

## **RUSHMORE PLAZA CIVIC CENTER OFF PREMISE SIGNAGE**

In the early 2000s, digital signage in entertainment venues was exploding across the country. The Board of Directors and Management of the Rushmore Plaza Civic Center desired to improve the guest experience in the Barnett Arena by increasing the digital signage exposure. The intent was to improve with additional digital replay screens, reader boards, tickers, closed circuit television, updated audio visual equipment and controls, production equipment, lighting equipment, sound, an updated outdoor marquee, and a new center hung scoreboard. The cost to do so was anticipated at \$2 million plus. The Civic Center did not have adequate funding at its disposal, so new ideas and means of funding were sought. Selling building partnerships became the avenue by which to improve the digital footprint in the Barnett Arena, thus Rushmore Plaza Civic Center Building Partnerships were created.

As Daktronics was the existing provider of electronics within the Barnett Arena, Daktronics Sports Marketing was the firm retained to sell the partnerships, beginning in 2003 and continuing thru 2007. Daktronics provided the \$2.3 million in digital equipment, with full ownership rights granted to the Rushmore Plaza Civic Center, in exchange for the rights to sell partnerships to pay for the \$2.3 million in electronics installed in the Barnett Arena.

There were many different levels of partnerships available

- Founding Partners (\$50,000 per year)
- Premier Partners (\$18,500 per year)
- Partners (\$3000 to \$12,000 per year)

Contract terms ranged from three years to ten years. All monies generated were paid directly to Daktronics Sports Marketing and its designated payee (First Interstate Bank).

Daktronics Sports Marketing retained a commission on partnership sales, ranging from 10% - 20%, based on the gross amount of annual sales. No monies were paid to the Rushmore Plaza Civic Center, unless excess monies remained after the annual debt payment, the commission, and the selling expenses were covered.