



October 6, 2023

Dear Fort Worth Community,


We are excited to announce that the Fort Worth Independent School District is going to be installing new large-format LED videoboards (“jumbotrons”) at our 3 district stadiums. In addition to offering an incredible experience to our teams, student-athletes, and fans, these boards represent ***an incredible opportunity for area businesses and non-profits to reach our incredible crowds, fan bases, and faculty, as well as visiting teams and communities.*** We have partnered with Scoreboard Media to help us develop relationships with potential sponsors and advertisers locally, regionally and nationally, as well as to execute a world-class media program.

In addition to the obvious benefit for everyone enjoying the enhanced game experience, these boards and this media program, which will be operated by Fort Worth ISD students, will offer our students an incredible education in cutting-edge technology and live event production. The proceeds from our sponsorship program will be used towards many great uses – both athletic and academic. Sponsors have the opportunity to advertise to the community in a powerful and meaningful way, generating strong returns on their investment, as well as “do good” by supporting Fort Worth ISD.

A representative from Scoreboard Media may be reaching out to you. Please know they are our partners in this worthy effort. We hope you will agree that this is a great way to advertise your business. Your support of our schools is noticed and appreciated by all!

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 JJ Calderon, Executive Director of Athletics
 Fort Worth Independent School District

DocuSigned by:

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 Charlie Megan, President
 Scoreboard Media, LLC

