

# SponsorLISD

Engaging Families. Supporting Schools.

[communications@lisd.net](mailto:communications@lisd.net)

Lewisville ISD offers opportunities for companies and organizations to create visibility within LISD's 127 square mile footprint. Advertising and sponsorship options are available to reach all of LISD's families.

## District Specs



47,000+ Students  
6,000+ Staff



Denton County,  
127-square miles;  
13 municipalities



FB: 32K Followers  
X: 44K Followers  
IG: 11.4K Followers



Reaches 55,000+  
email inboxes  
6% avg CTR

## Reaching FAMILIES

### Quarterly Family Newsletters

Reaching 55,000+ Inboxes

Every quarter, LISD sends a community newsletter to PreK-12 families in all five high school attendance zones.

On average, each feeder-pattern newsletter garners more than 15,000 views (x5) with a 6% average click rate.

## Giving BACK

### LISD Back-to-School Fair

Serves 3,000+ Students & Families

LISD's annual Back-to-School Fair is an in-person event that provides thousands of students with free backpacks, school supplies and resources like eye exams, physicals and haircuts to start the school year and set students up for success.

## Honoring STAFF

### Employee Awards & Recognition

Exclusive email to staff & families

LISD honors its incredible staff and celebrates its annual award winners and years of service through various recognition events, including board meetings and campus visits.

## Celebrating GRADS

### Graduation Ceremonies

Five events, two days, live streams

The LISD graduation ceremonies are held at The Star in Frisco. These five events, over two days have large audiences and live streams. Opportunities include digital displays, commercial spots and more.

# Reaching **FAMILIES**



## Quarterly Family Newsletters

*Reaching 55,000+ Inboxes*

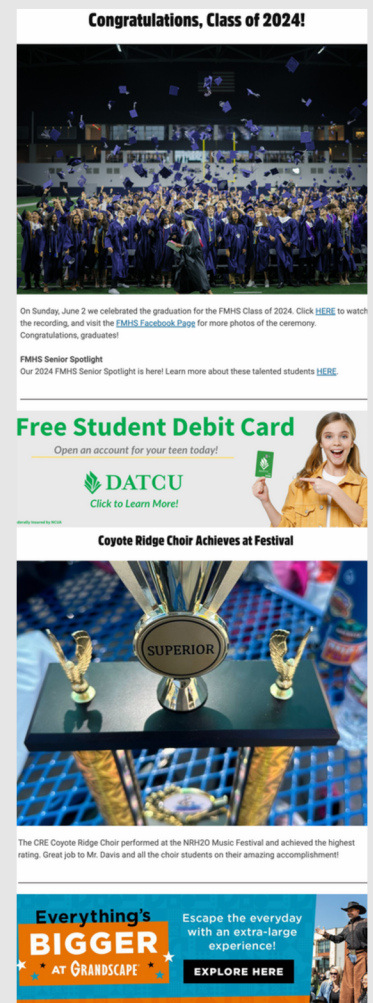
Every quarter, Lewisville ISD sends a community newsletter to PreK-12 families in all five high school attendance zones.

On average, each feeder-pattern newsletter garners more than 15,000 (x5) views with a 6% average click rate.

Newsletters are also shared on school Facebook pages and posted to the district social media, website and app.

**Partner gets one clickable 1200x400px banner ad per newsletter. (Limit 5 per newsletter)**

Fall (following Homecoming): \$2,500  
Dec. (before Winter Break): \$2,500  
March (before Spring Break): \$2,500  
June (lead into Summer): \$2,500



**VIEW THE ARCHIVES!**

# Giving **BACK**



## **Back-to-School Fair**

*Serves 3,000+ Students*

Lewisville ISD's annual Back-to-School Fair is an in-person event that provides thousands of students with free backpacks, school supplies and resources to start a new school year.

### **PLATINUM SPONSOR - \$10,000 (SOLD)**

- Exclusive naming rights
- Double exhibit space in a prominent location
- Logo prominently displayed on event T-shirts and signage
- Logo prominently displayed in resource fliers stuffed in every backpack
- Logo in top placement on event website
- Logo included in the post-event "Thank You" on LISD social media

### **GOLD SPONSOR - \$5,000 (Limit 3)**

- Double exhibit space in a prominent location
- Logo on resource flier stuffed in every backpack
- Logo on event T-shirts and signage
- Logo in top placement on event website
- Logo included in the post-event "Thank You" on LISD social media

### **SILVER SPONSOR - \$1,000 (Limit 10)**

- Preferred exhibit space
- Logo on resource flier stuffed in every backpack
- Logo on event T-shirts and signage
- Logo on event website
- Logo included in the post-event "Thank You" on LISD social media

### **BRONZE SPONSOR - \$500 (Limit 25)**

- Exhibit space • Name on event website
- Listing in the post-event "Thank You" on LISD social media

### **NONPROFIT ORGANIZATIONS: No Cost (Limit 20)**

- Exhibit space • Name on event website
- Listing in the post-event "Thank You" on LISD social media



# Honoring **STAFF**



## **Employee Awards**

*Year-round staff celebrations*

Lewisville ISD honors its incredible staff and celebrates its annual award winners through various recognition events, including board meetings, and campus visits.

### **PRESENTING SPONSOR - \$15,000 (SOLD)**

- Signs during award roadshow
- 2 employee awards
- Partner video and logo in recap newsletter
- Inclusion in award roadshow video recap
- Social media appreciation post (dedicated)
- Logo on LISD.net/Awards

### **AWARDS SPONSOR - \$1,000 (Limit 20)**

- 1 employee award
- Participation in campus award winner presentation
- Logo in recap newsletter
- Logo in social media recap
- Logo on LISD.net/Awards

### **RECOGNITION SPONSOR - \$500**

- Sponsor listing in social media recap
- Sponsor listing on LISD.net/Awards



# Celebrating GRADS



## High School Graduation Ceremonies

*Five high schools, more than 36,000 attendees, live streams*

The Lewisville ISD Class of 2025 will graduate at The Star in Frisco over the May 31/June 1 weekend. 4,000 high school graduates will walk the stage in front of a captivated audience of 36,000 family and friends. Here's how you can be a part of the celebration:

### **PRESENTING SPONSOR | \$25,000 (SOLD)**

- Full-size company logo on admission tickets
- Company logo on exterior main entry marquee signage
- Commercial spots: (10) 60 sec. pre-ceremony ad spots (inside and outside video screens); (5) 30 sec. pre-ceremony ad spots; (5) 15 sec. pre-ceremony ad spots; (150) graphic reveals on video ribbon boards
- Company logo on LISD graduation website
- Sponsor mention in district email newsletter correspondence referencing the event

### **GOLD SPONSOR | \$15,000**

- Company logo on exterior main entry marquee signage
- Visuals: (5) 30 sec. pre-ceremony ad spots (inside and outside video screens); (5) 15 sec. pre-ceremony ad spots; (75) graphic reveals on video ribbon boards
- Company logo on LISD graduation website

### **SILVER SPONSOR | \$10,000**

- 25 graphic reveals on video ribbon boards
- Company name on LISD graduation website

### **BRONZE SPONSOR | \$5,000**

- 10 graphic reveals on video ribbon boards

# Bundle **PACKAGES**



## **Gold Bundle**

**\$25,000**

(\$31,000 value)

## **Silver Bundle**

**\$15,000**

(\$22,000 value)

## **Bronze Bundle**

**\$10,000**

(\$16,000 value)

(1) Newsletter Banner  
each quarter (x4)  
(\$10,000 value)

Gold Level Sponsor for  
Back to School Fair  
(\$5,000 value)

Award Sponsor for  
Employee Awards &  
Recognitions  
(\$1,000 value)

Gold Sponsor for  
Graduation Ceremonies  
(\$15,000 value)

(1) Newsletter Banner  
each quarter (x4)  
(\$10,000 value)

Silver Level Sponsor for  
Back to School Fair  
(\$1,000 value)

Award Sponsor for  
Employee Awards &  
Recognitions  
(\$1,000 value)

Silver Sponsor for  
Graduation Ceremonies  
(\$10,000 value)

(1) Newsletter Banner  
each quarter (x4)  
(\$10,000 value)

Bronze Level Sponsor for  
Back to School Fair  
(\$500 value)

Recognition Sponsor for  
Employee Awards &  
Recognitions  
(\$500 value)

Bronze Sponsor for  
Graduation Ceremonies  
(\$5,000 value)