

Joe & Jeannette Chapman Field
at
Tommy Oliver Stadium
& Garry Terrell Track of Champions
Advertising Opportunities
and Guidelines



Bay District Schools
1311 Balboa Avenue
Panama City, FL 32401
Phone Number??



EXPOSURE, EXPOSURE, EXPOSURE!!

- ◆ Become an advertising partner!
- ◆ Each year thousands attend events at Tommy Oliver Stadium!
- ◆ Maximize your advertising goals & objectives!
- ◆ Commemorate a special event with a personalized message!
- ◆ Send personalized messages to your student or athlete!

ELECTRONIC MESSAGING!!

Business Advertisement *

Suggested prices:
\$50/message/game

- ◆ 4'10" high x 13'0" wide LED message board on scoreboard (135p x 85p)
- ◆ Display text or logo
- ◆ Student-led graphic design services available
- ◆ Messaging must be provided 10 days prior to display date

Individual/Non-Profit Advertisement *

\$25/message/game

- ◆ 4'10" high x 13'0" wide LED message board on scoreboard (135p x 85p)
- ◆ Display text or photo message to player/student
- ◆ Professional graphic design services included
- ◆ Messaging must be provided 10 days prior to display date

Varsity Season Pass *

\$500 (1 Season)

- ◆ 4'10" high x 13'0" wide LED message board on scoreboard (135p x 85p)
- ◆ Display one ad per each varsity game (approximately 54) all year (\$2700 value)

* Bay District Schools will comply with the guidelines set by the Federal Communications Commission (FCC) for accepting advertisers.



Bay District Schools Advertising Rules

According to School Board Policy 2.113, to support school programs, schools may utilize athletic facilities for commercial advertising provided it does not promote the use of drugs, alcohol or tobacco products; dog and horse racing; gambling casinos; nightclubs; or political advertising.



The principal shall have final authority on approval of content and form of such advertising.

