

# GameTime Revenue Development Case Study

Clay-Battelle High School

School  
Size:

350

Students



City  
Population:

73

Citizens

## Introduction

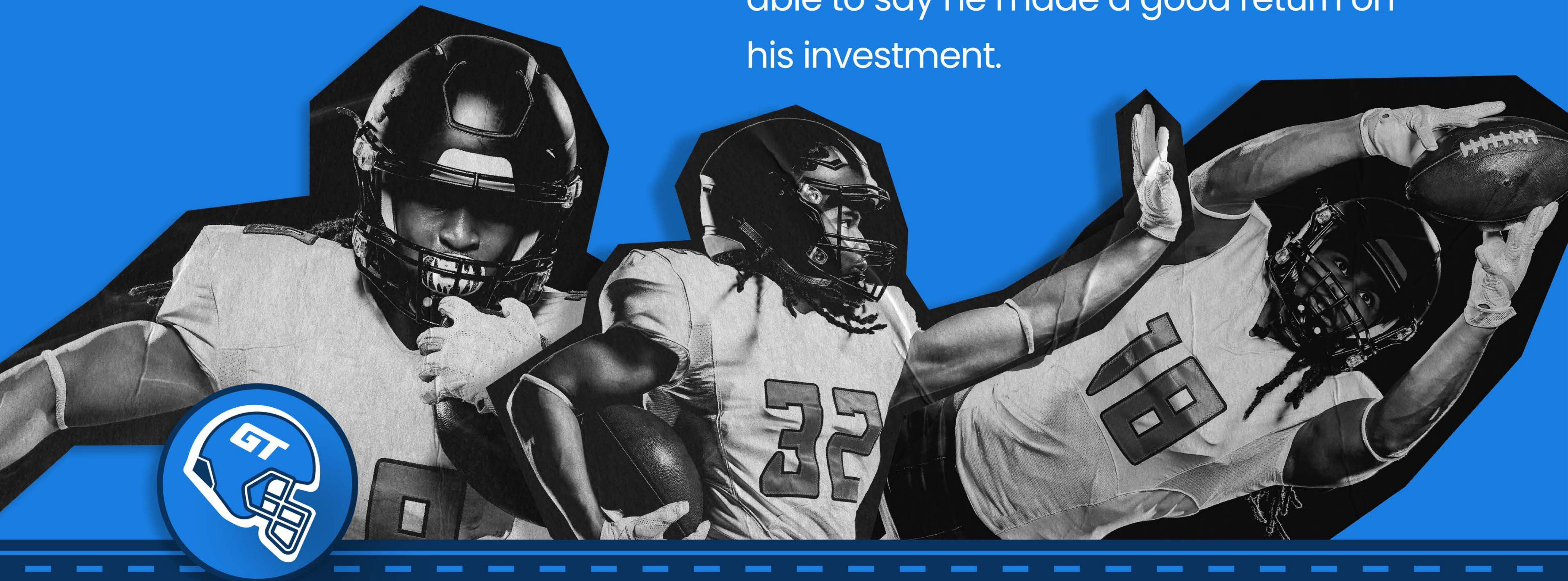
Clay-Battelle High School began using **GameTime** in June 2022. Being in a small town in a rural community, Athletic Director, JR Krafft, accepted the challenge to solicit sponsors to cover his cost of **GameTime**. Within one day of sending out proposals, JR had secured his first sponsor. Let's take a look at how he accomplished this and covered his cost of **GameTime**.



# The Challenge

- 1 Soliciting ads in a small community
- 2 Only the AD reaching out
- 3 Need to cover cost of **GameTime**

Selling ads in a small town can be challenging. With no active booster club, JR Krafft had to work to achieve this on his own. He took time and used his resources knowing that it wouldn't be easy. His goal – to break even on **GameTime** to be able to say he made a good return on his investment.



## The Approach

Krafft worked to outreach to both businesses he had relationships with, and ones he didn't. He went through his local Convention and Visitors Bureau website, sending each business his contact information. JR let them know about the new opportunity these businesses would have to advertise in their community at Clay-Battelle High School. Quickly, Coach Krafft had businesses that wanted to take advantage of this. When asked for his advice to other schools, JR told us that businesses really aren't aware of this opportunity. You have to take time to explain it to them and they'll want to be a part of it. Communicating to businesses the value they get with sponsorships on **GameTime** is a crucial part of JR's success.

# The Result

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## Clay-Battelle High School covered the cost of **GameTime** with just 3 sponsors!

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Just three days after his Revenue Development meeting with **GameTime**, JR Krafft had secured a sponsor for his **GameTime** station and quickly had others purchasing too. With no push back on the pricing he had set, Clay-Battelle covered their cost of **GameTime** just a month after making their purchase. Family friendly music, custom messaging, and money making opportunities. That's what **GameTime** is all about. Interested? Contact us to learn more!

