



## Wauwatosa East Athletic Department

7500 Milwaukee Avenue, Wauwatosa, WI 53213

Michelle Guyant-Holloway, Athletic Director 414-773-2014

Sue Flatley, Admin Assistant 414-773-2032 Fax 414-773-2022

### VIDEO BOARD INFORMATION

#### ABC Audio Video - \$28,825

6 - 55" monitors placed in a 2x3 configuration.

Cost includes: equipment, labor, administration, shipping, warranty, training, puck up/delivery and hardware for one location. (Detail quote attached)

#### Steiner Electric - \$2,353

Electrical installation, conduit, power surge outlets, lift rental and minor painting (Detail quote attached)

#### Newport Network Solutions - \$495

Category 6 rated telecommunication cables

#### TOTAL COST OF PROJECT = \$31,673

Layout software for advertising is included in ABC Audio Video quote. Laptop is already purchased to retain software. Graphic designer needed to create game action graphics, could come from someone in-house with students or parents. Could be free or one-time stipend (\$200-400).

#### Proposed gifted

Booster Club - \$15,000

Tosa East School/Athletics - \$6,000

#### Remaining difference = \$10,673



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### Annual Sponsorship - Advertising Rate

- Video Board
  - Fee - \$750
  - 1 year agreement (August 1 to July 31)
  - 7-10 second screen rotation on 2 screens of video board
  - Estimated 10-14 viewings per event/per level
  - Estimated number of events per year, 100-110(all levels)
  
- In game public announcements at all indoor and outdoor events
  - Estimated number of events per year 70-85 (varsity only)

Each business that provides sponsorship on the video board will receive a 10-admission pass for use at any Wauwatosa East athletic home events. (Excludes WIAA and conference tournament events)

#### **NOTE:**

Athletic Director, District Business Manager and business will approve all commitments.

All advertisements are to be in line with district guidelines and subject to district approval – i.e. no drugs, alcohol, pubs, etc. to be displayed.