



New Braunfels ISD

2017 Sponsorship & Advertising Opportunities

e-Blast to Employees or Subscribed Parents

This advertising opportunity is the best and only way to reach employees and/or parents with your flyer or advertisement. Under NBISD Board Policy, paper flyers and poster are no longer allowed to be distributed. Sending an e-blast is more efficient and effective and allows for direct contact via email. Each advertisement includes a link to the URL of your choice. A no-hassle option!

| Availability | Reach | Frequency / Timing | Investment / Size |
|--------------------------|---|------------------------|--|
| Up to three (3) per week | 1,000+ employees or varied amount of subscribers on parent list | Once on choice of date | \$100 for full-page ad (8.5" x 11" file) |

Website Advertising

Advertisement space on www.nbisd.org is limited and available on a monthly or quarterly option. Spaces are first come, first serve with first right of refusal for current advertisers. More subpages are being added very soon. Please inquire on availability and pricing. All advertisers that invest in quarterly option will also receive a free e-blast to employees (\$100 value).

| Page | Availability | Average Monthly Views | Average Monthly First-time Visitors | Investment |
|--|---|-----------------------|-------------------------------------|---|
| New Braunfels ISD home-page www.nbisd.org | Up to two (2) per agreement period (monthly or quarterly) | 176,655 | 91,269 | \$300/month OR \$750/quarter for 282 X 150 Pixel ad |

NBISD 2017 Employee Convocation

This annual event will be held the morning of Tuesday, Aug. 22, 2017, and is attended by all 1000+ employees. The event sponsor(s), will be entitled to: a booth at the event; public recognition at the event; your logo featured during the event; a 6-month clickable ad on www.nbisd.org; and up to four (4) exclusive e-blasts to employees during the school year.

| Availability | Possible Reach (estimated minimum) | Sponsor Deadline | Investment |
|------------------------|---|------------------|-----------------------------------|
| Up to two (2) sponsors | 1,000 employees (exposure at event and in e-blasts) | May 1, 2017 | \$3,000 each OR \$5,000 exclusive |

NBISD 2017-2018 Elementary Report Card Covers

This print publication goes home with all 4,000+ elementary student each 9-week grading period and is returned until the next grading period. At the end of the year, the parents keep the cover.

| Availability | # of Printed Copies / Potential Reach (estimated minimum) | Sponsor Deadline | Investment / Size |
|---|---|------------------|----------------------------------|
| One (1) advertising space on the front of the printed publication with an all-blue logo | 5,000 / 4,000+ households (distributed 4 times a year) | July 1, 2017 | \$1250 for 4" x 3" all-blue logo |

NBISD Communications Department

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2017-2018 Academic District Calendar

Every year the most anticipated announcement is that of the academic calendar for the upcoming school year. NBISD produces a full-color 8.5" x 11" publication of the calendar for easy reference. The calendar includes advertising along the bottom section that is seen by anyone who views the calendar online or receives a print copy. This investment gets a return all year with most printed copies displayed at home or work by NBISD parents, employees, students and more.

| Print/Online Version | Availability | # of Printed Copies | Cost / Size |
|--|--|---------------------|--|
| Printed Copies given to students, employees, local realtors & builders | Up to three (3) advertisers on each side of page | 10,000 | \$650/annual for 2 5/8" x 1 1/2" ad OR \$1750 for exclusive 8 1/4" x 1 1/2" ad |

District's YouTube Video Content

NBISD produces a vast amount of video content that is uploaded on the District's YouTube channel. The content features NBISD events, programs and initiatives with our students and employees in starring roles. The pre-roll advertising opportunity includes a 5 to 7 second image of the advertisement and tagline as a "Proud Supporter of New Braunfels ISD." The advertisement will remain associated online with the selected video for a minimum of two (2) years.

| Availability | Possible Reach (estimated minimum) | Deadline | Investment |
|---|---|----------------------------|-------------|
| One (1) exclusive sponsorship per video | 100+ subscribers plus an average of 325 views per video (additional exposure is also likely with use of multiple platforms) | Last Friday of every month | \$100/video |

NBISD 2017 Teacher of the Year Recognition Program

Sponsorship is centered around the recognition of the 12 Campuses Teachers of the Year and two District Teachers of the Year. Sponsor will be entitled to: public recognition anytime honorees are being recognized (in person or online); a 3-month clickable ad on www.nbisd.org; up to four (4) e-blasts to employees; and the opportunity to participate in the spring recognition ceremony.

| Availability | Possible Reach (estimated minimum) | Sponsor Deadline | Investment |
|-------------------------------|---|------------------|------------|
| One (1) exclusive sponsorship | 1,000 employees (exposure at multiple events) | April 1, 2017 | \$1,500 |

NBISD 2017-2018 Academic Performance Awards

NBISD Board recognize the campuses annually for meeting standards on the state assessments and presents the campuses with a placquard in January to highlight their accomplishments. Sponsors are entitled to: public recognition at the recognition ceremony; the opportunity to participate in the ceremony; a 3-month clickable ad on www.nbisd.org; up to four (4) e-blasts to employees during the school year; and recognition at the End-of-Year Celebration for all NBISD employees on June 1, 2018.

| Availability | Possible Reach (estimated minimum) | Sponsor Deadline | Investment |
|------------------------|---|------------------|---------------------------------|
| Up to two (2) sponsors | 1,000 employees (exposure at multiple events and in e-blasts) | Dec. 1, 2017 | \$750 each OR \$1,250 exclusive |

New Braunfels High School 2017 Graduation Program

This annual print publication is a keepsake for all of the 600+ graduates from New Braunfels High School and their families.

| Availability | # of Printed Copies / Potential Reach (estimated minimum) | Sponsor Deadline | Investment / Size |
|---|---|------------------|---|
| Two (2) full-page ads on back, inside pages; All-blue print design required (no exceptions) | 3,000 / 3,000 attendees | April 1, 2017 | \$2,500 for one (1) - 4.75"x 7.75" full-page ad |

