

GameTime Revenue Development Case Study

Warren Township High School

School
Size:
3,800
Students



City
Population:
30,521
Citizens

Chicago Metropolitan Area Population - 9.46 million

Introduction

Warren Township High School is a large public school right outside of Chicago, IL. **GameTime** partnered with Warren Township in 2021 as a solution to eliminate inappropriate music at sporting events. The Athletic Booster Club was asked if they would pay for **GameTime** – and with the opportunity to sell advertising on **GameTime**, they accepted.



The Challenge

- 1 Never offered sponsorships opportunities prior to **GameTime** advertising
- 2 Parents/booster members with busy schedules selling advertising
- 3 Competing with many schools for local business sponsors

The challenges the booster club faced was to make their sponsorship opportunities stand out to businesses in the community. Businesses in their community frequently get hit up for various sponsorship opportunities – Warren Township needed to stand out amongst the competition and share their value. **GameTime** added a competitive advantage to Warren Township's existing sponsorship program by providing commercial advertising that can be played at **EVERY** home event to a captive audience.



The Approach

After meeting with the Revenue Development team at **GameTime** and creating pricing Warren Township was satisfied with, the booster members reached out to personal connections. Restaurants became a common theme for them, and these businesses were excited to partner with the school. Combined with other sponsorship opportunities they offered, **GameTime** added significant value as fans hear the commercials throughout every home event.

The Result

Warren Township High School received positive feedback from fans about their advertising!

Feedback from fans, businesses, and booster members were all positive since adding **GameTime** into Warren Township's sponsorship program. Their local pizza restaurant said that fans come in and say that they are there because of hearing their commercial at the game. Warren Township Boosters say they are happy with their experience with **GameTime** because they don't have to worry about the music, and they have customizable messaging and money making opportunities through sponsorships.

