



Advertising Revenue Projections for Haysville High School USD #261

FY 2015-16 thru 2019-20

ASA Strategic Funding researched the Haysville, Kansas market to determine:

1. Population, economic and demographic data
2. Local and area media available and used by Haysville business community.
3. Local and regional advertising costs and efficiency with Haysville / Wichita area business.
4. National and regional advertisers with area stores who target ads to teens and young families.
5. Chamber of Commerce membership to determine potential local business advertiser potential for Haysville High School.

Haysville Market Overview:

Preliminary research confirms that Haysville is both an independent business community of 11,000 residents and a part of the Wichita Metro market of 350,000 residents. Medium household income is indexed at \$51,976 versus Kansas medium household income of \$50,241. Haysville Campus High School has an enrollment of approximately 1,500 students.

The Wichita media market is not cost effective for most Haysville businesses. National and regional chains using Wichita media outlets and national TV have an advantage reaching Haysville families. ASA Strategic Funding identified several potential national advertisers for the Wichita Metro but have qualified over 70 Haysville advertising prospects from Haysville and Derby Chamber of Commerce membership.

Haysville USD #261 Net Advertising Income Projections: (24 ads @ six sport venues)

ASASF project that a 2015-16 ad campaign for Haysville secondary schools will produce:

- **\$33,340** First year net ad revenue share for Haysville (July – December, 2015)
- **\$50,010 Minimum** over the next three years. (\$16,670 annually)
- **\$83,350 Minimum** first four years from Premier (12) and Preferred (12) ad contracts

Additional Revenue projections for six sport venues including message board in HS cafeteria:

1. **Football stadium;** Premier (12) ad locations and 12 Preferred ad locations. **Additional \$2,400 from game sponsorships plus other potential ad locations, scoreboard signage and/or scoreboard upgrade with approval, to be determined.**

2. **Main HS Gym;** Premier (12) ad locations and 12 Preferred ad locations. **Additional \$3,600 annual estimated from game sponsorships plus other potential special ad locations. Additional revenue with floor decals and/or upgraded scoreboard, with approval as determined.**
3. **Auxiliary HS Gym;** Premier (12) ad locations and 12 Preferred ad locations.
4. **Baseball Stadium;** 24 total signs, 12 Premier and 12 Preferred ad locations. **Additional \$1,200 annual revenue from game sponsorships.**
5. **Middle School Gym #1;** 24 total signs, Premier and Preferred ad package.
6. **Middle School Gym #2;** 24 total signs, Premier and Preferred ad package.
7. **HS Cafeteria:** Electronic message board in cafeteria (50% school info and 50% advertisers) **Additional \$1,250 min annual revenue from additional sales of rotated electronic ads.**

Total additional revenue projected: \$8,450 annually to the district: (\$42,250 with 5 year contracts)

Total advertising + approved special projects projected four years total: \$125,600

Thank you for the opportunity of preparing these Haysville advertising and sponsorship projections. We look forward to discussing this with you and expand on the possibilities. The Hayesville Public Schools bond project will give you additional private funding potential beyond these projections. The Premier and Preferred advertising package rates are designed to compete for advertising budgets targeted for the Wichita Metro teen market but Haysville local advertisers will have first opportunity.

ASASF working on corporate naming rights and approved upgrades on your new sports and natatorium facility is added bonus to the District. Our service fee for contracting corporate naming rights is 10% to 20% of the cash flow we contract for you, depending on the scope of the work and the size of the naming right contract. The District has final approval of all advertising and potential naming rights.

Advertising, capital campaigns, and naming rights are just three of a broad range of private funding we could provide you. It is our goal to maximize private funding for your athletic and activities programs and facilities. We are excited about the opportunity to work with you and look forward to getting started.

Ed MacMillan, Jim Deines and Jim Collogan

July 15, 2015