



PARKWAY SCHOOLS SPORTS MARKETING



Why Sponsor Parkway Athletics?

Elevate Brand Awareness

Partner with Parkway Athletics to connect your brand with thousands of engaged students, families, and community members across four high schools.

Support Student-Athlete Success

Invest in the growth, development, and success of student-athletes both on and off the field through enhanced facilities, programs and opportunities.

Align with Excellence

Join forces with a nationally recognized school district known for academic and athletic distinction, reinforcing your commitment to excellence and community impact.



Where Community and Opportunity Meet.

Be more than a sponsor - be a catalyst for school pride, positive change, and lasting community engagement.

- Over 17,600 students - one of the largest districts in West St. Louis County and Missouri
- Total population of 143,296 within the district
- 57, 892 households
- Average household income of \$124,795
- Four high schools - Central, North, South, West - all are among the country's Best High Schools by U.S. News & World Report



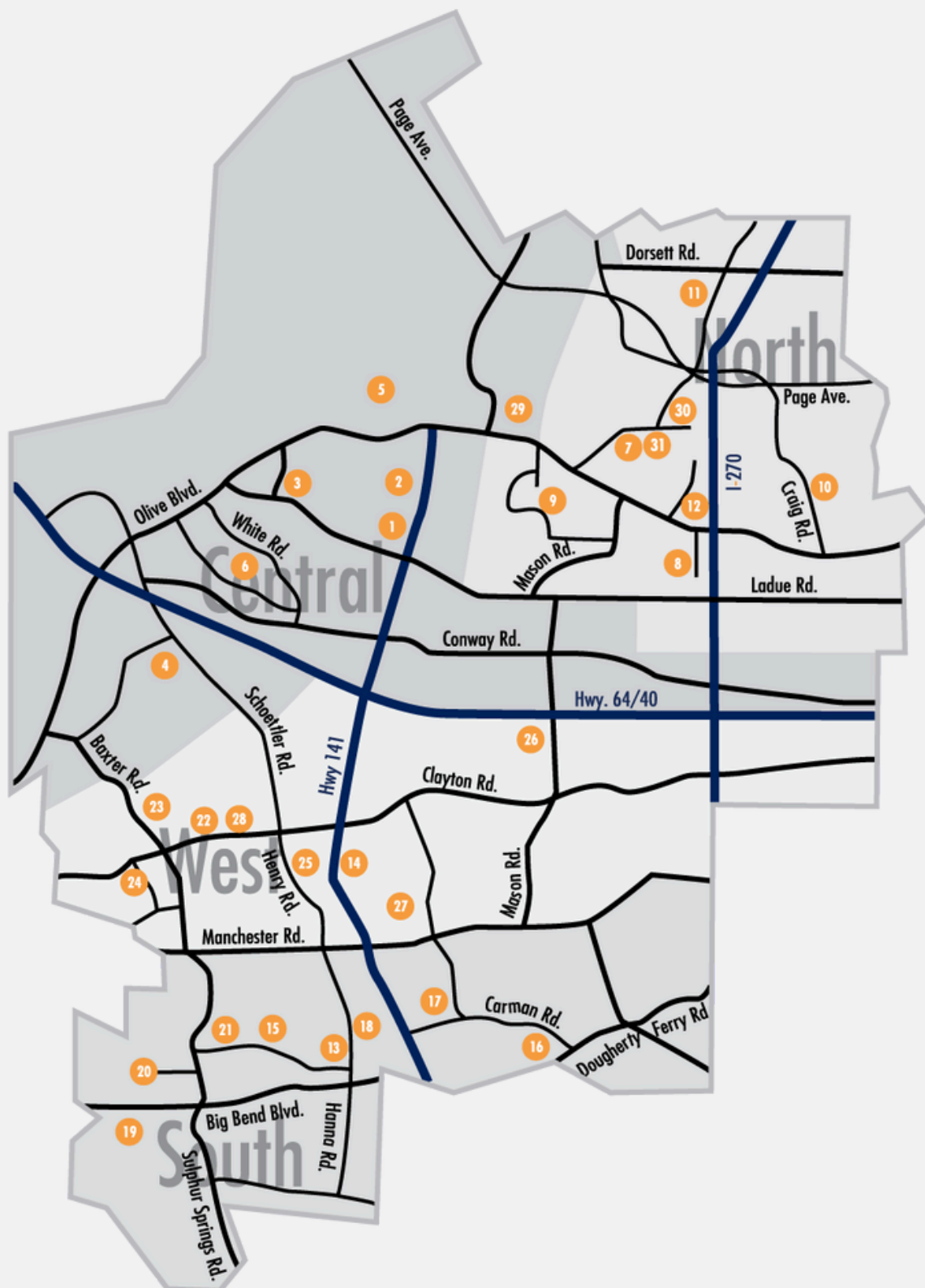
Support Local. Build Loyalty.

Partner with Parkway Athletics to showcase your brand while strengthening community ties and local customer loyalty.

Parkway covers:
Ballwin
Chesterfield
Creve Coeur
Des Peres
Manchester
Maryland Heights
Town and Country
Valley Park



- 68 square miles
- Scope of reach: men and women 25-54 with school-aged children
- Access to 20,000 email addresses in Parkway
- 3,000 staff members



High Visibility. Real Impact.



130,000 event attendees per year
40,000 for home football games

Showcase your brand in front of thousands of families, students, and fans through year-round exposure at high-traffic sporting events.

Invest in Tomorrow's Champions - On and Off the Field.



Your sponsorship directly supports:

- Youth sport development
- Uniforms and gear
- Facility upgrades
- Recording and streaming services

Join the Team that Builds the Future.

Align your brand with excellence, teamwork, and education by becoming a trusted Parkway Athletics partner.



More than 60% of Parkway students participate in at least one of 23 competitive sports.

More than 70% of our teams maintain at least a 3.0 GPA.

Parkway students participating in Spark!, a real- world learning program, gain skills in media, communications, and graphic design in our program.

At a Glance



ADDITIONAL NOTABLE IMPRESSIONS

LINNEMAN TOURNAMENT

3,000 IMPRESSIONS

PARKWAY GIRLS SOCCER SHOWCASE

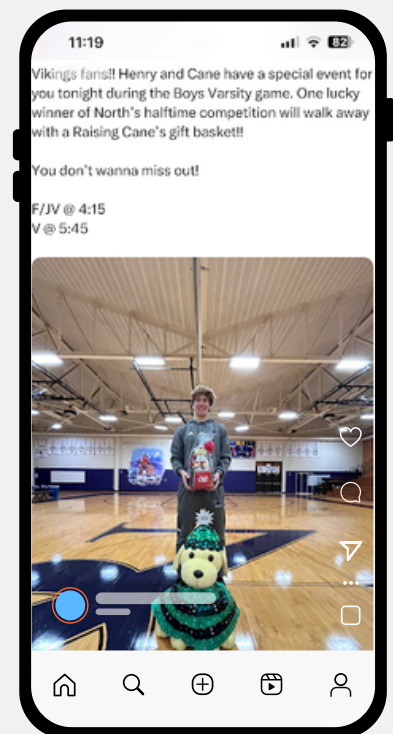
3,500 IMPRESSIONS

MEMORY BOOK APPEARANCES

45 BOOKS, HANDED OUT TO 1,500 FAMILIES



UNIQUE PRINT APPEARANCES
MINIMUM 50



MOBILE APP AND
SOCIAL MEDIA IMPRESSIONS

11,000+

Title

\$50,000

- Logo inclusion on school and district websites
- 100 print material appearances
- Scoreboard signage
 - Static logo on video message board
 - Three 15-second commercials during stadium events
 - Logo rotation on video board
- Venue banners (indoor and outdoor)
- Marquee digital signage
- Two public address announcements per event
- Category exclusivity
- Partner passes
- Promotional table at events
- Back to school webpage and communications (webpage content and two newsletters)
- Banner ad in parent and staff digital newsletter (one per month in first semester)
- Mobile app ads in the activity stream
- Digital flyers once per semester
- Sponsored social media content (2 per semester)
- Support our partners button on mobile app

Parkway's Family Resource Guide is brought to you by our Title Partners:



Presenting

\$25,000

- Logo inclusion on school and district websites
- 75 print material appearances
- Scoreboard signage
 - Two 15-second commercials during stadium events
 - Logo rotation on video board
- Venue banners (indoor and outdoor)
- Marquee digital signage
- Public address announcement at events
- Category exclusivity
- Partner passes
- Promotional table at events
- Banner ad in parent and staff digital newsletter
- Mobile app ads in activity stream
- Digital flyers once per semester
- Sponsored social media content (2 per semester)
- Support our partners button on mobile app



Platinum

\$15,000

- Logo inclusion on school and district websites
- 50 print material appearances
- Scoreboard signage
 - One 15-second commercial during stadium events
 - Logo rotation on video board
- Venue banners (indoor and outdoor)
- Marquee digital signage
- PA Announcement at events
- Partner passes
- Promotional table at events
- Mobile app ads in the activity stream
- Digital flyers once per semester
- Sponsored social media content (1 per semester)
- Support our partners button on mobile app



Gold

\$7,500

- Logo inclusion on school and district websites
- Video board logo rotation
- 50 print material appearances
- Marquee digital signage
- PA business name inclusion
- Partner passes
- Digital flyers once per semester
- Mobile app ads in the activity stream
- Support our partners button on mobile app



Silver

\$4,000

- Logo inclusion on school and district websites
- 50 print material appearances
- Marquee digital signage
- PA business name inclusion
- Support our partners button on mobile app
- Partner passes

