



Parents and Friends of FBMS,

Over the last five years FBMS has made great strides in becoming the premier comprehensive middle school in Houston in academics, the arts and athletics. FBMS has become an “A” rated school by Children at Risk, been given a 5-star rating by TEA and won many academic decathlon and debate competitions. FBMS has developed quality programs in art, theater, dance, choir and our superior-rated band. In athletics, district championships are becoming a routine accomplishment.

To maintain this momentum, the FBMS PTO has undertaken a number of initiatives to support all three of these important areas, whether through teacher grants or equipment for our arts and athletic programs. Under the direction of its Campus Beautification Committee, the PTO is now undertaking a significant project in support of our outstanding athletics programs, which is the addition of scoreboards for our baseball/softball field and football/soccer/lacrosse field. These two scoreboards will provide an aesthetic improvement to the campus and be a great functional addition allowing easier communication of important information such as the score and time or innings remaining during athletic events to athletes, coaches and spectators of the various athletic activities now frequently hosted by FBMS on our campus.

The scoreboard vendor that has been chosen is Spectrum Scoreboards. Spectrum is a Houston-based company that has an international reputation as a quality supplier of scoreboards and for excellent service after the sale to keep our scoreboards in top working condition. They have provided scoreboards to many other schools in HISD and surrounding school districts.

To fund the purchase and installation of both scoreboards, a project estimated to cost \$50,000, the PTO will be selling advertising to up to four advertisers for each scoreboard. Advertisers will receive scoreboard signage visible to the 850 students and faculty at Oak Forest Elementary School and the over 1,100 students and faculty at Frank Black Middle School on each campus every school day, plus the home and visiting athletes, coaches and spectators at over 50 sporting events held on the athletic fields at FBMS every school year. Both scoreboards will be easily visible to traffic on 43<sup>rd</sup> Street, a major east/west traffic artery passing through the Garden Oaks and Oak Forest neighborhoods and surrounding shopping districts.

- Advertisers can purchase full naming rights on a scoreboard, which includes an **exclusive** 4' x 10' sign mounted to the scoreboard for 10 years plus 5' x 10' banner signage on the baseball field outfield fence for two years for \$24,000.
- Advertisers can purchase preferred naming rights on a scoreboard, which includes a non-exclusive, but **majority** signage in the form of a 3' x 10' sign mounted to the scoreboard for 10 years plus 5' x 10' banner signage on the baseball field outfield fence for one year for \$12,500.
- Advertisers can purchase standard naming rights on a scoreboard, which includes a non-exclusive signage in the form of a 2' x 5' sign mounted to the scoreboard for 10 years for \$6,500.

Advertising will be sold on a first-come, first-served basis. Interested parties should contact Tom Caver at (713) 826-1232 or [facilities@fbmspto.org](mailto:facilities@fbmspto.org)