

2025-2026

Community Engagement Opportunities

Reach 110,000+ Local Families & Fans

110K
subscribers

62K
students

77
schools

TOC

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01

About Frisco ISD

Our mission is to know every student by name and need.

Families choose Frisco ISD not only for our tradition of academic excellence and innovative programs, but also for the abundance of opportunities that inspire every student to explore their interests, discover their potential, and achieve success in every endeavor.

Frisco ISD invites businesses and organizations to partner with the district through a variety of advertising, sponsorship, and event opportunities. Featuring your brand with FISD connects you directly with an engaged audience of parents, staff, students, and community members - allowing you to build meaningful visibility and strengthen your presence within one of the most dynamic school communities in the state.

Strong academics and outstanding opportunities for students continues to make Frisco ISD a premier destination school district.

Frisco ISD currently has 77 schools with a total enrollment of 62,755 students.

- ✦ Elementary Schools: 43
 - ✦ Intermediate School: 1
 - ✦ Middle Schools: 18
 - ✦ High Schools: 12
 - ✦ Special Program Centers: 3
-

02

Business Partners

Businesses and organizations throughout Frisco and the surrounding communities are partnering with Frisco ISD to make meaningful difference in the lives of students. The district values strong community connections and actively welcomes partnerships that support and enhance the student experience.

Frisco ISD invites businesses, organizations, faith-based communities, and individuals to connect with the Community Relations Department to explore advertising, sponsorship, and engagement opportunities. Together, we can build impactful partnerships that strengthen both our schools and the community we serve.

Ways to connect with Frisco ISD

- ✦ Volunteer
- ✦ Mentor
- ✦ Speaker's Bureau
- ✦ Adopt a School
- ✦ Advertising
- ✦ Sponsorships
- ✦ Incubator Program Donations
- ✦ Employee Discounts

If you would like to schedule an appointment to discuss partnering with Frisco ISD, please contact the Community Relations Department.

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Special Events & Community Folder

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469-633-6872

03 DIGITAL NEWSLETTERS

Advertising

Reach Frisco families – right in their inbox

Advertise in Frisco ISD's trusted digital newsletters and connect directly with parents, staff, and community members. With limited ad placements per issue, your brand stands out with premium, low-clutter visibility and strong engagement.

Community Newsletter (Bi-monthly)

- ☀ Subscribers: 115,000+
- ☀ Rates: \$550-\$750
- ☀ Discounted Rates: \$495-\$675

Athletic Newsletter (Monthly)

- ☀ Subscribers: 100,000+
- ☀ Rates: \$550-\$750
- ☀ Discounted Rates: \$495-\$675

Parent Engagement Newsletter (Monthly)

- ☀ Subscribers: 89,000+
- ☀ Rates: \$550-\$750
- ☀ Discounted Rates: \$495-\$675

Ballot language: State law requires school bond ballots to include "This is a property tax increase." However, these bonds are not projected to raise the tax rate. [Learn more on the bond webpage.](#)

Questions about the Bond/VATRE? Find answers to all your most **frequently asked questions** on our website.

- Be sure to check your **campus's specific projects** and get all the details before you vote!

[More Information](#)

PAID ADVERTISEMENT

FLAG FOOTBALL CLUB
Boys & Girls | Ages 8-17
Train with Bruce Mapp, Member of USA National and Olympic Teams
FREE Skills Sessions in Frisco
972-777-4454 Ext 802

BRUCE MAPP
4-Time Gold Medalist
USA National Team
2008 Olympic Team Member
Coastal Carolina University
Athletic Hall of Fame



FISD Test Scores Lead the Pack

Driving the news: Frisco ISD students outperformed peers across North Texas and the state in standardized tests, including STAAR, SAT, ACT and AP exams, highlighting the District's academic strength and recovery post-COVID.

04 Advertising

DISTRICT DEALS, COMMUNITY FOLDER & HOMETOWN TICKETS

Frisco ISD offers valuable opportunities for businesses and organizations to connect with district employees and families: District Deals, Community Folder, and Hometown Tickets.

District Deals provides local businesses with a free opportunity to promote special discounts or promotions exclusively to FISD employees through an internal staff webpage. To participate or learn more, contact Terri Palmer at palmert@friscoisd.org or [submit your offer](#).

The **Community Folder** is a paid advertising platform featured on the district website, allowing businesses and organizations to share information directly with Frisco ISD families. Promote camps, lessons, after-school programs, events, and special promotions through this online resource. Advertising fees directly support the Frisco Education Foundation, and nonprofit organizations are exempt from charges. For details, contact Sherry Levine at levines@friscoisd.org or [register](#).

Hometown Tickets

Put your brand in front of thousands of families attending Frisco ISD events all year long. Choose the advertising package that fits your goals - Annual Plan, Graduation Plan, or Varsity Football Season plan. Tickets can be printed or displayed on mobile devices for entry, giving your business high-visibility exposure with every scan and share. This opportunity delivers exceptional reach!

For details, contact Jennifer Morris at morrisje@friscoisd.org

- ✦ **Annual Plan** - Includes all middle and high school athletic events, fine arts events, 12 high school graduations, and summer camps - an estimated 1,960 events / 384,600 tickets claimed in 2024-25 school year. \$5,000/year
- ✦ **Graduation Only** - Includes all 12 Frisco high school graduations. \$1,800 per ad - limited ad placements
- ✦ **2026 Varsity Football Season** - includes 11 weeks/22 games. \$1,800 per ad - limited ad placements

05 KUYKENDALL STADIUM

Advertising

More than advertising – it's hometown partnership

Kuykendall Stadium jumbotron advertising puts your brand front and center during one of the most exciting and highly attended events in North Texas: Frisco ISD varsity football. With 22 games across an 11-week season, sponsors gain repeated, high-visibility exposure to thousands of students, families, and community members each night, plus visiting fans from districts across the region. From full-screen video spots and in-game PA announcements to rotating ribbon board logos and banner placements, every package keeps your business visible, heard, and top of mind – before, during, and after every game. Show your hometown spirit while connecting your brand to Friday night lights and the community that rallies behind them.

Stadium Scoreboard Sponsorship Packages: All Kuykendall Stadium packages include your brand logo featured on the ribbon board throughout the game. Logo rotates every 15-20 seconds.

Presenting Sponsor (2 Available)

\$12,000 | \$10,000/yr multi-year

- ✦ Choice of game quarter
- ✦ 0:30 full-screen commercial
- ✦ Quarter + pregame PA recognition
- ✦ Premier Sponsor designation
- ✦ 1 athletic digital newsletter ad (100,000+ subscribers)

Half-Time Sponsor

\$7,500 | \$6,500/yr multi-year

- ✦ 0:15 full-screen halftime commercial
- ✦ Halftime PA recognition
- ✦ 1 athletic newsletter ad (100,000+ subscribers)

Coin Flip Package

\$6,000 | \$5,000/yr multi-year

- ☀ Pregame 0:15 commercial
- ☀ Coin flip PA recognition

Video Commercial Only - Limited Availability

\$7,500 | \$6,500/yr multi-year

- ☀ 22 games – 0:30 full-screen commercial

Jumbotron Rotating Logo

\$2,000 | \$1,500/yr multi-year

- ☀ Continuous logo rotation all season

Hometown Ticketing

\$1,800 - 2026 Varsity Football Season

Hometown Ticketing showcases your business logo to over 22,000 fans throughout Frisco ISD's 22 varsity football games at Kuykendall Stadium – delivering repeated digital exposure across an 11-week season of high-energy community events. Limited to 3 spots.



Stadium Entrance - Banner ads**\$3,400 - ANNUAL**

Highlight your business in one of the most visible locations at Kuykendall Stadium with an annual stadium entrance banner. Your custom vinyl banner will be prominently displayed on the fence near the main stadium entrance for the entire 2026-27 school year, ensuring consistent exposure to thousands of students, families, and community members attending events throughout the year. This includes the 2026 FISD varsity football season (22 games), high school soccer tournament (4 games), high school track meets (2), middle school football championship games (2), middle school soccer (2 games), and middle school track meets (2). This high-traffic placement offers premium visibility and year-round brand recognition at one of Frisco ISD's most active athletic venues.

Stadium Entrance - Banner Ad**\$2,700 - Football Season Only**

Highlight your business to the hometown crowd with a stadium entrance banner. Your custom vinyl banner will be placed near the entrance to the stadium during the FISD regular varsity football season that runs from mid-August through early November.

06

Advertising

FISD BUSES

Put your brand in motion!

Frisco ISD bus banner advertising delivers your message to thousands of families every day with high-visibility and mobile exposure throughout the Frisco community.

Select the bus route that best aligns with your target audience and benefit from repeated impressions where families live, learn, and travel.

- ✦ Your custom 6 ft x 2.5 ft, full-color, high-resolution vinyl banner is produced to meet all TxDOT safety guidelines.
- ✦ Professionally installed by the FISD transportation team.
- ✦ Contract term begins on the day of installation.
- ✦ You provide the artwork, and we handle the rest.
- ✦ One banner per bus, and one advertiser per route.



For pricing and route information, contact Jennifer Morris at [morisje@friscoisd.org](mailto:morrisje@friscoisd.org) or 469-633-6861.

07 DISTRICT EVENTS

Sponsorships

Frisco ISD offers sponsorship opportunities at a variety of high-profile district events throughout the year. Businesses can support and connect with the community through in-kind contributions or monetary sponsorships ranging from \$250 to \$5,000.

- ✦ **Senior Bus Tour and Holiday Luncheon** - Our favorite annual event for our senior citizen friends, who spend the morning touring school campuses and then enjoy a wonderful lunch together.
- ✦ **Frisco ISD Service Pin and Standing Ovation** - Recognizing staff who have gone above and beyond, as well as those celebrating their 25-year and 30-year District anniversaries.
- ✦ **Realtor Breakfast & Update** - Frisco ISD hosts a Realtor Breakfast & Update, inviting Realtors and real estate agents in our attendance zone to enjoy a light breakfast and learn more about the district and the communities we proudly serve.
- ✦ **Teachers of the Year** - Teachers of the Year is a signature event where the district celebrates and honors outstanding educators from all 77 FISD campuses.
- ✦ **Business Incubator** - The INCubator program transforms the traditional high school classroom into a place of collaboration and practical, project-based learning. Real entrepreneurs and business experts serve as volunteer coaches and mentors guiding student teams through the processes of developing hypotheses about a business concept, testing those hypotheses, adapting, and continually learning and improving.
- ✦ **Back-to-School Bash** - The Back-to-School Bash gives businesses and organizations the opportunity to support students in need by donating supplies for backpacks filled with essential school items, helping them start the year prepared and confident. The Community Relations team collects elementary and secondary EPI supply kits and supply donations year-round, and also offers group volunteer opportunities to help stuff backpacks for distribution.

- ✦ **FISD Insight** - FISD Insight is a community education forum designed to provide a behind-the-scenes look into school district operations to Frisco ISD stakeholders in each of the four communities we serve – Frisco, Little Elm, McKinney and Plano.



These district events offer valuable visibility while showcasing your support for students, staff, and families. For more information, please contact **Jennifer Morris** at morrisje@friscoisd.org.

