

6 Ways to Self-Fund Your New Video Scoreboard

Nothing modernizes the look of an athletic facility more than new technology. A virtual scoreboard showcases jaw-dropping display and dynamic content that combine to create an atmosphere where crowds are engaged, and local sponsors are excited to advertise.

A Watchfire virtual scoreboard or video display offers revenue-generating opportunities that help a scoreboard pay for itself. *The possibilities are endless, but here are six proven methods for generating scoreboard revenue.*

1 VIRTUAL SIGNAGE

A virtual scoreboard from Watchfire is a large, single video board that can be divided into zones to display multiple types of content at the same time. Zones can display scores, live video, statistics and sponsorship advertising. With the click of the mouse, all the zones can be replaced with a single, larger-than-life pregame video. Click again, and you're back to displaying sponsor ads and other content.

2 SPORT-SPECIFIC ADVERTISING

A Watchfire virtual scoreboard allows for multisport scoring. This versatility can increase sponsorship revenue too. Sell one set of virtual ads to companies interested in reaching football fans and another set of ads to businesses in support the soccer program. The more sports played in a facility - the more advertising opportunities that are available.

3 NAMING RIGHTS

Virtual scoreboards have sparked a new way of thinking about naming rights. In the past, adding a corporate logo or donor name to a fixed digit scoreboard could be an expensive investment, requiring a sign company, installation time and a financial commitment from the facility. With a Watchfire video display, naming a scoreboard is as easy as customizing a dynamic ad zone. Naming rights on a virtual scoreboard can change from season to season, and from sport to sport.

4 SOUND & MOTION ADVERTISING

From a spinning logo in between periods to a 30 second video commercial before the game, sound and motion ads provide big ticket sponsorship revenue. Whether it's an animation or a still photo, Watchfire's video displays combine refresh rates and wide viewing angles to create an exciting atmosphere for any seat in the house.

5 SPONSORED "SHOUT OUTS"

Many companies sponsor athletic programs because it ties them to the community. These businesses may enjoy sponsoring "shout outs," like Player of the Week or Teacher of the Month. Operators can use any graphic program to combine a player photo and sponsor logo, and then use Watchfire's Ignite Sports software to display it on the scoreboard.

6 CROWD PROMPTS

When you listen to a ball game's broadcast, you hear the announcer peppering play-by-plays with advertiser names. Facilities can duplicate that success by offering sponsorships for significant plays, such as first downs and three-pointers. The Watchfire EasyArt library comes with crowd prompts that are easily personalized with sponsors' names.

Selling sponsorships on a video display can be easier and more profitable than selling for a fixed digit scoreboard. Businesses want to be associated with a video board that looks professional and is reliable. With 85 years of experience, Watchfire makes the best looking, most reliable LED video displays on the market.

CONTACT US AT 877-900-7517 TO KICKOFF YOUR SCOREBOARD UPGRADE.



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