



# INVEST IN SUCCESS

How Local Sponsorship Revenue  
Can Benefit Your District



*SCAN ME*

# PRESENTERS



Derek Duncan, APR

Digital Communications Coordinator

Parkway Schools

Chesterfield, MO



Samantha Fitzgerald

Communication and Marketing Specialist

Park Hill School District

Kansas City, MO

# Overview

- How our district programs started
  - Supporting our students
- How we identify partners
- How we structure our packages
- Takeaways

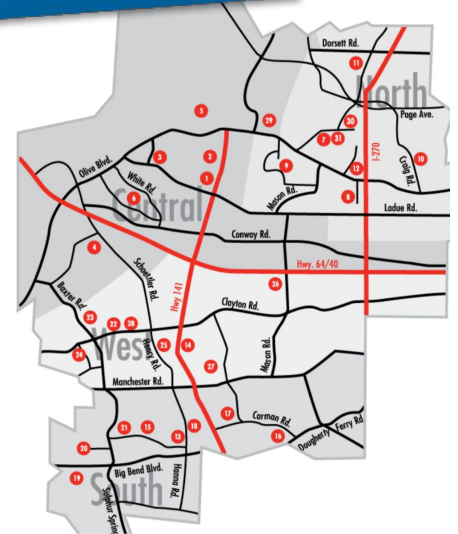


- Parkway covers all or parts of cities such as Ballwin, Chesterfield, Creve Coeur, Des Peres, Manchester, Maryland Heights, Town and Country, and Valley Park, as well as unincorporated west St. Louis County

- 68 square miles

Scope of reach: men and women 25-54 with school-aged children

- Access to 20,000 email addresses in the Parkway zip codes, plus 3,000 staff members



# How It Started... In Park Hill



# How It Started... In Parkway



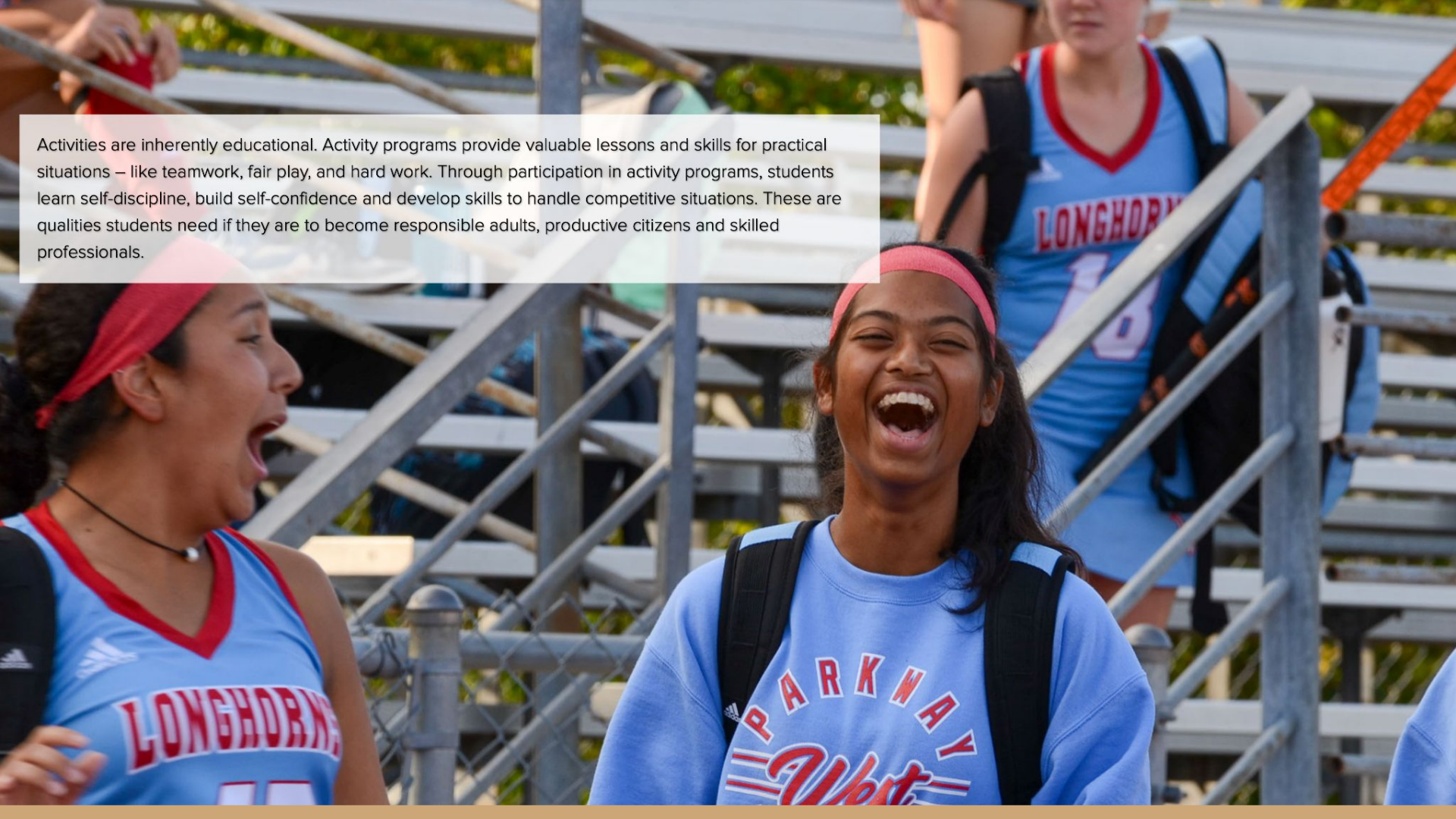


**PARKWAY  
ATHLETICS**


# Supporting our students



Activities are inherently educational. Activity programs provide valuable lessons and skills for practical situations – like teamwork, fair play, and hard work. Through participation in activity programs, students learn self-discipline, build self-confidence and develop skills to handle competitive situations. These are qualities students need if they are to become responsible adults, productive citizens and skilled professionals.







In Parkway, more than 60% of our students take part in at least one of our 23 competitive sports, and more than 70% of our teams maintain at least a 3.0 GPA.

# Supporting our students

## WORKING HARD AROUND THE DISTRICT

**LEAD** Innovation Studio senior Allison Hoveel practiced basic value scales and color mixing before beginning her art portfolio.



Electrician **Mark Robison** replaced an exit sign at Walden Middle School. Keeping our buildings in good working order maintains the community's investment in our facilities.

**PARK HILL CONNECTION NEWSLETTER**  
ISSUE DATE:  
FEBRUARY 10, 2022

**PUBLISHED:**  
7 TIMES A YEAR

**ADDRESS:**  
7703 NW BARRY ROAD  
KANSAS CITY MO, 64153

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## STRAIGHT FROM THE SUPERINTENDENT

As part of our long-range facility planning process, our Board of Education placed two propositions on the April 5 ballot. I plan to visit several community groups, as well as all our parent and staff groups, to share information about these propositions.

If you would like to hear the details, please visit the No-Tax-Increase Ballot Propositions page on our district website at [www.parkhill.k12.mo.us/no-tax-increase-ballot-propositions](http://www.parkhill.k12.mo.us/no-tax-increase-ballot-propositions).

I would also like to keep you up-to-date about the latest news of note here in Park Hill.

### DISTRICT SAVINGS

Park Hill has earned \$895,453 back on our purchases since we started using the Missouri School Boards' Association purchasing card program. We earned a \$110,0816 rebate this year.

### COMMUNITY SURVEY RESULTS

More than 78% of the Park Hill residents who responded to our community survey gave us an A or a B rating, which was a much higher grade than respondents gave to public schools across Missouri.

Most survey respondents shared that they would be likely to recommend our district.

### 2022-2023 ACADEMIC CALENDAR

A committee of families, school staff members and district administrators used feedback from a survey of families and staff to develop a recommendation to the Board for the 2022-2023 calendar, which the Board approved on Jan. 13. The calendar features August 22 as the first day of school and May 26, 2023, as the last day of school. The committee worked to maintain a three-day Thanksgiving break, as families requested.



Dr. JEANNETTE COWARD  
Park Hill Superintendent

Sincerely,  
**Jeanette Coward**  
Superintendent

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orwritc@dyslexiaadvocates.net | dyslexiaadvocates.net

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**NEW PARKS.**  
**THE NEW HUB OF THE NORTHLAND.**

**PARK UNIVERSITY**  
SAVE TIME AND MONEY!  
**4+1 UNDERGRAD TO GRADUATE PROGRAM**  
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**BUILDING A BETTER COMMUNITY.**

# How To Identify Partners

**Park Hill School District**  
Published by Samantha Running Fitzgerald · January 24 at 6:00 AM · 🌐

PARK HILL PRAISE: Our student of the week is Walden Middle School student Benedicta Sarpong. She was recognized by her team teachers. #ParkHillProud  
This student of the week is sponsored by Park University.


PARK HILL SCHOOL DISTRICT  
**STUDENT OF THE WEEK**



*Benedicta Sarpong*

"Benedicta follows the Walden Way by being safe, responsible, and respectful. We love how proactive she is with her class work and her willingness to work with all students. Benedicta maintains a positive attitude, even during challenging course work. She is an advocate for herself and is a model student for our team."

- Falcons Team teachers



3,376 People Reached    194 Engagements    ↓ -1.5x lower Distribution score    [Boost post](#)

👍❤️ 76    14 Comments 1 Share

**Park Hill School District**  
Published by Paul Lewis · May 13 at 7:00 PM · 🌐

CHINN SPOTLIGHT: See how the Panthers are building community and culture in this year's "Chinn Spotlight."  
This Spotlight is sponsored by Parkville Pediatric Dentistry.



1,915 People Reached    284 Engagements    [Boost Post](#)

# How To Identify Partners



**MARYVILLE**  
UNIVERSITY





## Staff Appreciation

Appreciation Evening

Albert Awards

Light of Parkway

Pillar of Parkway

Teachers of the Year

Years of Service Milestones

Retirees

Staff Appreciation Discounts

Thank you

Edit Page



Parkway Virtual Appreciation Evening brought to you by:





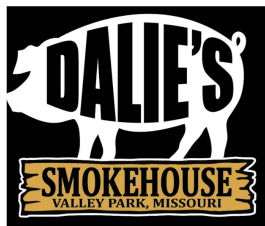
 <sup>1</sup>  
**TEACHERS!**

Texas Roadhouse Ballwin loves our local,  
Parkway District Educators! Show your  
I.D. and this image for a  
FREE\* Appetizer April 26 – May 10.



\*With purchase of adult entrée. Must call for To-Go.

**14870 MANCHESTER RD.**  
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**THANK YOU  
PARKWAY TEACHERS!**

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**\*Redeem this coupon at register.  
Discount good 5/1/21-5/31/21 only.**

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# FREE ONLINE EVENT K-12



**STEM  
FEST**



February 28 - March 27

brought to you  
by McCarthy

**JOIN THE FUN**

Tag **#ParkwaySTEM**  
in your photos!

- ▶ Try hands-on activities
- ▶ Participate in sustainability challenges
- ▶ Take various virtual field-trips
- ▶ Experience coding and computer science
- ▶ Solve math problems together
- ▶ Integrate science into every day lives

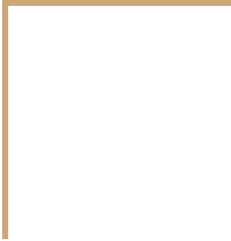
Thank you to our partners

**MCCARTHY**




SCAN ME





# Package Structure



### Title - \$40,000

- Logo inclusion on school and district websites
- 250 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
- Logo on schedule posters

### Presenting - \$20,000

- Logo inclusion on school and district websites
- 200 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

### Platinum - \$10,000

- Logo inclusion on school and district websites
- 175 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

### Gold - \$5,000

- Logo inclusion on school and district websites
- Video board logo rotation
- 150 print material appearances
- Marquee digital signage
- PA business name inclusion
- Partner passes

### Silver - \$2,500

- Logo inclusion on school and district websites
- 100 print material appearances
- Marquee digital signage
- PA business name inclusion
- Partner passes

### Title - \$40,000

- 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 activity stream
- Digital flyers once per semester
- Sponsored social media content (2 per semester)
- Logo on district webpage
- Support our partners button on mobile app

### Presenting - \$20,000

- Banner ad in parent and staff digital newsletter (one per month in first semester)
- Mobile app ads in activity stream
- Digital flyers once per semester
- Sponsored social media content (2 per semester)
- Logo on district webpage
- Support our partners button on mobile app

### Platinum - \$10,000

- Mobile app ads in activity stream
- Digital flyers once per semester
- Sponsored social media content (2 per semester)
- Logo on district webpage
- Support our partners button on mobile app

### Gold - \$5,000

- Digital flyers once per semester
- Sponsored social media content (1 per semester)
- Logo on district webpage
- Support our partners button on mobile app



*Parkway's Back to School Guide brought to you by:*





## HOME ATHLETIC EVENTS

150

Stadium events

175,000

Anticipated fans at home athletic events

## PARKWAY TODAY ENEWSLETTER

25,000

Parent, staff and community member emails

50% OPEN RATE

## DIGITAL FLYERS

25,000

Parent and Staff email addresses

35% OPEN RATE

## MOBILE APP

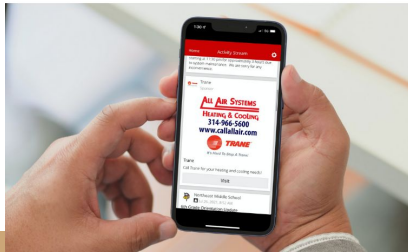
15,000

DOWNLOADS

## SOCIAL MEDIA

20,000 FOLLOWERS ON FACEBOOK

10,000 FOLLOWERS ON TWITTER



## DIGITAL NEWSLETTER AD SALES

### PARKWAY TODAY ENEWS

#### SPONSORED CONTENT

BANNER AD

AUDIENCE:

25,000 PARKWAY PARENTS + COMMUNITY MEMBERS

50% OPEN RATE

WEST ST. LOUIS COUNTY

INCLUDING CHESTERFIELD, MANCHESTER, MARYLAND HEIGHTS, CREVE COEUR, BALLWIN, DES PERES, TOWN & COUNTRY, VALLEY PARK, UNINCORPORATED)

AVERAGE HOUSEHOLD INCOME: \$133,308

HOME PRICES: \$294,500 (MEDIAN VALUE)

PRIMARY AUDIENCE WOMEN 25-54

**\$750**



## INSIDE PARKWAY STAFF ENEWS

SPONSORED CONTENT







BANNER AD

3,910 PARKWAY EMPLOYEES

**\$300**

# How We Structure Our Packages

## ADVERTISING OPPORTUNITIES

Diamond	Tanzanite	Emerald	Sapphire	Ruby	Topaz
					
Tier exclusivity	Tier exclusivity	Tier exclusivity	Tier exclusivity		
<ul style="list-style-type: none"><li>• Print</li><li>• Sports</li><li>• Awards</li><li>• Performing arts</li><li>• Digital/Video</li></ul>	<ul style="list-style-type: none"><li>• Print</li><li>• Sports</li><li>• Awards</li><li>• Performing arts</li><li>• Digital/Video</li></ul>	<ul style="list-style-type: none"><li>• Print</li><li>• Sports</li><li>• Awards</li><li>• Performing arts</li><li>• Digital/Video</li></ul>	<ul style="list-style-type: none"><li>• Print</li><li>• Sports</li><li>• Awards</li><li>• Performing arts</li><li>• Digital/Video</li></ul>	<ul style="list-style-type: none"><li>• Print</li><li>• Sports</li><li>• Awards</li><li>• Performing arts</li></ul>	<ul style="list-style-type: none"><li>• Print</li><li>• Sports</li><li>• Awards</li><li>• Performing arts</li></ul>

## EMERALD SPONSORSHIP - \$10,000

- Partnership tier exclusivity
- \$3,000 from Print package
- Sports package:
  - ¼ page ad in game programs
  - Posters
  - Football scoreboard static signage
  - Outdoor banners (3.5'x7x) and indoor banners (furnished by the district)
  - Two 15-second public address announcements (football, soccer, volleyball, basketball and wrestling)
  - Two 15-second announcements in student webcasts (football, soccer, volleyball and basketball)
  - Two 15-second videos on video board during football games (PHHS and PHS) and basketball, volleyball and wrestling (PHS)
  - Brand activation opportunities
- \$500 from Awards package
- ¼-page ad from Performing arts package
- \$250 between Digital and Video package

# How We Structure Our Packages

## AWARDS PACKAGE

- **Sponsor recognition with logo for three monthly “Park Hill STARS.”** \$500/month or \$4,000/year (5 opportunities remaining )
  - 27 recognitions per year
  - Averages 10,500 impressions for Facebook surprises and monthly video features
- **Sponsor recognition with logo for “Park Hill Student of the Week.”** \$100/week
  - 34 recognitions (between October and May) (16 remaining)
- **Sponsor recognition with logo for “Park Hill Teacher of the Year.”** \$1,500 (exclusive)
  - Yearly in April
  - Averages 7,000 impressions for Facebook surprises and video features
  - Verbal recognition by the Superintendent at the Service Awards Banquet (350 in attendance)
- **Sponsor recognition with logo for “Park Hill Support Employee of the Year.”** \$1,500 (exclusive)
  - Yearly in April
  - Averages 7,000 impressions for Facebook surprises and video features
  - Verbal recognition by the Superintendent at the Service Awards Banquet (350 in attendance)

## PRINT PACKAGE

- **Community Education catalog** (three catalogs mailed in 2021-2022, sent to 92,000+ households 276,000 impressions)
  - \$8,000/year for full page ad (1 available)
  - \$5,000/year for ½ page ad (3 remaining)
  - \$2,500/year for ¼ page ad (4 remaining)
  - \$500/year for 1/8-page ad (1 remaining)
  - \$250/year for logo banner (12 remaining)
- **Connection newsletter** (seven newsletters mailed in 2021-2022, sent to 35,000+ households each time = 245,000 impressions)
  - \$4,500/year for ½ page ad (1 available)
  - \$2,000/year for ¼ page ad (2 remaining)
  - \$500/year for 1/8-page ad (2 remaining)
  - \$250/year for 1/16-page ad (1 remaining)

# How We Structure Our Packages

**PARK HILL HIGH SCHOOL ORCHESTRAS**

# FALL CONCERT

**Thursday, October 21, 2021**  
7 p.m. in the PHHS Auditorium  
Suzannah Smith, Orchestra Director

<p><b>QP</b> QUALITY PLUMBING INC. KC'S TRUSTED PLUMBER FOR</p> <p>24/7 SERVICE • PUMP SERVICE • WATER HEATERS • WATER FILTERS • WATER TREATMENT • SINKS • SHOWER REPAIRS • TUBS • TOILETS • SUMP PUMPS • SODIUM HYPOCHLORITE • SODIUM HYPOCHLORITE • SODIUM HYPOCHLORITE • SODIUM HYPOCHLORITE</p> <p>816-472-4994</p>	<p>Let our family take care of your family!</p> <p>Parkville Home Care Services</p>
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<p><b>4+1 UNDERGRAD COLLEGE PROGRAM</b></p> <p>A Proven Partner of the Park Hill School District since 2010</p>	<p><b>Start small, retire big</b></p>
<p><b>PIZZA Shoppe</b> ESTABLISHED 1967</p> <p>HomeTown FAVORITE SINCE 1967</p>	<p><b>State Farm</b></p>

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<p><b>MORE LIFE</b></p> <p>EXPERIENCE THE 3-HEUR FUEL-BODY-BRAND THAT GIVES YOU MORE.</p>	<p><b>ZONA ROSA</b></p> <p>BEATS &amp; BOOMSTICKS</p> <h1>HOCUS FOCUS</h1>
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# PARK HILL MOMENT

## 2022 DISTRICT SPELLING BEE

SPONSORED BY PARKVILLE PEDIATRIC DENTISTRY

Park Hill School District  
Published by Paul Lewis  
February 22 at 6:00 PM

### Park Hill School District Spelling Bee

**CAN YOU SPELL WINNER:** Congratulations to the Park Hill School District Spelling Bee winners who advanced to the Scripps National Spelling Bee in Washington, D.C. in June!

Sam Goodfriend, seventh grader at La Middle School, and Marina Drobeck, eighth grader at second place. Anna grader at Tiffany Ridge Elementary, Cumming, seventh grader at Walden School, tied for fourth place. #ParkHillMoment

This Park Hill Moment is sponsored by Parkville Pediatric Dentistry.

See less

102

3.5K people reached

1.8K 3-second video

179 comments

re video

ment

Up Next

# How It's Going...

**Parkway Athletics** @parkwayathletes · May 25, 2021

We have so many athletes competing at State track this Thursday and Friday, including Chloe from @PNVikings10! Thanks to Hannah Harris, our Athletic Trainer with @mercysaintlouis @mercypnvikings for getting our athletes ready to go!



1 7 23

**Park Hill School District**  
Published by Paul Lewis · 18h

**TEACHER OF THE YEAR:** For the 2020-2021 school year, the Park Hill Teacher of the Year award goes to every teacher in our district. Our teachers were truly heroic this year, taking on monumental tasks and teaching in entirely new ways.

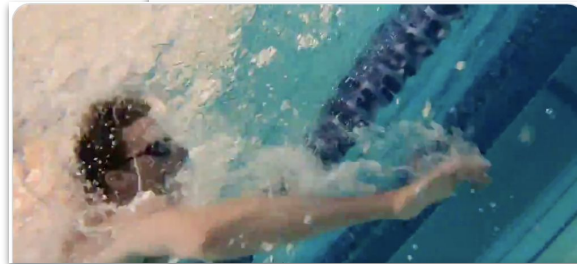
Watch our former Teacher of the Year recipients give us a glimpse into what our teachers achieved this year.

This award is sponsored by Park University.

**TEACHER OF THE YEAR**

SPONSORED BY: 

0:05 / 2:25



## Park Hill News: Important Dates; Images from Your School



Park Hill School District <kirbyn@parkhill.k12.mo.us>  
To: Fitzgerald, Samantha



**State Music Competition**  
Band, orchestra and choir students from Park Hill School District high schools earned top honors at the Missouri State High School Activities Association's virtual state music festival.

Music Honors



**All-State Choir**  
PHHS senior Trevor Stevens earned a spot in the 2021 Missouri All-State Choir. This honor makes Stevens one of the top 100 basses in the Kansas City metro area.

All-State Musician



**Park Hill Stars**  
Please congratulate our Park Hill Star award winners for April, and then nominate an employee for next month's award! Our April recipients were **Lindsay McKay**, a fourth grade teacher from Renner Elementary; **James Noble**, a sixth grade social studies teacher from Congress Middle School; and **Stacie Mitchell**, a nurse from Lakeview Middle School.

Nominate Park Hill Stars

Thank You to Our Sponsor



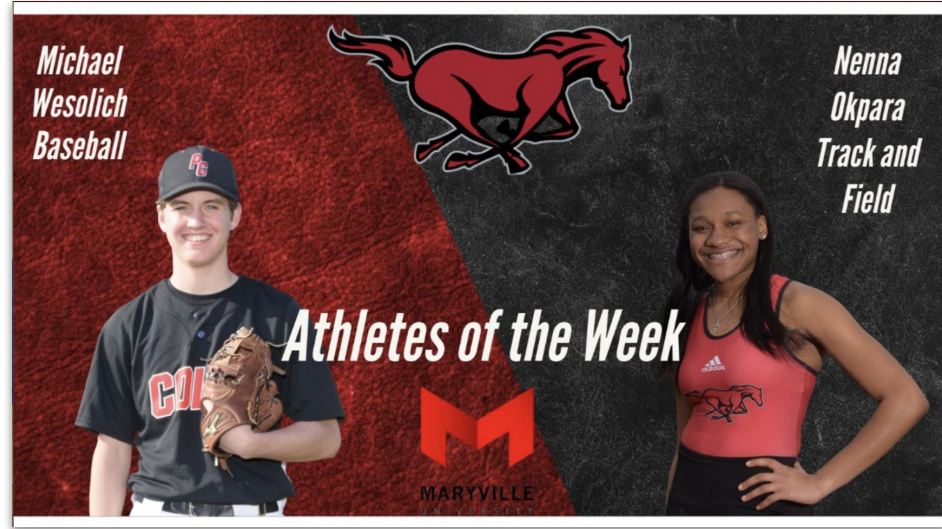


# Takeaways

What are you already doing?

How can you incorporate partners into that?

Student centered



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# QUESTIONS



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@derekduncan



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816-359-6716



@samantharfitz