

How Marion School District Increased Sponsorships & Built Their Brand

hosted by:  MASCOTMEDIA



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Student at Lyon College
Marion Class of 2020



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Mascot Media



Lev Willey

Sales Engineer & Broadcast Manager
Mascot Media

Marion High School

Established: 1911

Enrollment: 911

Grades: 10-12

City Population: 12,404

Website: marionpatriots.com

App: Search: Marion Patriot Athletics

Other products: Broadcasting, tickets, posters, schedule cards, magnets



marionpatriotsathleticsnetwork



mpatathletics



MARION PATRIOTS ATHLETICS NETWORK

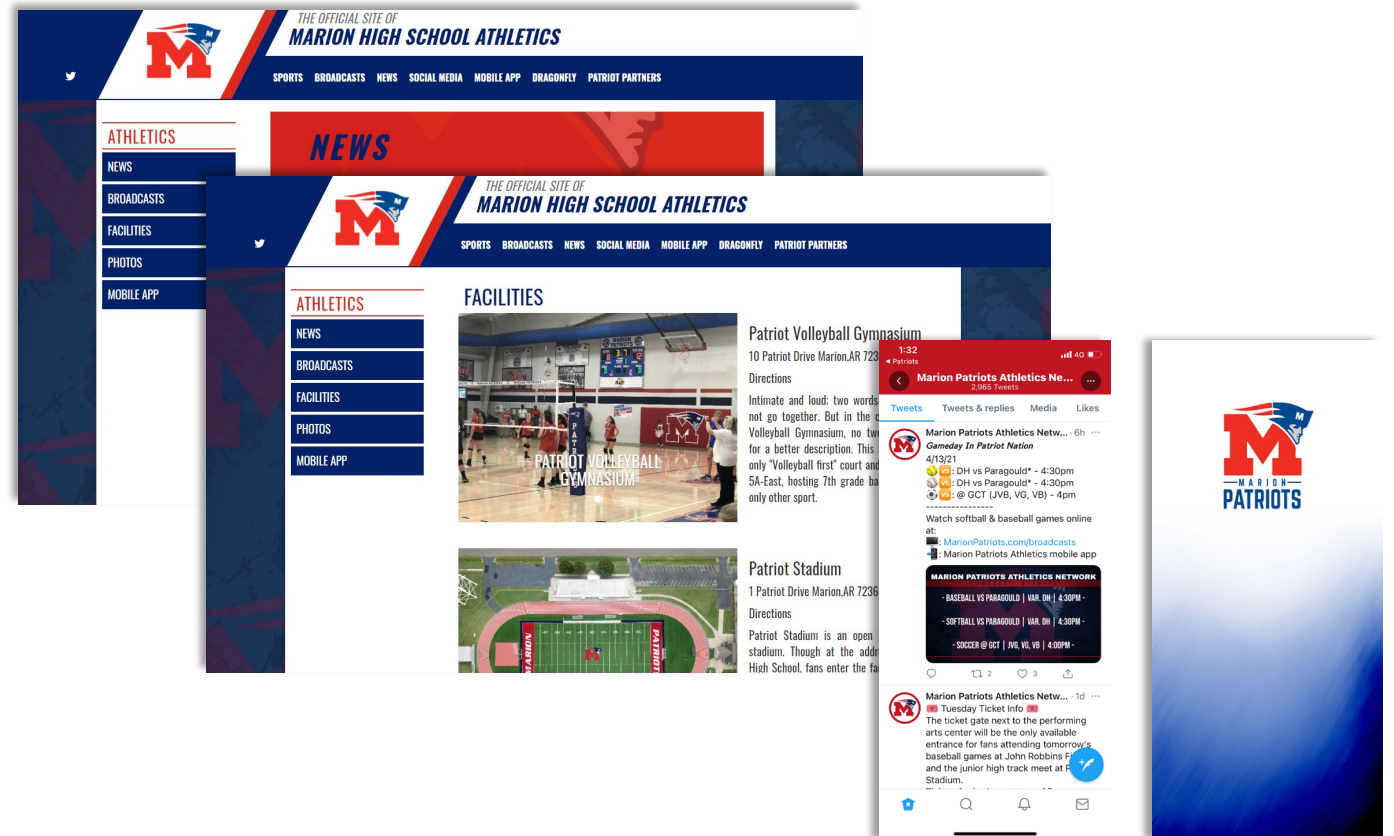


The Patriots Brand

- Pro-extracurricular administration
- Centralized branding across platforms
- Created a single-source for all teams using their Sports Network



MARION PATRIOTS ATHLETICS NETWORK





App Features

**Push Notifications • Broadcasting • Messaging • Rosters • Schedules
Photo Galleries • Announcements • Sponsor Page • Social Media • Admin Page • News**

Patriot Partners

From 6 Sponsors to 32

- Advertising on broadcasts
- 24/7 exposure on app and website
 - Banner ads
 - Prominent placement on sponsor pages
- Call businesses directly from app



PATRIOT PARTNERS

PLATINUM PATRIOT PARTNERS

AMS Realty
Cliff's Auto & Tractor Parts
Fenter Physical Therapy
Fidelity Bank
Fogleman Farms
Goode Communications Etc
Holly Chevrolet
JR&K Printing
King Motor Company
Mitchell Family Medicine
Pizza Pro
Premier Bank of Arkansas
Quality Flooring & Cleaning, LLC
Royce Smith State
Sonic Drive-In

GOLD PATRIOT PARTNERS

Dominion World Outreach
Ministries
Farm Bureau Insurance
First Marion
Ford of West Memphis
Tacker's Shake Shack

SILVER PATRIOT PARTNERS

Farm Bureau Insurance
Gill's Custom Appl.
Greenway Equipment
Nutrien Ag Solutions
TLC Turfmaster Lawn Care
Ryan Carey Farms



Mary Claire Reece

Marion High School Class of 2020

Lyon College Class of 2024

- Started working with Marion Patriots Athletics Network in 2018
 - Attended the Washington Journalism and Media Conference
 - Sideline reporting with student newspaper, *Patriot Expressions*
 - Photography and videography with MPAN
- Worked with ESPN through Arkansas State
- Double major in History and Anthropology with a concentration in Journalism at Lyon College
 - Work study in the Communications Dept.
 - Managing Editor of student publication, *The Highlander*



CREATE YOUR OWN SPORTS NETWORK!



Get a jump start on next school year and schedule a short meeting today!
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