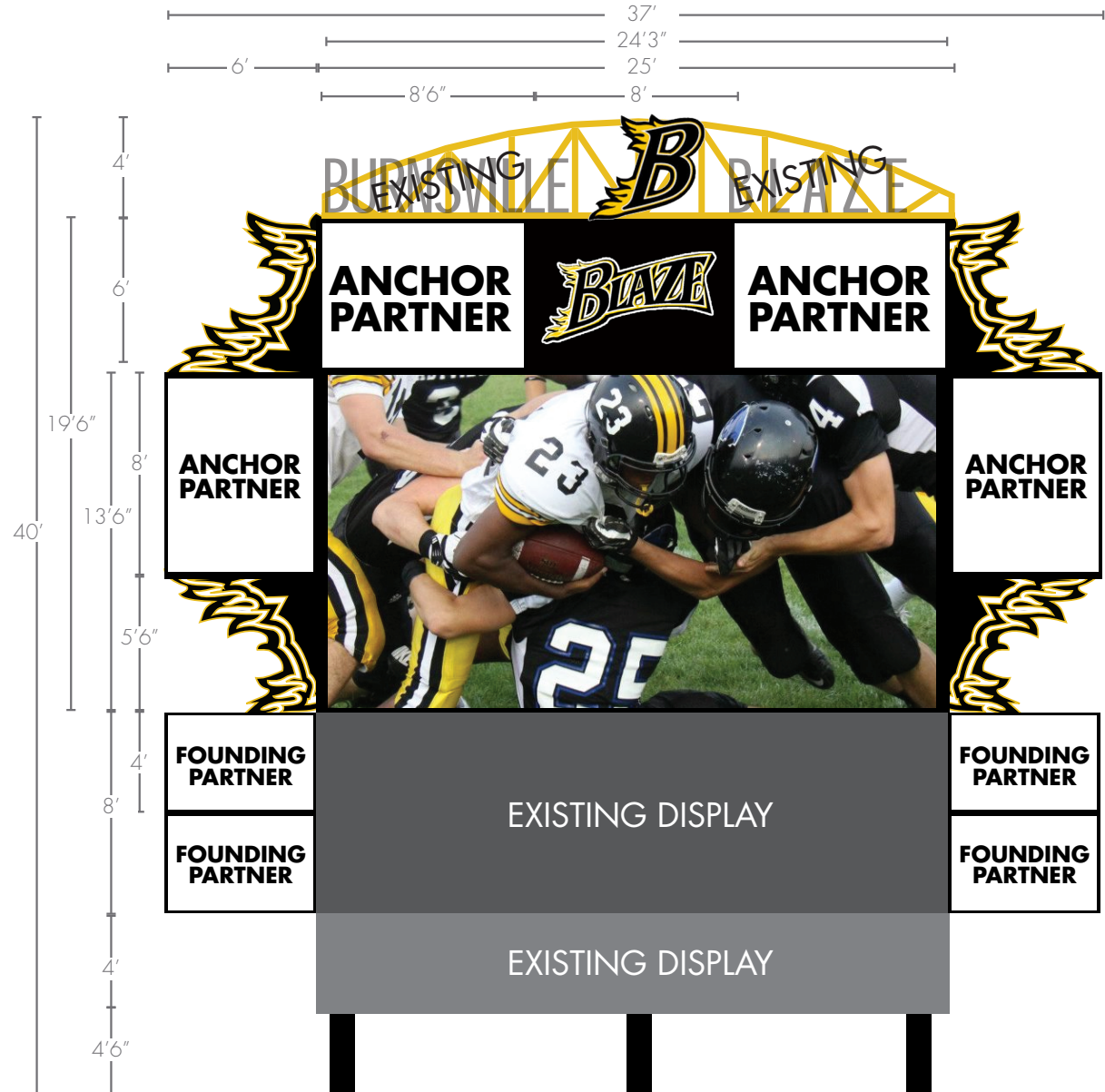
BURNSVILLE TRACK/BOYS AND GIRLS, BURNSVILLE SOCCER/BOYS AND GIRLS, BURNSVILLE LACROSSE/BOYS AND GIRLS, ALL OTHER STADIUM EVENTS

PRE-IN-POST-EVENT rotating advertising exposures per regular season home events. Logo/text will rotate with other sponsors, school information, and game prompts.

MULTI-MEDIA/PRINT/ PROMOTIONS

One (1) event pass which includes admission to all Burnsville Varsity home athletic events (excludes post season events)

One (1) quarter page ad in home team's activities program





PREMIER OPPORTUNITY BURNSVILLE HIGH SCHOOL



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TERMS & CONDITIONS

Anchor Opportunity - \$10,000 a year for a minimum term of 5 years.

Founding Opportunity - \$6,000 a year for a minimum term of 5 years.

Premier Opportunity - \$1,500 a year for a minimum term of 5 years.

All sponsors and content is subject to approval by Burnsville school administration and school board.

CONTACT INFORMATION

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