



LEE COUNTY SCHOOL DISTRICT VENUE NAMING RIGHTS GUIDE

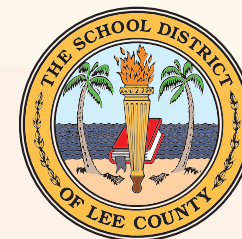


EVERYONE LOVES A CHEERLEADER!



Connect your brand to the schools your customers support by investing in Naming Rights. These valuable packages will catapult your business into the spotlight at school events, reaching a **captive audience** that appreciates your support of local schools.

www.leeschools.net/advertising



WHY INVEST IN NAMING RIGHTS?

► Increased Visibility

Keep your brand top-of-mind through 360-degree marketing, including on-site signage, promotional opportunities, event announcements, and digital exposure.

17,500+

Estimated visitors to venues annually.

► Increased Brand Preference

Make an emotional connection and a lasting impression with your target audiences.

74%

Percentage of people who gain a more positive impression of a brand after participating in a branded live event.

Event Marketing Institute, 2015

► Increased Purchase Intent

Boost sales and repeat business by establishing valuable relationships with brand loyal consumers.

64%

Percentage of parents who favor brands that support schools – that's 87,500+ district parents!

Mintel Research, 7-12 grade parents & adults, 2013

► Increased Efficiency

An annual naming rights package is equivalent to...

- 1 week of a single billboard
- 1 week on the radio
- 1 full page ad in the Sunday paper



STADIUM BENEFITS

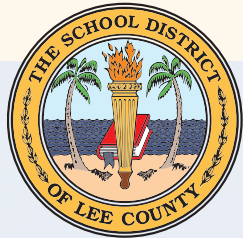
All stadiums and fields listed include the following signage and benefits:

- One (1) sign at the main entrance to the venue
- One (1) sign from street view of venue
- One (1) sign from inside stadium on press box
- One (1) on-field sign for televised game coverage
- One (1) welcome announcement at every event
- Four (4) :30 second PA announcements during all events
- Opportunity to set up a 10'x10' space at all events
- Web advertisement on school athletics page
- Ability to use school marks on advertising and promotional items

Note: All traffic valuations prepared using Florida Department of Transportation traffic data. All attendance data provided by school athletic directors and principals.



VENUE LINE UP



SCHOOLS	Venue Type	Estimated # of Visitors (per year)	Number of Events Held	Outside Group Usage	Daily Traffic Counts	5-Year Agreement (per month)	3-Year Agreement (per month)
Bonita Springs High School	Stadium	20,000+	SOLD	N/A	9,900	\$4,862	\$9,398*
Cape Coral High School	Field	10,000	62	Yes	25,000	\$2,698	\$3,103
Dunbar High School	Stadium	20,000+	SOLD	N/A	2,900	\$1,908	\$2,194
East Lee County High School	Stadium	20,000+	60-70	Yes	16,157	\$3,013	\$3,465
Estero High School	Field	20,000	50	Yes	20,750	\$3,396	\$2,887
Ida S. Baker High School	Stadium	34,500	40	N/A	3,100	\$3,133	\$3,603
Island Coast High School	Stadium	10,000	50	Yes	3,300	\$1,408	\$1,620
Lehigh Senior High School	Field	60,000	70+	Yes	13,400	\$2,783	\$3,200
Mariner High School	Stadium	17,173	59	Yes	5,900	\$2,831	\$3,256
North Fort Myers High School	Stadium	15,000	30	N/A	N/A	\$1,304	\$1,500
Riverdale High School	Stadium	49,000	80	Yes	9,800	\$4,862	\$5,592
South Fort Myers High School	Stadium	20,000+	60	Yes	7,300	\$2,241	\$2,578

OUTSIDE GROUP USAGE

- Cape Coral High School:** Youth & adult leagues
- Dunbar High School:** Local youth sports, football camps
- East Lee County High School:** Gateway Charter High School
- Estero High School:** Local Pop Warner, Lee County Parks & Recreation
- Island Coast High School:** 1,000 people (approx.)

- Lehigh Senior High School:** Susan G. Komen 5K, Varsity Lakes Middle School, Band County Tournaments
- Mariner High School:** Lee County football, middle school soccer, middle school track, beginning of year kick-off district event
- Riverdale High School:** 3 middle schools
- South Fort Myers High School:** Fire Cats Pop Warner, Fields of Faith, AAU Track & Field, South Zone Middle School Track Meet

*valuation \$4 per estimated guest/\$0.005 per car annually

GYMNASIUM BENEFITS

All gymnasiums listed include the following signage and benefits:

- One (1) sign at the main entrance to the venue (lobby)
- One (1) sign from street view of venue (exterior)
- One (1) sign from inside gym
- One (1) welcome announcement at every event
- Four (4) :30 second PA announcements during all events
- Opportunity to set up a 10'x10' space at all events
- Web advertisement on school athletics page
- Ability to use school marks on advertising and promotional items



Note: All traffic valuations prepared using Florida Department of Transportation traffic data. All attendance data provided by school athletic directors and principals.



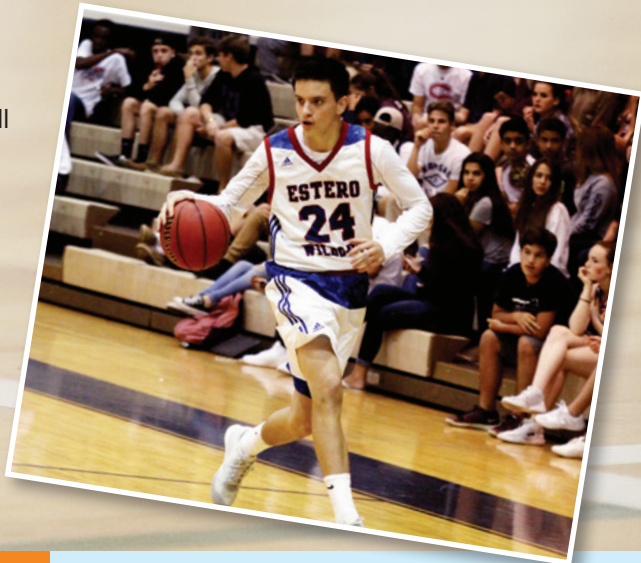
VENUE LINE UP

SCHOOLS	Estimated # of Visitors (per year)	Number of Events Held	Outside Group Usage	5-Year Agreement (per month)	3-Year Agreement (per month)
Cape Coral High School	4,000	70	Yes	\$1,153	\$1,325
East Lee County High School	10,000-15,000	75	Yes	\$1,250	\$1,438
Estero High School	13,500	50+	Yes	\$839	\$958
Fort Myers High School	10,000-12,000	50-60	Yes	\$1,667*	\$1,917*
Ida S. Baker High School	9,300	42	Yes	\$775	\$891
Island Coast High School	10,000	100	Yes	\$1,153	\$1,325
North Fort Myers High School	15,650	73	Yes	\$1,304	\$1,500
Riverdale High School	37,500	125	Yes	\$3,125	\$3,593
South Fort Myers High School	10,000+	50	Yes	\$833	\$958

*valuation \$2 per estimated guest

OUTSIDE GROUP USAGE

- Cape Coral High School:** Youth & adult leagues
East Lee County High School: USSSA basketball, AAU basketball
Estero High School: Youth & adult leagues
Fort Myers High School: Club basketball, club wrestling
Ida S. Baker High School: James Kelly Karate, Gulf Middle
Island Coast High School: Youth & adult leagues
North Fort Myers High School: Youth & adult leagues
Riverdale High School: Youth & adult leagues
South Fort Myers High School: FGCU Basketball & Student Government, AAU Basketball, Middle School Basketball



THEATER BENEFITS

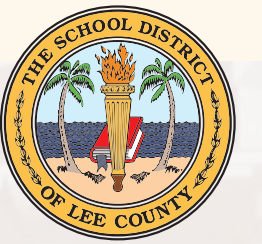
All theaters
listed include the following
signage and benefits:

- One (1) sign at the main entrance to the venue
- One (1) sign from street view of venue
- One (1) sign from inside theater
- One (1) welcome announcement before every event
- Sponsor name on all event programs
- Opportunity to set up a 10'x10' space at all events
- One web ad on the school district fine arts page
- Ability to use school marks on advertising and promotional items
- One branded red carpet photo backdrop for lobby during events



Note: All traffic valuations prepared using Florida Department of Transportation traffic data. All attendance data provided by school athletic directors and principals.

VENUE LINE UP



SCHOOLS	Estimated # of Visitors (per year)	Number of Events Held	Outside Group Usage	5-Year Agreement (per month)	3-Year Agreement (per month)
Bonita Springs High School	14,039	32	N/A	\$2,340*	\$2,691*
Cape Coral High School	8,000	30	Yes	\$800	\$920
Cypress Lake High School	12,000	40	N/A	\$1,042*	\$1,198*
Dunbar High School	30,000+	50	Yes	\$2,500	\$2,875
East Lee County High School	10,000 - 15,000	25-30	Yes	\$1,250	\$1,438
Estero High School	18,500	50+	Yes	\$750	\$863
Ida S. Baker High School	14,000	21	Yes	\$1,167	\$1,342
Island Coast High School	10,000	100	N/A	\$1,170	\$1,345
Lehigh Senior High School	10,000	60+	N/A	\$1,170	\$1,345
Mariner High School	18,300	47	Yes	\$1,525	\$1,754
North Fort Myers High School	6,000-8,000	16	Yes	\$1,333*	\$1,333*
South Fort Myers High School	20,000	25	Yes	\$1,500	\$1,725

OUTSIDE GROUP USAGE

Cape Coral High School: 1,800 people (approx.)

Dunbar High School: Church rentals, community meetings, and district meetings

East Lee County High School: Local elementary school graduations

Estero High School: Angelic Academy of Dance, Bonita Springs band, Bourne 2 Dance, Dancing Little Stars, Estero Mustangs, Fantastic Friends of SWFL, George Mason Men's basketball, Grace Community School, Make-A-Wish, West Bay Club, Word of Life

Ida S. Baker High School: Gulf Elementary, Pine Island Dance, Gulf Coast Dance, Kelly's Dance, Oasis Charter

Mariner High School: Mariner Middle School, Oasis Elementary School, Trafalgar Middle School, Transportation, Hector Cafferata Elementary, Girls Scouts of Gulfcoast FL, NW & Central Jehovah's Witnesses, Cross-point Christian Church

North Fort Myers High School: Robin Dawn Dance, Diplomat Middle Chorus, Ms. Kelly Dance Studio, Gulf Shore Dance, Tropic Isles graduation, Barber Shop Quartet, Trafalgar Middle School Chorus

South Fort Myers High School: Local dance troops, charity groups for fundraising events, local colleges for graduation ceremonies

*valuation \$2 per estimated guest

SCHOOL LOCATIONS

KEY

- FOOTBALL STADIUM/FIELD
- GYMNASIUM
- THEATER

WEST ZONE

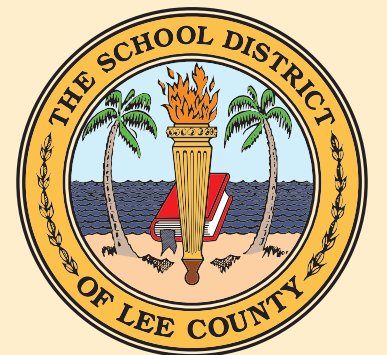
- | | | | |
|---------------------------------|---|---|---|
| 1. Ida S. Baker High School | ● | ● | ● |
| 2. Mariner High School | ● | ● | ● |
| 3. Cape Coral High School | ● | ● | ● |
| 4. Island Coast High School | ● | ● | ● |
| 5. North Fort Myers High School | ● | ● | ● |

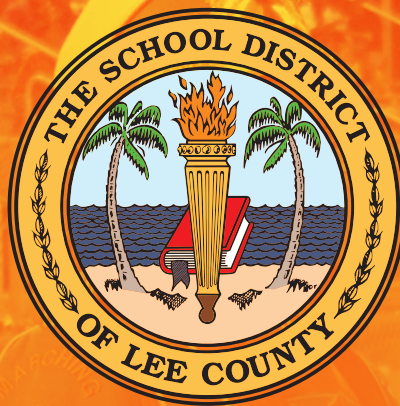
SOUTH ZONE

- | | | | |
|---------------------------------|---|---|---|
| 6. Cypress Lake High School | ● | ● | ● |
| 7. Fort Myers High School | ● | ● | ● |
| 8. South Fort Myers High School | ● | ● | ● |
| 9. Dunbar High School | ● | ● | ● |
| 10. Estero High School | ● | ● | ● |
| 11. Bonita Springs High School | ● | ● | ● |

WEST ZONE

- | | | | |
|---------------------------------|---|---|---|
| 12. Riverdale High School | ● | ● | ● |
| 13. Lehigh Senior High School | ● | ● | ● |
| 14. East Lee County High School | ● | ● | ● |





www.leeschools.net/advertising

Advertising subject matter, form, size, wording, illustration and typography of the advertising shall be subject to the approval of the superintendent or designee and The School District of Lee County, Communications Department. SDLC shall have the right to reject or omit any advertisement which, in its sole discretion, it considers unsuitable for any reason or contrary to the policies of the Board.

