



FIVE WAYS TO WIN

FIVE WAYS TO A WINNING SEASON WITH DAKTRONICS



OUR TEAM



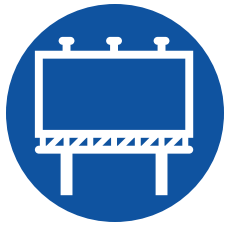
Bob Kernell

WESTERN MISSOURI SALES

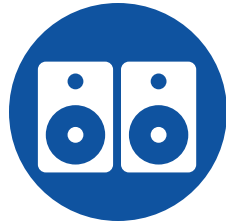


Todd Green

EASTERN MISSOURI SALES



**SYSTEM
START-UP**



**IMPACT
THROUGH
AUDIO**



MY SUPPORT

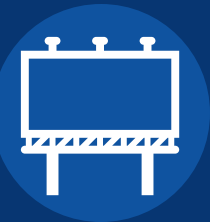


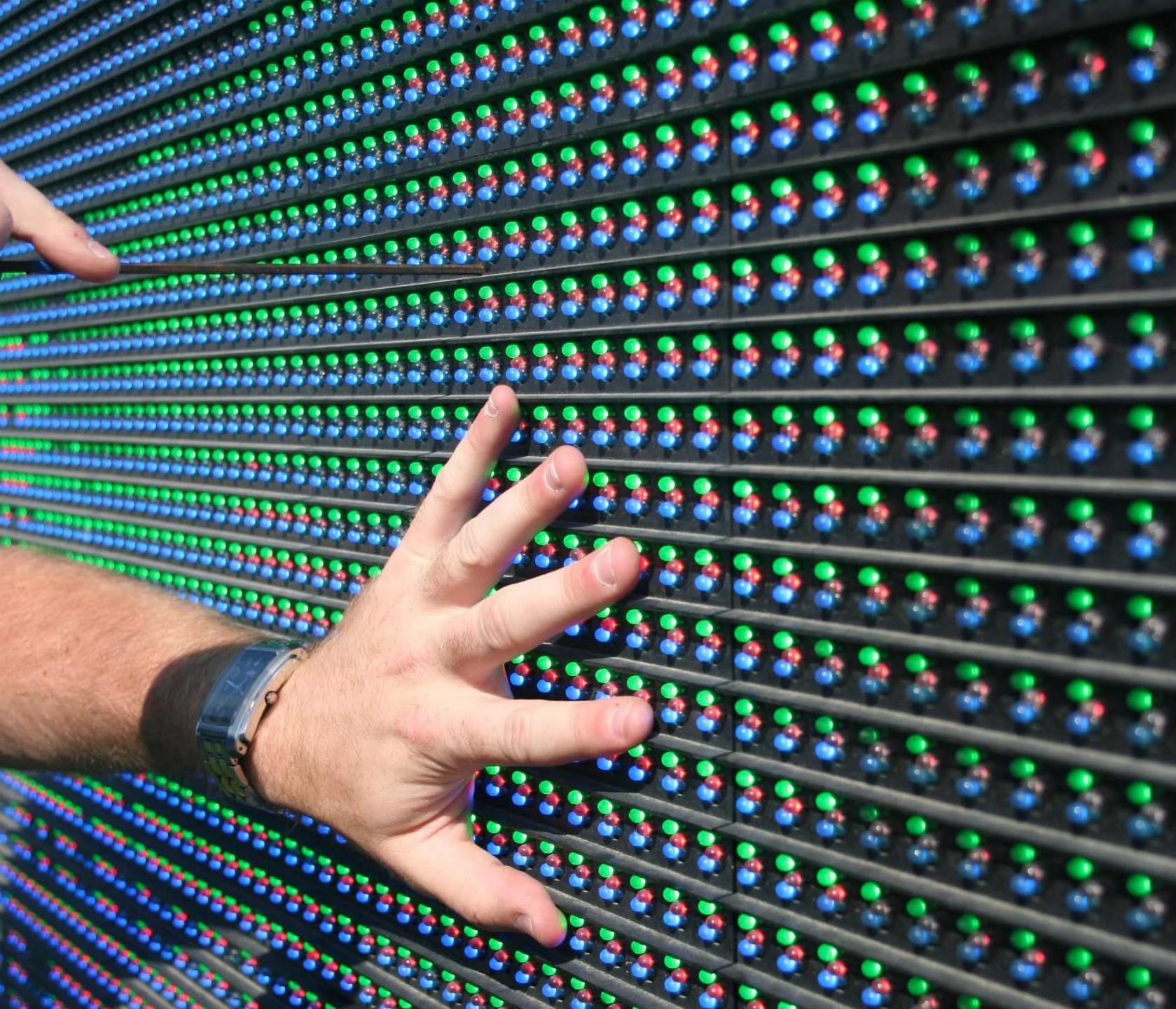
**EQUIP YOUR
COACHES
FOR SUCCESS**



**PLANNING
AHEAD**

SYSTEM STARTUP





SYSTEM STARTUP

VIDEO

- Physical Inspection
- Control System
 - Operation & Updates
- Display Washing

SCORING

- Physical Inspection
- All Sport Controller or Dak Score

AUDIO

- Physical Inspection
 - Speakers & Control Rack
- Testing



SYSTEM STARTUP

ADDITIONAL AREAS

- Spare Parts
- Manuals
- Check on Service Agreement
- My Support

RESOURCES

- Guide for Maintaining Your Video Display [Link](#)
 - Also includes checklist for scoring and audio



CREATE IMPACT THROUGH AUDIO

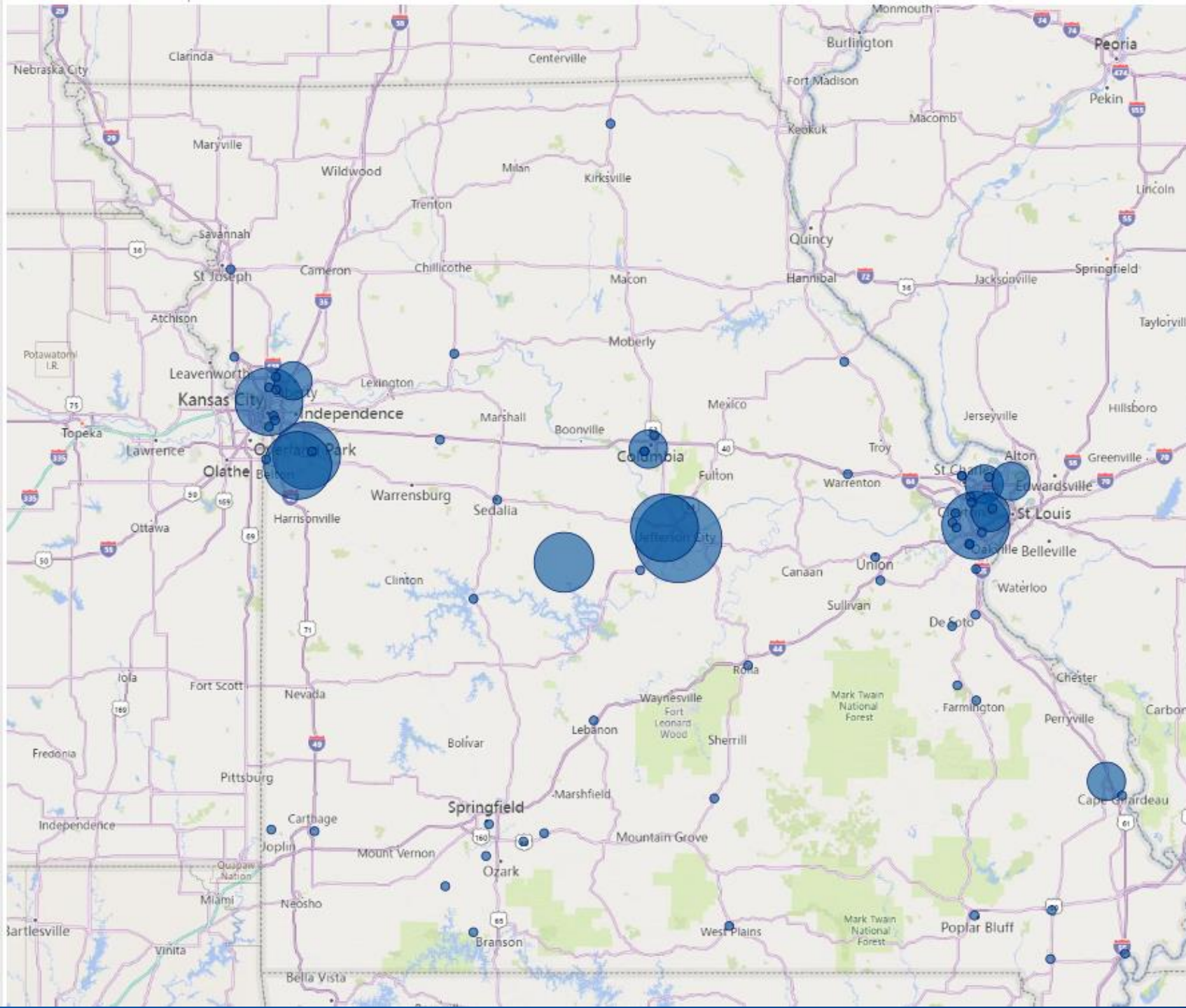




This [sound] system has truly improved the overall experience of whatever event it is used for. Everyone can hear and understand what is said and we have had no issues when the system is in use. We love it!

-Tina Drake, Principal
Wellington High School





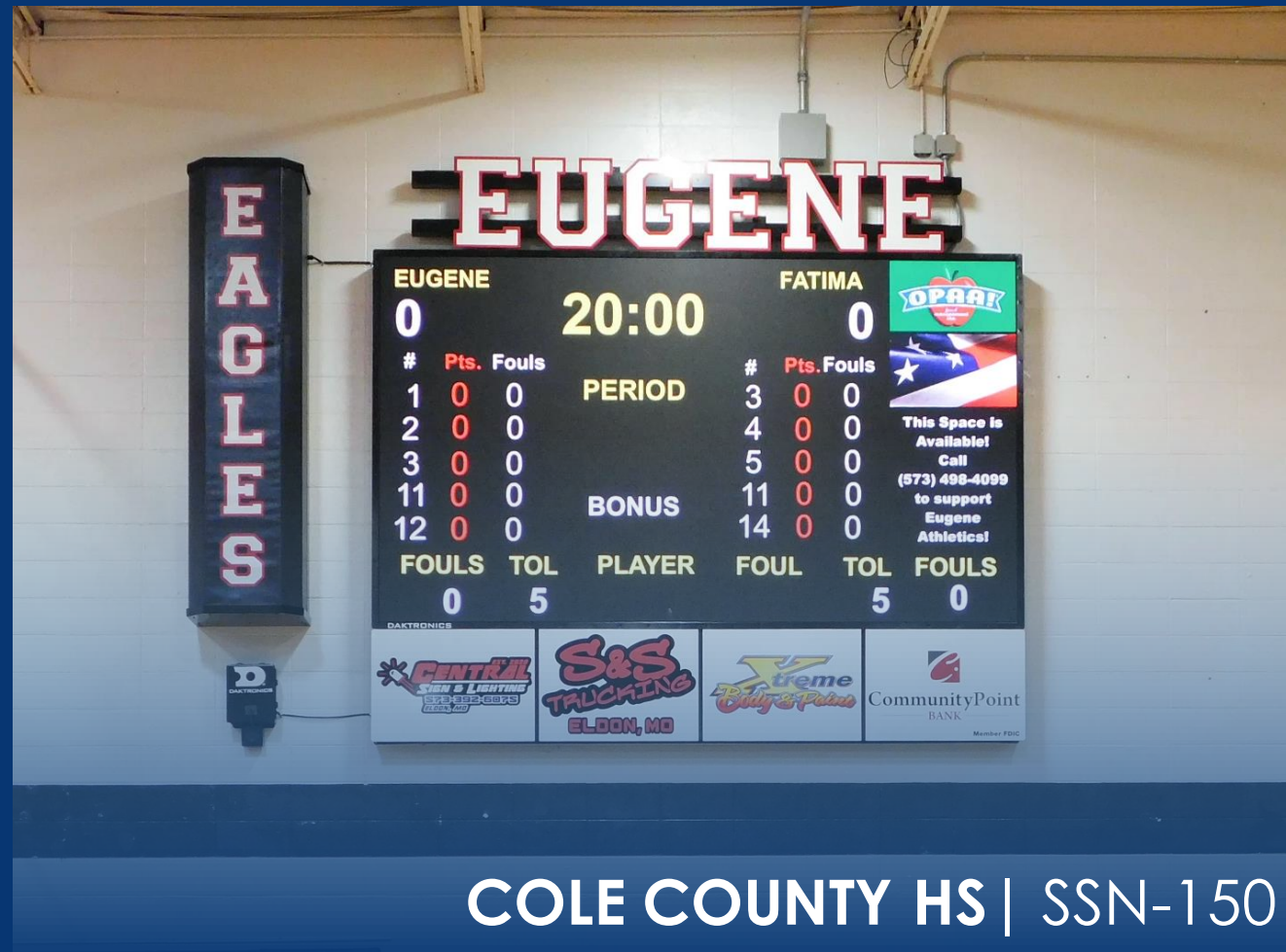
DO YOU KNOW?

Audio Installations
In Missouri = 106

INDOOR AUDIO



KIRKWOOD HS | SSN-250



COLE COUNTY HS | SSN-150

OUTDOOR AUDIO





DEMO OPTIONS

- Experience our audio systems in person
- Ask Bob or Todd to schedule an onsite demonstration for indoor or outdoor audio

A man with a beard and a dark cap is looking at a laptop. The laptop has a stylized 'Z' logo on its lid. The background is a blurred indoor setting. The entire image has a blue tint.

PRODUCT SUPPORT

800-325-8766

MY SUPPORT



- Mobile-friendly, online portal
- Schedule a Support Call
- Account & Profile Details
- Case Activities
- Parts: Quotes, Orders, & Repairs
- Engage in Community Discussion



WHO SHOULD USE MY SUPPORT



- Who typically calls in for support?
 - Athletic Director
 - Maintenance / Facilities Staff
 - IT Personnel
 - Sports Marketing Teacher / Staff
 - Add'l Administration



**HOW CAN WE
HELP YOU?**



EQUIP YOUR COACHES FOR SUCCESS



DAK Score Mobile App



USER FRIENDLY CONTROL

DAK SCORE



- Bluetooth connected
- Android & Apple compatible
- Multi-sport
- Segment Timer

SCORING + VIDEO CONTROL

ALL SPORT PRO



- Practice Use:
 - Hudl
 - YouTube
 - Segment Timer
- Classroom Use:
 - Phys Ed Classes
 - Presentations
 - Assemblies
- Video and scoring in one
- Can break into multiple tablets for large events

ALL SPORT PRO

“We also use it for our sports teams.
Watching video [game film]
on it is incredible.”

-Jared Fredenburg, Head Football Coach,
Sioux Falls Lincoln HS



ALL SPORT PRO

SINGLE OPERATOR



SCORING + VIDEO



SCALE YOUR
PRODUCTION



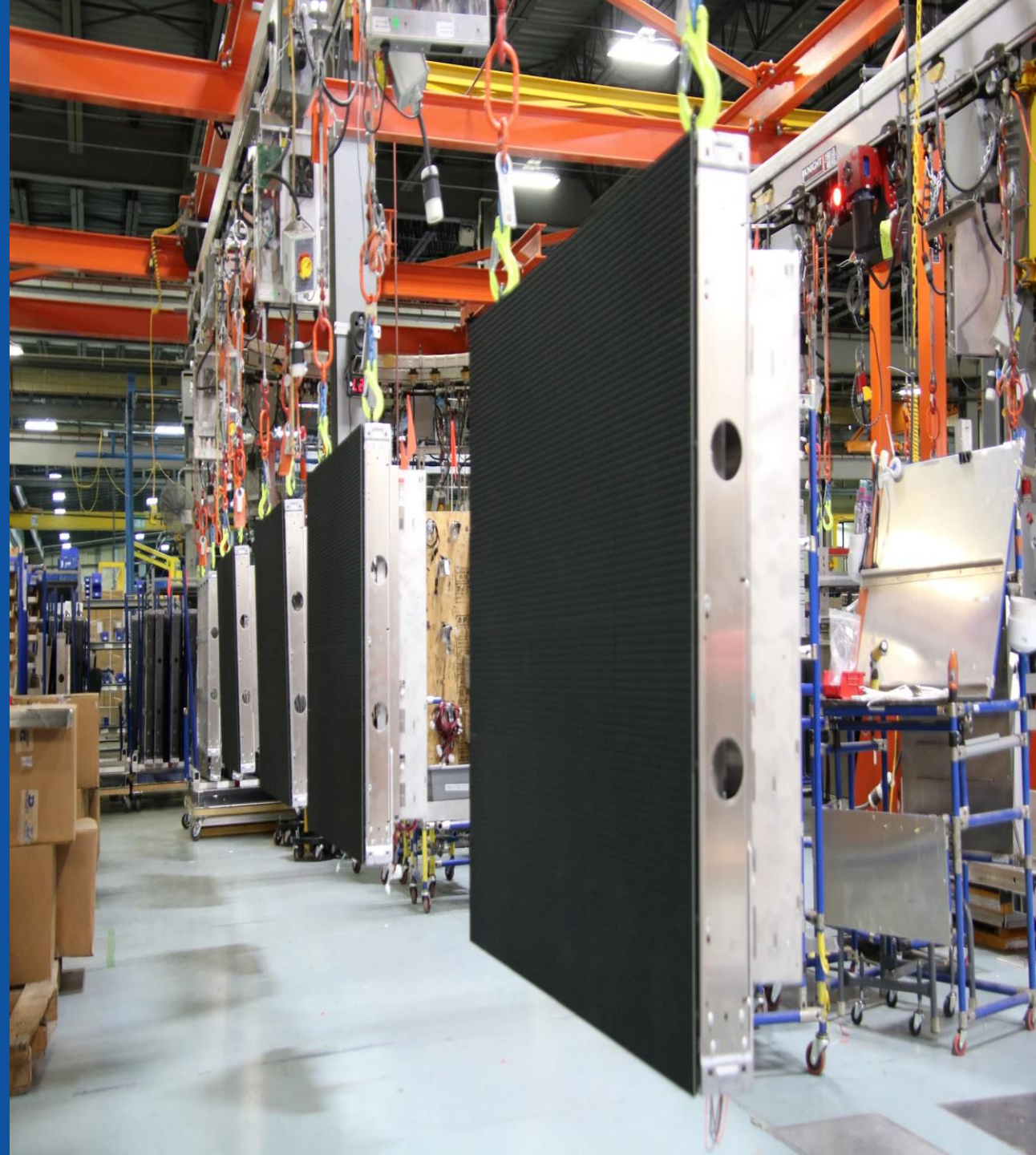
MULTIPLE OPERATORS



SCORING + VIDEO + CAMERA SWITCHING



PLANNING AHEAD



INCORPORATING LEAD TIMES

For successful project timelines, make sure to consider manufacturing lead times. These can vary depending on the type of system you're installing.



SCOREBOARDS



PLAN 10+ WEEKS AHEAD FOR
STANDARD SCOREBOARDS &
INSTALLATION TIME

VIDEO SYSTEMS



ORDER NOW FOR INDOOR AND BASEBALL



START PLANNING FOR FOOTBALL 2024

VIDEO SYSTEMS



BENEFITS OF PLANNING AHEAD



HOW TO PAY FOR YOUR SYSTEM

SPORTS MARKETING TEAM



AVERAGE REVENUE

Many schools only generate \$10,000 - \$15,000 per year
without Daktronics Sports Marketing support



DAKTRONICS SPORTS MARKETING

The leader in generating revenue through high school sports by **averaging over \$40,000 per year** with its partner schools. Since 2012, the DSM team has helped more than 400 schools.



8

Average number of sponsors needed to complete a project



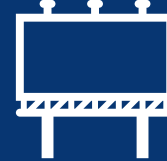
\$50k

Average revenue created for a high school.



36

Different industries that typically advertise on a video display



300+

Video displays installed thanks to DSM



800+

Add-ons paid for by revenue raised

CREATE LONG TERM REVENUE WITH HAPPY SPONSORS

SPORTS MARKETING CONSULTING

- Sponsorship Creation
- Sales Support
- Game-day Operation
- Sponsor Contracts
- Game-day Scripts



Providing You With An Annual Revenue Stream

KEEP ALL OF YOUR SPONSORSHIP MONEY

- Maximize your advertising revenue
- You keep control of your sponsorship program
- No cost to you
- No commission or revenue split with Daktronics



QUICK PURCHASING OPPORTUNITIES

E-COMMERCE

shop.daktronics.com

CURRENTLY AVAILABLE

- Shot Clocks
- Creative Content
- SSP-100 Portable Speaker

FUTURE PRODUCTS

- MS-2113 + DakScore
- BB-2122 + DakScore



Wired Package #2: Game
Time Shot Clocks



Baseball Content Package

\$1,550.00

[VIEW OPTIONS](#)





THANK YOU

QUESTIONS?