

GameTime Revenue Development Case Study

Spartanburg High School

School
Size:

2,000

Students



City
Population:

37,448

Citizens

Introduction

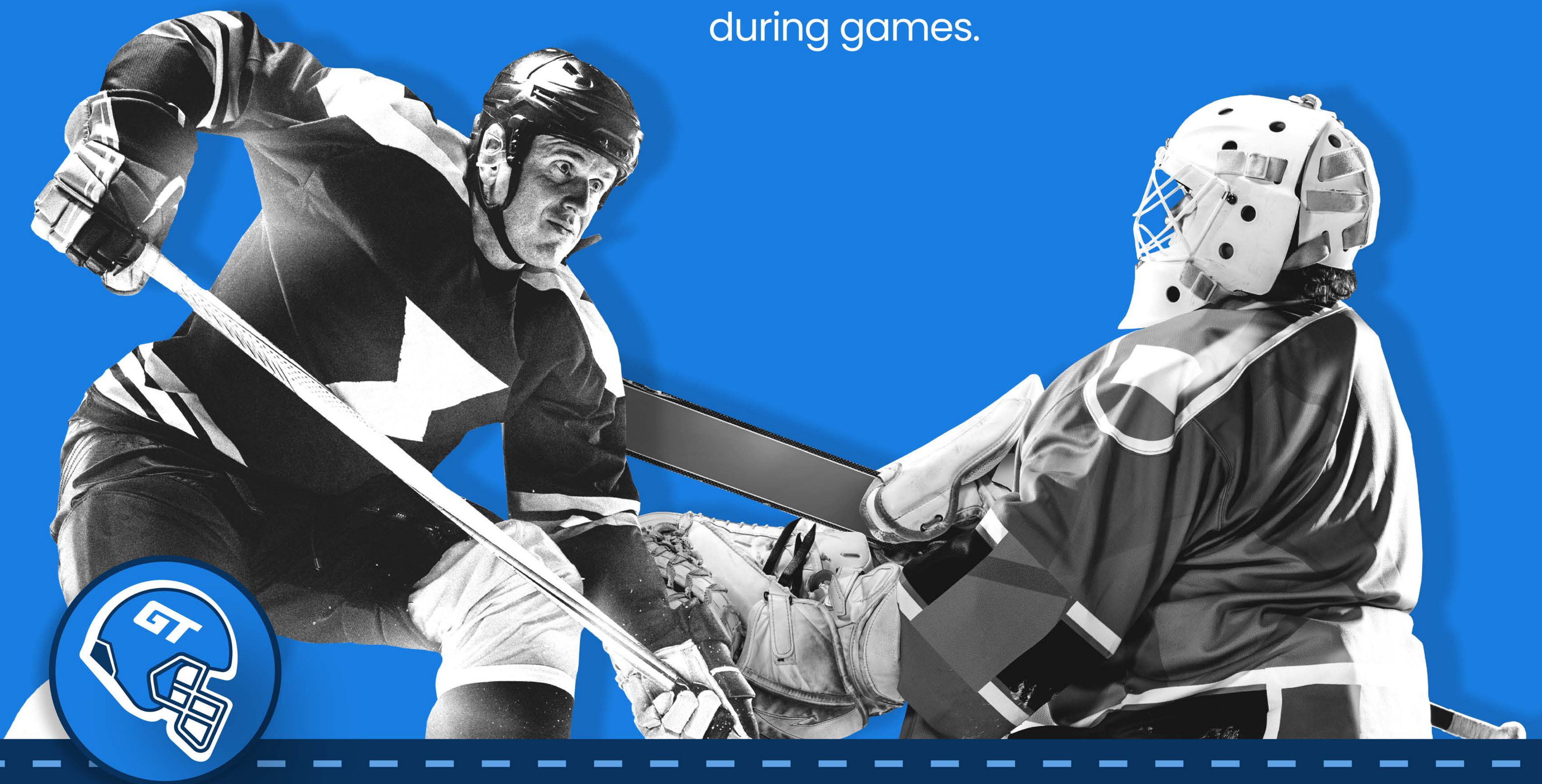
As a small metro city high school in a community with 37,000 residents, Spartanburg High School had a huge need for not only a lyric-safe music solution, but also custom messaging. With an active booster club and an athletic program dedicated to improving their game day experience, Spartanburg High School was sure to generate revenue through messaging and sponsorship opportunities on **GameTime**. Continue to see how!



The Challenge

- 1 Incorporating a new sponsorship opportunity to existing sponsorship program
- 2 Cover cost of **GameTime** through sponsorships

With sponsorship opportunities already in place like scoreboard ads and banners with differing levels, Spartanburg High School was ready to incorporate **GameTime** into the mix. The challenge – to offset the cost of **GameTime** and share the value proposition of audio advertising during games.



The Approach

Through **GameTime**, sponsors have a captive audience and their commercial airs at **EVERY** home event as it compares to other sponsorship opportunities. Athletic Director Todd Staley and his booster club were able to communicate this value in a way that resonates with businesses. By reaching out to businesses they already had contacts with, the team at Spartanburg High School quickly covered their cost with their highest tier sponsor, and continued to generate revenue through the lower tiers.

The Result

Spartanburg High School covered the cost of **GameTime** with just one sponsor!

As a result of this new opportunity, **GameTime** sponsors at Spartanburg are excited about the added benefits of an audio commercial and the captive audience that will hear their ad at every home event. Spartanburg will continue to generate revenue year after year with this opportunity and cover their cost of **GameTime** while protecting their fans with family-friendly music.

“We love being a **GameTime** Sponsor because it allows us to give back to the community while also showing off our brand and what we do!”

Carolina Orthopedic and Neurosurgical Associates (CONA)

