

Hillsborough County Public Schools
2024 | 2025
Sponsorship Media Kit

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Hillsborough County Public Schools

Hillsborough County Public Schools has a long history of academic and athletic success at both the regional and national level.



Largest district
in the nation



School sites

- 135** K-5 Elementary School
- 42** Middle School
- 28** High Schools
- 57** Charter Schools
- 13** K-8 Schools
- 8** Career and Tech



Students



Employees



Social media
followers

Hillsborough County Demographics

Hillsborough County Population

1.4M

% of Market

41%

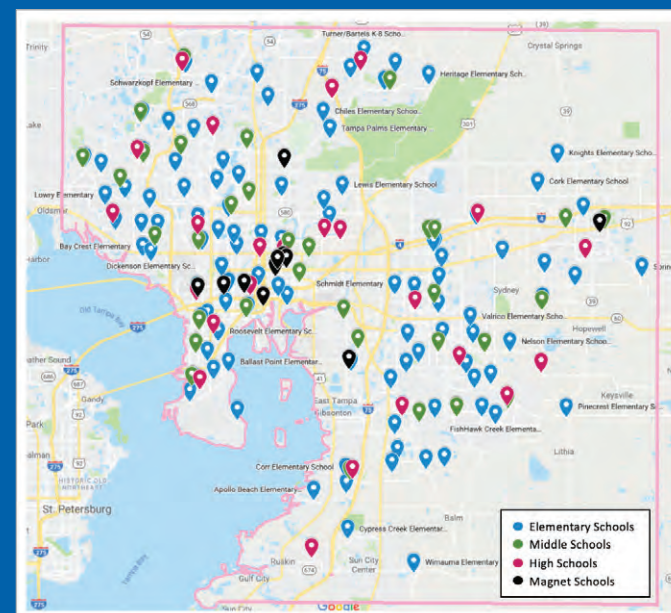
Our district reaches approximately

221K Students

332K Parents

24K Employees

577K Total People



Grow your business

Gain brand awareness, target your demographic, and reach your mass audience in one shot.

- **Effective.** School sponsorships are a highly cost-effective way to market and raise brand awareness.
- **Positive brand image.** Attitudes are more positive towards advertisers who take an interest in their community.
- **Straight-forward.** You don't have to launch anything new—bring everything great about your company to the forefront.
- **Targeted.** Distribute your message district-wide or as localized as a small group of neighborhood schools.
- **Support public education.** Your advertising money will:
 - Support our district's athletic programs/upgrades.
 - Fund our efforts to recruit excellent teachers and market our schools.
 - Aid in our district's communications initiatives.



Available Sponsorship Packages

High Visibility Banners

- Elementary and Middle School carline banners
- High School sports field banners
- Blake High School Banner

Print Publications

- Employee calendar
- Family Resource Guide

Digital

- Website banner ads
- Digital e-newsletters

Athletics

- Scoreboard sponsor
- Football chain gang vest sponsor
- Football pylons sponsor
- Football bullseye chain set sponsor
- Goal post pad sponsor

Naming Rights

- Football stadium/field naming rights
- Gymnasium naming rights
- Theater naming rights

Events

- Graduation sponsor
- School Choice Expo sponsor
- State of Schools sponsor
- Hillsborough Regional STEM Fair sponsor

Other Opportunities

- Math Homework Hotline Sponsor
- HCPS Employee Deals website sponsor

High Visibility Banners

Attract attention and maximize exposure for your product, service, or company with full color, custom banners—strategically placed in high-visibility locations at our district school sites.



Sports Field Banners

Allow our fans to experience your brand on game day!

- Deliver your company's message in all **28 high schools** or **43 middle schools** in Hillsborough County Public Schools.
- All banners are 6' x 4' weather-proof, UV protected, vinyl, hemmed with grommets.
- Price includes installation and banner production.
- Banners remain in place for one year.

All 43 middle schools	\$20,000 / year
<hr/>	
All 28 high schools	\$13,500 / year
<hr/>	
10 schools of your choice	\$6,500 / year



Carline Banners

- Grab your **captive audience** in carline! Parents drop off and pick up students mornings and afternoons 180 days per year.
- Hang your business banner on any of our **235 schools** (with availability).
- All banners are 6' x 4' weather-proof, UV protected, vinyl.
- Price includes installation and banner production.



Price **\$600 each / year**

Minimum 10 or more schools.

Blake High School Banner: FRONT SIDE

Place your business name on the busiest stretch of road in the county!

Blake High School's large outdoor facade and location along I-275 provides a unique opportunity for billboard-type advertising, guaranteed to capture the attention of daily motorists.

Be a part of this exclusive and innovative opportunity!

- Banner will remain in place for **90 days** and can be seen from either side of roadway.
- Banner is **85-feet wide by 15-feet high**, vinyl-mesh material.
- Estimated monthly traffic count: **6,225,000**.



Price **Contact for pricing**

Includes: production, install, and removal.

Blake High School Banner: BACK SIDE

Premier community gathering destination for prime viewership throughout the year!

The back-facing side of Blake High School can be seen from Tampa's renowned Armature Works and Downtown Riverwalk areas, allowing your banner to be at the epicenter of many large events, festivals, markets, and outdoor dining experiences.

This popular hangout in the Heights Neighborhood sits on the edge of the Hillsborough River, making your banner accessible to those traveling by boat, bike or on foot.



Price **Contact for pricing**

Includes: production, install, and removal.



Print Publications

Leverage your company's credibility, boost recall, and drive action through a print advertisement in one of our many publications.

Family Resource Guide (2024-2025)

The Parent + Family Guide is the most frequently cited source of information and has become an invaluable resource. The content in this important resource includes a vast range of information supporting our students' success.

Deadline to commit: May 1
Artwork due by: May 30

Rates

**Presenting sponsor
(cover and page 3):** **\$15,000**

Inside front: \$3,750

Last page: \$5,000

Back cover: \$7,500

Full page: \$3,500

Half page: \$2,500

Quarter page: \$1,500

240,000

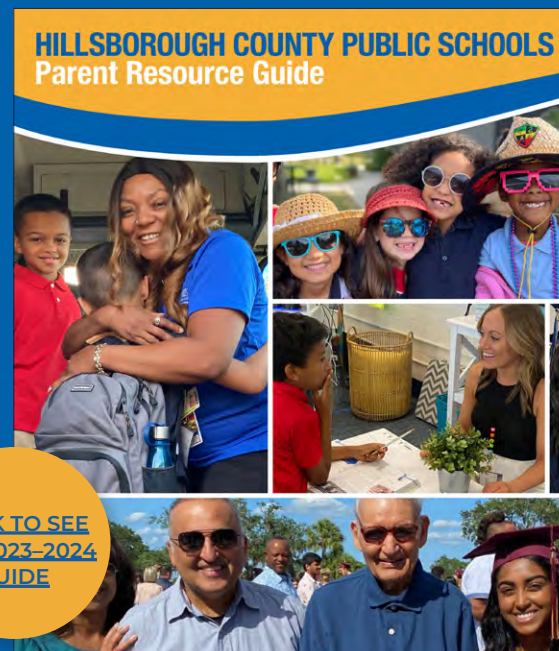
Printed copies distributed

50,000

Spanish publications distributed

Digital Exposure

Year round online



HCPS Employee Calendar (2024–2025)

The Hillsborough County Public Schools Employee Calendar is distributed to more than 24,000 employees at the beginning of each new school year.

- Employees rely on this calendar to provide them with important dates of holidays, school events, pay schedules, etc.
- Your ad will complement and enhance the publication by sharing even more resources and information.
- Offer a deal or promo code on your ad for increased effectiveness.

Deadline to commit: Apr 1
Artwork due by: April 30

Rates

Presenting sponsor

(Includes cover page logo & full back cover ad): **\$5,500**

Back cover full page ad: \$2,500

First Full Page:	\$3,000
Inside Back Page:	\$2,750
Full Page::	\$2,500
Half page:	\$1,750
Calendar Page:	\$550





Digital Advertising

Build your brand and put your company top-of-mind with strategic placement on Hillsborough County Public School's highly trafficked website.

Analytics

Hillsborough County Public Schools' district website offers you a more targeted and affordable option than traditional media.

500K
Monthly
unique visitors

3M
Monthly
page views

4 MIN.
Average time
on site

1.5M
Homepage
views

Demographics

64%
Male

36%
Female

35-44
Average age

55%
Desktop

38%
Mobile

7%
Tablet

Banner Advertising

Ad size: 300 x 250

IMP/MONTH	TERM	CPM	MONTHLY COST	TOTAL IMPRESSIONS	CONTRACT COST
100,000	3 Months	\$9	\$900	300,000	\$2,700
100,000	6 Months	\$8	\$800	600,000	\$4,800
100,000	12 Months	\$6	\$600	1,200,000	\$7,200

Ad size: 728 x 90

IMP/MONTH	TERM	CPM	MONTHLY COST	TOTAL IMPRESSIONS	CONTRACT COST
100,000	3 Months	\$9	\$900	300,000	\$2,700
100,000	6 Months	\$8	\$800	600,000	\$4,800
100,000	12 Months	\$6	\$600	1,200,000	\$7,200



Hillsborough Strong E-Newsletter

Our monthly, electronic newsletter to Hillsborough County Public Schools families.

Targeted. Reach all Hillsborough County Public Schools families while building awareness and loyalty.

Trustworthy. We are a trusted resource! With an established reputation, your advertisement appears alongside school district content, bringing more influence to your ad than traditional newsletters.

Affordable. Get repeated, regular exposure each month at an extremely affordable price.

Content includes:

- Education Referendum news and updates
- An inside look at our school programs and options
- Important school district updates, projects, and plans
- And much more!

Get involved!

Scheduling and availability are on a first-come, first-serve basis.

340,000+

Families

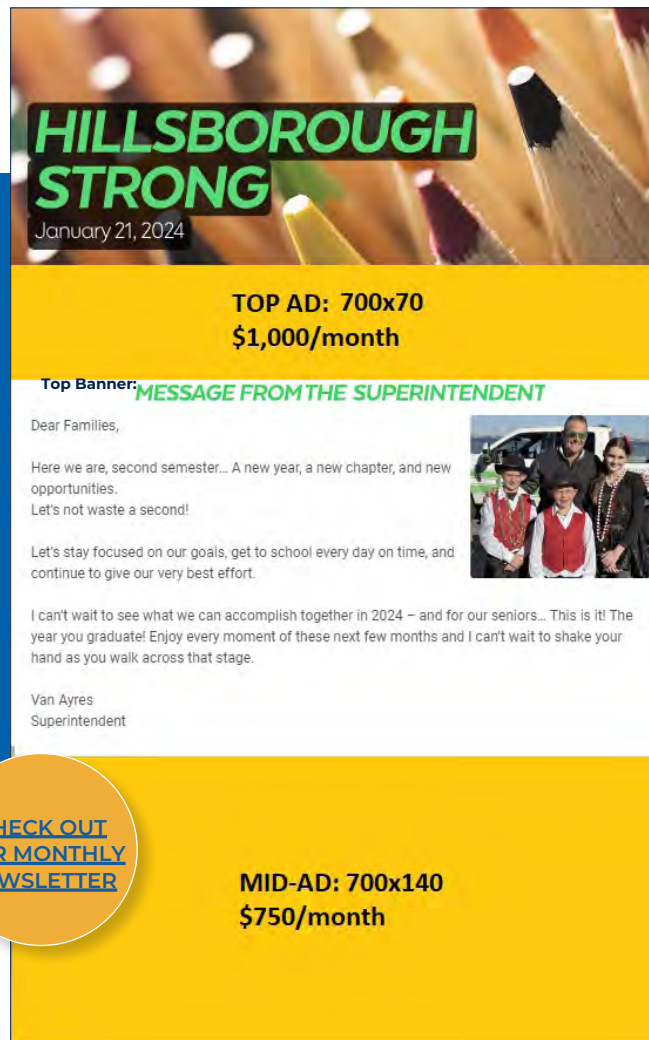
100%

Delivery rate

17.4%

Response Rate

(Industry Standard is 15%)



The mockup shows the top of the newsletter with a background of colored pencils. The title 'HILLSBOROUGH STRONG' is in large green letters, with 'January 21, 2024' below it. A yellow banner contains the text 'TOP AD: 700x70 \$1,000/month'. Below this is a 'Top Banner' section titled 'MESSAGE FROM THE SUPERINTENDENT' in green. It includes a photo of Superintendent Van Ayres with two students and a letter from him. A yellow banner at the bottom contains the text 'MID-AD: 700x140 \$750/month'. A circular call-to-action button on the left says 'CHECK OUT OUR MONTHLY NEWSLETTER'.

HILLSBOROUGH STRONG
January 21, 2024

TOP AD: 700x70
\$1,000/month

Top Banner: MESSAGE FROM THE SUPERINTENDENT

Dear Families,

Here we are, second semester... A new year, a new chapter, and new opportunities.
Let's not waste a second!

Let's stay focused on our goals, get to school every day on time, and continue to give our very best effort.

I can't wait to see what we can accomplish together in 2024 – and for our seniors... This is it! The year you graduate! Enjoy every moment of these next few months and I can't wait to shake your hand as you walk across that stage.

Van Ayres
Superintendent

CHECK OUT OUR MONTHLY NEWSLETTER

MID-AD: 700x140
\$750/month

Thinking Cap E-Newsletter

Our monthly, electronic newsletter to Hillsborough County Public Schools staff including.

Content includes:

- Incredible deals and enter-to-win contests especially for Hillsborough Schools staff
- Important academic calendar dates and deadlines
- Inspirational school stories from around the district
- And much more!

Get involved!

Scheduling and availability are on a first-come, first-serve basis.

24,000+
Employees

100%
Delivery rate

23.2%
Response Rate
(Industry Standard is 15%)

[CHECK OUT
OUR MONTHLY
NEWSLETTER](#)



Thinking Cap
January 11, 2024

**TOP AD: 700x70
\$600/month**

MESSAGE FROM THE SUPERINTENDENT

HCPS Family,

It is a new year filled with new hope, new opportunities, and renewed excitement! I always look forward to a new year because of the energy it brings and the feeling that anything is possible. That is true for us, and for our students!



We have a lot to accomplish in 2024, and a lot of hard work that needs to be done.

However, I know that if we work as a team, we will move mountains and create countless opportunities for our students to succeed.

Continue doing what you are so excellent at doing – Teaching, loving, supporting, and preparing students for life.

Here's to 2024... Working together... making Hillsborough even stronger!

**MID-AD: 700x140
\$550/month**

Athletics

From scoreboards to A-frame signage, a high school stadium is a unique space to align your brand with the community while displaying your message.



Parents show brand loyalty

School districts can reach up to 8x as many families as the largest traditional media source.

- **75% of parents** want brands to support schools and **64%** will switch to brands that do.
- **96% of people** are more likely to purchase a product after participating in a live, branded event.
- **90% of school visitors** come because of athletics - place your message where it will be seen.

Sources: Turnkey Sports & Entertainment (2007), Event Marketing Institute, Smart Brief



Athletic Sponsorship Opportunities

Below sponsorship opportunities are for every high school in our district (all 28)

Chain Gang Vest Sponsor

Your logo displayed on all marker vests for the chain gang crew at every home football game throughout the season (over 130 games district-wide!)

- 6 vests per school
- Featured in all 28 high schools in Hillsborough County

Price: \$20,000

Co-branded Printed Pylons

(district logo with sponsor logo)

- 8 per school (2 in each endzone), 224 total
- Featured in all 28 high schools in Hillsborough County

Price: \$20,000

Bullseye Chain Set Sponsor

Our padded bullseye covers with game sponsors will help keep players on both sides informed while displaying your business logo and support for all to see.

- 1 set per school
- Featured in all 28 high schools in Hillsborough County

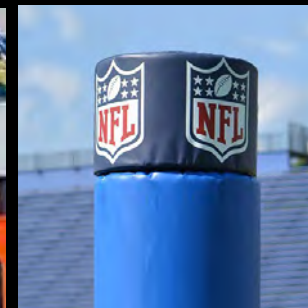
Price: \$20,000

Goal Post Pad Sponsor

Sitting on top of the goal post pad, goal post pad caps are an impressive way to add to the high school game day experience, while getting your brand seen in a high-visibility on-field location at every high school in the county.

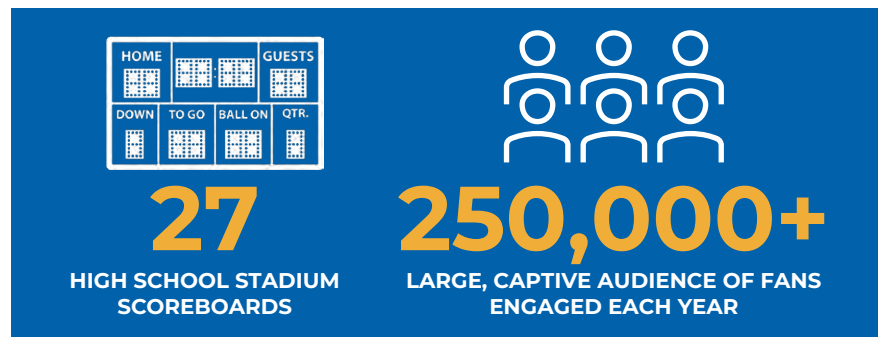
- 2 per school, 56 total
- Featured in all 28 high schools in Hillsborough County for all stadium sports: football, soccer, lacrosse, track, band, cheerleading, ROTC

Price: \$6,000



Total Package Pricing
(All Sponsorship Items) = **\$60,000**

NEW: Stadium Scoreboard Sponsor



HOME GUESTS
DOWN TO GO BALL ON QTR.

27
HIGH SCHOOL STADIUM
SCOREBOARDS

250,000+
LARGE, CAPTIVE AUDIENCE OF FANS
ENGAGED EACH YEAR

Additional exposure at school events such as homecoming and ROTC as well as outside group rentals throughout the year (i.e. organized charity runs, youth local sports, camps and church events) - giving your business extra exposure even when the scoreboard is not in use!

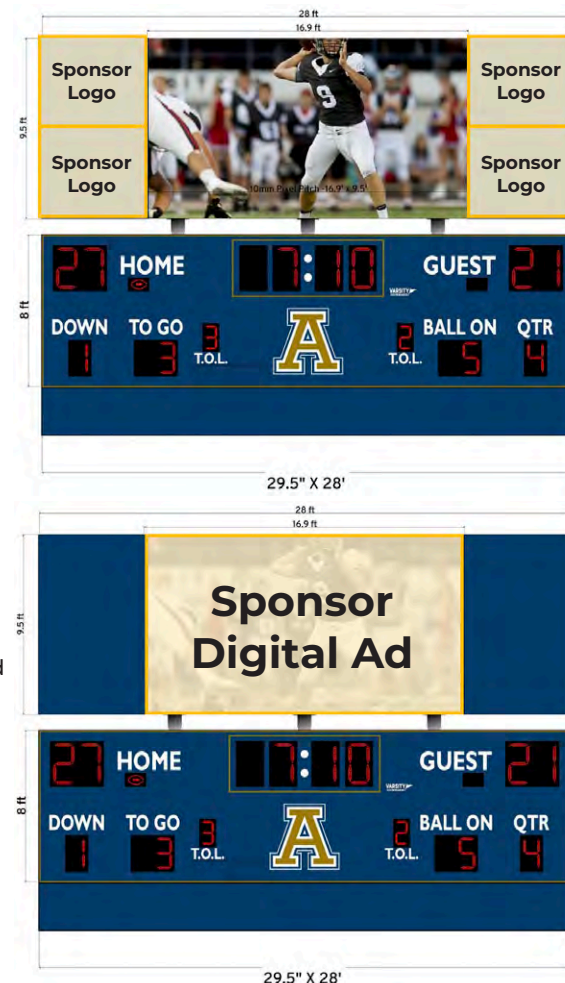


STADIUM SPORTS

Football Flag Football Soccer Lacrosse Track Band

Permanent logos are visible year round.

Logo panel size:
4.9'H x 5.6'L

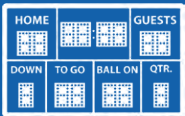
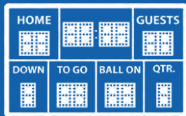



A large digital screen allows for 10-second static advertisements on a continuous rotation during all events, with an estimated 200 serves of your ad per game.

Screen size:
16'-9 5/8" x 9'-5 3/8"

Total of **FOUR (4)** partnership spots
3-year contract commencing August 2024. Contact for pricing info.

NEW: Gymnasium Scoreboard Sponsor

		
28	43	150
HIGH SCHOOL GYMNASIUM SCOREBOARDS	MIDDLE SCHOOL GYMNASIUM SCOREBOARDS	LARGE, CAPTIVE AUDIENCE OF FANS ENGAGED EACH YEAR

Our district also hosts large rival games and championship games, receiving both local and national media coverage including ESPN.

GYMNASIUM SPORTS






Football

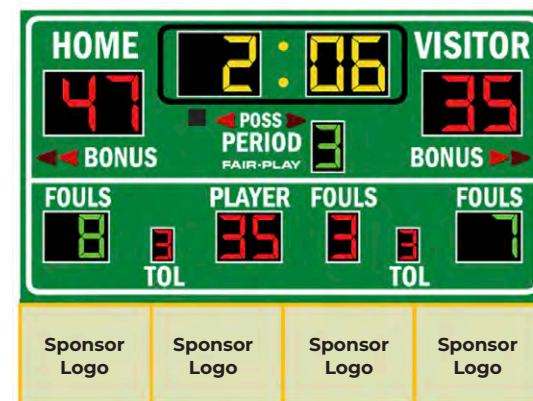
Flag Football

Soccer

Lacrosse

Two scoreboards per gym in all 28 high schools (opposite walls) plus one scoreboard per gym in 43 middle schools, means your business logo will be visible in 99 locations year-round.

Logo panel size:
2' H x 2'3" L



A separate video screen in each high school gym provides 10-second static advertisements on a continuous rotation during all events, with an estimated 200 serves of your ad per game.

Screen size:
4.92' H x 8.2' L



Total of **FOUR (4)** partnership spots
3-year contract commencing August 2024. Contact for pricing info.

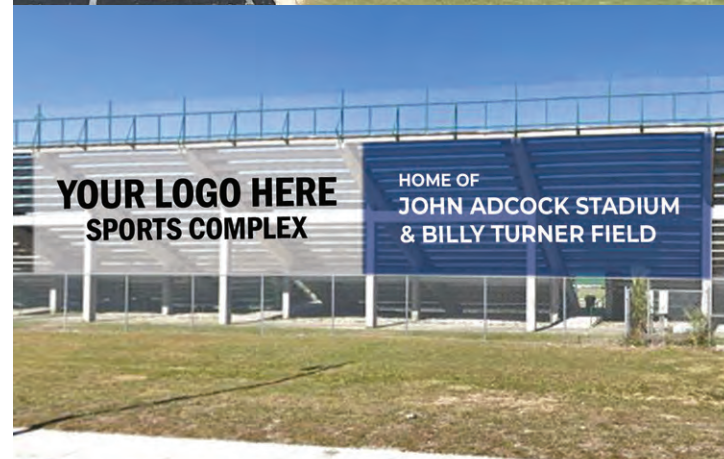
Naming Rights

Support your local community and expose your brand to an attentive audience by sponsoring a high school football stadium, gymnasium, or theater.



Stadium Naming Rights

- Large sign at venue's main entrance.
- Large sign visible to community from street.
- Large sign visible to fans from inside stadium.
- One on-field sign for televised game coverage.
- One welcome announcement at every event.
- Four 30-second PA announcements during all events.
- Ability to use school logo/materials on advertising/promotional items (following agreed-upon use guidelines).
- Promotional item distribution at games.
- Web advertisements on school athletics page.
- Additional publicity—repeated, free mentions on social media, TV, radio, websites, newspapers when school or media refers to your stadium.



Minimum 3 year contract. Pricing varies per school. Please contact for more information.

Gymnasium Naming Rights

- Large sign at venue's main entrance.
- Large sign visible to fans from inside gymnasium.
- One welcome announcement at every event.
- Four 30-second PA announcements during all events.
- Ability to use school logo/materials on advertising/promotional items (following agreed-upon use guidelines).
- Promotional item distribution at games.
- Web advertisements on each school athletics page.
- Additional publicity—repeated, free mentions on social media, TV, radio, websites, newspapers when school or media refers to your stadium.



Minimum 3 year contract. Pricing varies per school. Please contact for more information.

Theater Naming Rights

- Large sign at venue's main entrance.
- Large sign visible to audience inside theater.
- One welcome announcement at every event.
- Sponsor name on all event programs.
- Ability to set up a 10' x 10' space at all major events.
- Ability to use school logo/materials on advertising/promotional items(following agreed-upon use guidelines).
- Web advertisements on school fine arts page.



Minimum 3 year contract. Pricing varies per school. Please contact for more information.



Event Opportunities

Our events offer an unparalleled level of customer engagement, allowing the opportunity to build brand loyalty through positive personal interaction.

Graduation 2025

Hillsborough County Public Schools hits all-time record-breaking graduation rates year after year.

In a unique situation, all of our high schools and career centers graduate in one venue with no limit on guests, bringing massive audiences to the Florida State Fairgrounds Expo Hall.

29 graduation ceremonies held over **8 days** back-to-back, starting Tuesday, May 24, 2024.

Graduating Schools

Adult/Technical	Jefferson	Plant City
Durant	Riverview	Middleton
Sickles	Armwood	East Bay
Career Centers	Robinson	Strawberry Crest
Plant	King	Brandon
Chamberlain	Lennard	Tampa Bay Tech
Gaither	Spoto	Alonso
Blake	Freedom	Leto
Hillsborough	Wharton	Steinbrenner
Newsome	Bloomington	

160,000+

Attendees

14,000+

Graduates

85.8%

2018 Graduation Rate



Graduation 2025

	Presenting Sponsor	Broadcast Sponsor	Supporting Sponsor
	\$50,000 (ONE AVAILABLE)	\$15,000	\$5,000
• Logo included on digital signs at all Florida State Fairgrounds entrances and interior grounds: I-4; US 301, MLK Blvd., and two LED signs above ticket windows at each gate.	✓		
• One banner hanging at Expo Hall main entrance above doors (provided by sponsor).	✓		
• Logo on bottom of screen during all graduation ceremonies.	✓		
• Video tag streaming online before each ceremony.	✓	✓	
• Pre-recorded welcome and exit PA announcements before and after each ceremony incorporating sponsor message.	✓	✓	
• Video ad included in audience slide show looping at Expo Hall as attendees enter and exit.	✓	✓	✓
• Sponsor thank you slide during audience slide show loop.	✓	✓	✓
• Promotional flyer or coupon available to each graduate, included in envelope with diploma (provided by sponsor).	✓	✓	✓
• Social media posts about the ceremonies, thanking sponsor.	✓	✓	
• Digital advertising on landing pages of all schools live-streamed and archived graduation videos.	✓	✓	
• On-site activation (following agreed-upon ideas).	✓		

School Choice Expo 2024

Thousands of students and families attend the HCPS Choice Expo to explore Magnet Schools, Choice Attractor Programs, Virtual School, and Career and Technical programs.

More than **60 tuition-free school options** are represented on-site with interactive displays and demonstrations, including travelling robots,

These options provide parents with children entering grades K-10 the opportunity to apply to schools outside their assigned attendance area school so students may explore their interests while focusing on excellence in academics.

5,000+

Attendees

100+

Displays & activities

50+

Magnet &
Choice Programs

34

Magnet Schools



School Choice Expo 2024

	Presenting Sponsor	Exhibitor Sponsor
	\$10,000	\$2,500
<ul style="list-style-type: none"> Logo/mention included on all advertising materials promoting the School Choice Expo: <ul style="list-style-type: none"> Radio spots to air leading up to event. E-newsletter sent to 240,000+ Hillsborough County Public Schools families. Informational postcards mailed to Pre-K, 4th, 5th, and 8th Grade parents. District's School Choice Expo landing page. PeachJar flyer sent to all district families. Sponsor flyer or promotional collateral included in goodie bags, distributed to each parent upon entrance (provided by sponsor). Sponsor advertisement on printed school booth map, distributed to each parent upon entrance. Vendor booth space or on-site activation area. Digital advertising on district home page. Social Media sponsor "thank you" posts. 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓

Other Opportunities

Match your message with the interests of our families, students, and employees through other marketing opportunities.



Hillsborough Regional STEM (HRSTEM) FAIR

Now entering its 44th year, the Hillsborough Regional STEM Fair is one of the largest STEM Fairs in the Southeast, showcasing nearly 1,500 projects from the brightest K-12 Hillsborough students in the region. The winners of the regional fair will then go on to compete at the state and national competitions.

Your investment as a HRSTEM sponsor is crucial in providing direct funding to the event and numerous STEM programs throughout Hillsborough County, while building and inspiring a powerful STEM talent pipeline of future innovators.



Sponsorship Opportunities

	PRESENTING SPONSOR \$20,000	EINSTEIN \$10,000	CARVER \$5,000	EDISON \$2,500	CURIE \$1,000
Video Introduction Sponsorship mention ("presented by") during the virtual awards ceremony introduction	✓				
Video Feature Exclusive video remarks to be played during the virtual awards ceremony	✓				
Full-page Ad in STEM Program One full-page advertisement in the STEM Program	✓				
Awards Show Recognition On-screen recognition sponsoring award during the virtual awards ceremony	✓	✓	✓		
Program Recognition Logo inclusion on the back cover of the HCPS STEM Fair awards program	✓	✓	✓	✓	
Participation as a Judge Invitation to participate as a virtual STEM Fair judge	✓	✓	✓	✓	✓
HCPS Website Recognition Logo inclusion on district STEM website and marketing materials	✓	✓	✓	✓	✓
Annual Report Recognition in the HCPS annual report sent to the community and parents	✓	✓	✓	✓	✓
Social Media Mention Social media posts on all district channel, tagging and thanking the sponsor	✓	✓			
Optional Sponsor Table Invitation to set up a partner booth space for on-site activation for attendees at the fair	✓	✓			

Math Homework Hotline

- A **15-second ad** (static or video) airing before each Math Homework Hotline show.
- Company name and logo during broadcast introduction ("Math Homework Hotline is sponsored by...").
- Sponsorship acknowledgment during closing credits ("This program was made possible by...").
- **Business logo** on all Math Homework Hotline marketing materials (posters, shirts, pencils, stickers, etc. distributed to 2,400 middle school classrooms).
- Business name included in **weekly email reminder** sent to all lead teachers at 51 middle schools.
- **Social media mentions**, tagging and thanking your business as a sponsor.
- **Digital advertising** on district's Math Homework Hotline website.
- Sponsor also has the opportunity to provide promotional items for on-air "Challenge Problem" giveaways.



Price

\$5,000

Be a part of the only live instructional show in Florida!

300 live calls throughout 22 shows each year.

2025 State of the Schools Address

Event location and time to be determined

At the 2025 State of the Schools Address, Hillsborough County Public Schools Superintendent Van Ayres and district leaders will share an update with our community about the current state of our schools, district goals, future plans, and challenges. Breakfast will be served for attendees, with the meeting lasting approximately one hour. Your sponsorship investment will help offset the event costs including food, student transportation, and event supplies.

Hillsborough County Public Schools is the seventh largest school district in the nation, serving more than 220,000 students and their families daily. To serve our students and their families, HCPS has employed the largest workforce in the county with more than 25,000 full-time staff members.

PRESENTING SPONSOR

\$10,000

- Sponsor logo on event invitation and district website
- Thank you acknowledgment as featured event sponsor at the podium and on screen
- Sponsor logo on event program distributed to attendees
- Sponsor logo included on on-site banner signage
- Reserved table for 7 guests (full table)

FEATURED SPONSOR

\$5,000

- Thank you acknowledgment as featured event sponsor on screen
- Sponsor logo on event program distributed to attendees
- Sponsor logo included on on-site banner signage
- Reserved table for 4 guests (half table)

EDUCATIONAL SPONSOR

\$1,000

- Thank you acknowledgment as featured event sponsor on screen
- Sponsor logo on event program distributed to attendees
- Sponsor logo included on on-site banner signage



Proven Success

Contact Jacqueline Joyner

Manager, Sponsorships

Jacqueline.Joyner@HillsboroughSchools.org

813-399-0472