



SPORTS MARKETING

ROCKWALL INDEPENDENT SCHOOL DISTRICT

2026-2027 SPONSORSHIPS

CAMERON-WEBB
FIELD

WHY PARTNER WITH ROCKWALL ISD ATHLETICS

850,000+

YEARLY ATTENDANCE
THROUGHOUT ALL ATHLETIC FACILITIES

3 MILLION

SOCIAL MEDIA
REACH PER YEAR

30

ROCKWALL ISD
ATHLETIC SPORTS

COMMUNITY EXPOSURE

Reach thousands of families, students, and community members at every home game and event.

STADIUM VISIBILITY

Premium signage placement at Wilkerson-Sanders Memorial Stadium seen by 10,000+ fans per game.

DIGITAL REACH

Logo placement on social media, website, Rockwall ISD Sports Network, and digital scoreboards.

HIGH ATTENDANCE EVENTS

All of our sporting events draw huge crowds for every game.



Relationships. Innovation. Excellence

ROCKWALL ISD SPORTS NETWORK BROADCAST SPONSORSHIP PACKAGES

GOLD PACKAGE

\$5,000

- ◆ Full season of commercials on Rockwall ISD Sports Network broadcasts
- ◆ Logo displayed on broadcast graphics
- ◆ Social media mentions on all platforms
- ◆ Website banner on athletics page
- ◆ 4 Season Tickets

SILVER PACKAGE

\$3,000

- ◆ Half season of commercials on Rockwall ISD Sports Network broadcasts
- ◆ Logo displayed on broadcast graphics
- ◆ Website listing on athletics page
- ◆ 4 Season Tickets

BRONZE PACKAGE

\$1,500

- ◆ Select game commercials on Rockwall ISD Sports Network broadcasts
- ◆ Logo displayed on broadcast graphics
- ◆ Website listing on athletics page
- ◆ 2 Season Tickets

2025-26 ROCKWALL ISD SPORTS NETWORK STATS

398,400

TOTAL VIEWS

1.9 MILLION

IMPRESSIONS

156

BROADCASTS

3,004

SUBSCRIBERS

8,400

MONTHLY AUDIENCE



PLATINUM SPONSOR

\$75,000

LIMITED: 1 AVAILABLE

PACKAGE INCLUDES

- ◆ Top Panel of Wilkerson-Sanders Memorial Stadium Scoreboard
- ◆ (One) 1 benchback on the Home Side of Wilkerson-Sanders (27h" x 180"w)
- ◆ Two (2) PA announcements per varsity game
- ◆ Two (2) concourse signs inside Wilkerson-Sanders Memorial Stadium
- ◆ Two (2) up to 15 second commercials on the new Wilkerson-Sanders Scoreboard
- ◆ Two (2) commercials per game on the Rockwall ISD Sports Network
- ◆ Two (2) VIP Suite Nights during the 2026 Football Season (Excluding the I-30 Classic and HOCO)
- ◆ Four (4) parking passes for the 2026 football season
- ◆ Title sponsor of Gametime Radio inside all Rockwall ISD athletic facilities
- ◆ 5' x 10' outfield sign at Rockwall and Heath High School baseball and softball stadiums
- ◆ One (1) rotating ad at the Rockwall ISD Aquatic Center year round
- ◆ Title Sponsor for CTE Night
- ◆ Basketball signage TBD at a later date
- ◆ Primary ticket advertisement on every Rockwall ISD athletics ticket.



GOLD SPONSOR

\$25,000

LIMITED: 3 AVAILABLE

PACKAGE INCLUDES

- ◆ One (1) scoreboard panel on the Wilkerson-Sanders Stadium Scoreboard
- ◆ One (1) benchback at Wilkerson-Sanders Memorial Stadium
- ◆ Two (2) PA announcements per varsity football game
- ◆ One (1) concourse sign inside Wilkerson-Sanders Memorial Stadium (6'x4')
- ◆ One (1) up to :15 second commercial on video screen
- ◆ One (1) commercial per game on the Rockwall ISD Sports Network
- ◆ One (1) VIP Suite during the 2026 Football Season (Excluding the I-30 Classic)
- ◆ One (1) 5' x 10' outfield sign at Rockwall and Rockwall-Heath Baseball and Softball Fields
- ◆ Four (4) parking passes for the 2026 Football Season
- ◆ One (1) commercial per Gametime Radio



SILVER SPONSOR

\$15,000

LIMITED: 5 AVAILABLE

PACKAGE INCLUDES

- ◆ One (1) 5' x 10' outfield sign at Rockwall and Rockwall-Heath baseball and softball fields.
- ◆ One (1) PA announcement per football game at Wilkerson-Sanders Memorial Stadium.
- ◆ One (1) stadium promotion opportunity
- ◆ One (1) up to :15 second commercial on Wilkerson-Sanders Memorial Stadium Videoboard.
- ◆ One (1) concourse Sign in Wilkerson-Sanders Memorial Stadium (6'x4')
- ◆ Two (2) Parking Passes for the 2026 Football Season
- ◆ One (1) advertisement on Rockwall ISD Gametime Radio
- ◆ One (1) rotating advertisement on Wilkerson-Sanders Scoreboard
- ◆ One (1) Athletic Sideline AD Sign 72" L x 36" H
- ◆ One (1) commercial on the Rockwall ISD Sports Network per game



BRONZE SPONSOR

\$5,000

LIMITED: 5 AVAILABLE

PACKAGE INCLUDES

- ◆ Two (2) student banners in the Wilkerson-Sanders Memorial Stadium concourse with logo
- ◆ One (1) PA announcement per varsity football game.
- ◆ One (1) commercial per game on Gametime Radio
- ◆ One (1) commercial on the Rockwall ISD Sports Network



ADDITIONAL OPPORTUNITIES

PAGE 1

HOME BENCHBACKS (Pending Availability)

27h" x 180"w benchback at Wilkerson-Sanders Memorial Stadium. Sign is visible to home fans in attendance at every home football game.

\$5,000

COIN TOSS

Logo on screen and PA Announcement as sponsor of the coin toss. Sponsorship will also include overtime coin toss if needed.

\$1,000

KICK OFF SPONSOR

Logo is displayed on video board for each kickoff per half.

\$1,000

STARTING LINEUP

Logo appears on screen between starting players images. Announcement on screen for sponsor before players name.

\$1,000

FEATURED TEACHER OF THE WEEK

Sponsor gets a 1:00 minute video highlighting a special teacher each week home game during the 2026 football season. This video will be shown on the video board and Rockwall ISD Sports Network.

\$1,500

REPLAY

Logo transition on video board during replays and following replays. An announcement will also be made over the PA as each quarter begins.

\$3,000

ATHLETIC SIDELINE AD SIGNAGE

Premium signage placed on the track of Wilkerson-Sanders Memorial Stadium during the season.
3'x6'

\$4,000

PLAY CLOCK SIGNAGE

Premium signage on top of each play clock at Wilkerson -Sanders Memorial Stadium

\$4,000

TUNNEL SIGN x UPPER LEVEL CONCOURSE SIGNS

Signage located inside the entrance tunnels of Wilkerson-Sanders Memorial Stadium.

\$3,000

CONCOURSE SIGNS (8)

Signs located throughout the concourse of Wilkerson-Sanders Memorial Stadium.

\$3,500

ADDITIONAL OPPORTUNITIES

PAGE 2

VIP SUITE

16 guests into the VIP Suite on the 3rd floor. Food is provided. Watch the game live along with TV's and air conditioning. Parking is included in this package.

\$1,250

BRANDED GOAL POST DONUT PADS

Donut pads that display your company logo on the goal posts at Wilkerson-Sanders Memorial Stadium.

\$2,000

AWAY BENCHBACKS

8'x 8' benchback at Wilkerson-Sanders Memorial Stadium. Sign is visible to away fans in attendance at every home football game.

\$3,000

STADIUM PROMOTIONS

Table inside the concourse of Wilkerson-Sanders Memorial Stadium. Direct engagement with fans and community members.

\$750

WILKERSON-SANDERS LARGE ENTERANCE SIGNS IN CONCOURSE

A 60"x120" sign installed in the concourse of Wilkerson-Sanders Memorial Stadium.

\$5,000

TICKET SPONSORSHIP

Your business logo will appear on every single ticket for the 2026-2027 school year.

\$1,000

TOUCHDOWN SPONSORSHIP

Video broadcast and new scoreboard sponsorship for every touchdown for Rockwall and Heath High School. Sponsorship sold seperately per school.

\$1,500

FIRST DOWN SPONSORSHIP

Video broadcast and new scoreboard sponsorship for first downs for Rockwall and Rockwall-Heath. Mention once per quarter. Sponsorship sold seperately.

\$1,500

STUDENT BANNERS (14 Available)

Highlight your company along with our award winning photos in the concourse of Wilkerson-Sanders Memorial Stadium.

\$2,000

BASKETBALL ARENA SIGNAGE

Signage above the scoreboard at Rockwall and Rockwall-Heath High School. Availability pending.

\$5,000

*Extra gym opportunities could be made available soon

ADDITIONAL OPPORTUNITIES PAGE 3

TENNIS CENTER SIGNAGE

Signage made available at both Wilkerson-Sanders Tennis Courts and Heath High School Tennis Courts.

\$1,000

TENNIS CENTER PARKING SIGNAGE

Signage overlooking the parking lot of Wilkerson-Sanders Memorial Stadium.

\$3,000

AQUATIC CENTER ROATING SCOREBOARD AD

Your company video will rotate in the Rockwall ISD Aquatic Center all year long. Over 500,000 fans visit this facility every year.

\$2,000

AQUATIC CENTER STUDENT BANNER

Highlight your business and one of our award winning photos around the entrance of the RISD Aquatic Center.

\$1,000

AQUATICS CENTER POOL LEVEL SIGNAGE

Signage at the Rockwall ISD Aquatics Center on the pool level.

\$3,000

AQUATICS CENTER SPECTATOR LEVEL SIGNAGE

Signage at the Rockwall ISD Aquatics Center on the spectator level.

\$2,500

AQUATICS CENTER STAIRWAY SIGNAGE

Signage at the Rockwall ISD Aquatics Center in the stairwell.

\$2,000

AQUATICS CENTER ENTRY SIGNAGE

Signage at the Rockwall ISD Aquatics Center at the front entrance.

\$5,000

BASEBALL SIGNAGE

Signage at both Rockwall and Rockwall-Heath Baseball Fields

\$4,000

SOFTBALL SIGNAGE

Signage at both Rockwall and Rockwall-Heath Softball Fields.

\$3,000

GET IN TOUCH

CONTACT US

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Thank you for supporting Rockwall ISD Athletics
and investing in our student-athletes!



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