

## Frequently Asked Questions

### **Q: What is the Fort Bend ISD-Steep Creek Advertising Program?**

**A:** The Fort Bend ISD – Steep Creek Advertising Program is an opportunity for local businesses to partner and support the school district by purchasing advertisements on scoreboards, fences, gyms, buses, websites etc. These advertisements benefit both the business and FBISD by creating brand awareness for businesses, and creating additional revenue for the District.

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### **Q: Why is Fort Bend ISD using this program to generate funds?**

**A:** Because school districts are dependent on state funding and local property tax revenues, budgeting can be a challenge. As a result, Fort Bend ISD -- like many other Districts -- is pursuing several innovative measures to maximize revenues and ensure its assets are fully utilized to the extent possible. These assets include trademarks of logos, rentals of facilities and multiple forms of advertising. In the spring of 2016, FBISD selected Steep Creek Media as its advertising partner to manage the sale of ads in a variety of venues. Steep Creek Media projects that the venture could mean hundreds of thousands of dollars in additional revenue annually for FBISD.

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### **Q: How will the money generated from the advertising program be used within Fort Bend ISD?**

**A:** The money generated from the advertising program will be used to support the District's operating budget, which pays for things such as teacher raises, instructional materials, facility repair and improvement, transportation, and health and safety.

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### **Q: How does the program work?**

**A:** The school advertising program helps businesses build brand awareness, while providing much needed funding for local schools. Bus ads are seen every day by thousands of people as the buses travel around the 170 square-mile school district, exposing drivers to businesses and organizations that serve the cities of Richmond, Sugar Land, Missouri City and Houston. Stadium and other athletic and campus facility ads can be seen by thousands of home and visiting spectators who attend football, soccer, baseball, softball, basketball and volleyball events as well as swim meets, band competitions, plays, choir productions. The ads will also be seen by patrons who rent the District's facilities for events.

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**Q: Why would a business want to advertise on a school bus or other school property?**

**A:** When a company joins the school district advertising program, not only does it advertise the business, it becomes a partner associated with giving back to the FBISD community and school district.

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**Q: How much revenue will Fort Bend ISD receive?**

**A:** The revenue will be dependent on the number of advertisers and other factors, but the potential from the school bus program alone is estimated at approximately \$50,000 annually. Steep Creek provides a complete turnkey service: sales, installation, billing, etc.

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**Q: How much does it cost?**

**A:** Prices for ads depend on the size of the ad, placement of the ad, number of spaces to be used, and the length of the commitment. For more information, please visit [www.steepcreekmedia.com](http://www.steepcreekmedia.com).

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**Q: How much area does the bus advertising program cover?**

**A:** The bus advertising program covers the entire geographic area of Fort Bend ISD which includes portions of Richmond, Houston, Missouri City and Sugar Land. There are over 500 buses in the fleet which generate an estimated 150,000 daily impressions per bus.

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**Q: Can I target specific routes within the District?**

**A:** Yes. All bus advertising can be targeted to specific bus routes and areas of the community, and businesses can also choose the campuses and facilities where they would like their advertisements to appear. Steep Creek Media will help businesses gain maximum exposure in their businesses' service area.

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**Q: What businesses can benefit from bus advertising?**

**A:** Any local or national company that wants to promote its business and strengthen its image while helping to fund local public schools will be considered. Ads must be appropriate for a school setting, as well as child and community sensitive. Please see Board Policy GKB (Local) on the Fort Bend ISD website for more information as to what the advertising program will / will not allow.

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**Q: Are there any restrictions on the types of ads that can run?**

**A:** Yes. All ads must be in the form of an age-appropriate positive message. A Fort Bend ISD Administrator will review and approve all advertisements and messages. Board Policy GKB (Local) contains more information as to what the advertising program will / will not allow. The policy can be accessed at [www.fortbendisd.com](http://www.fortbendisd.com).

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**Q: What is the sign made of and does it harm the bus?**

**A:** The bus signs are made of a porous material that is durable and vinyl coated with a special laminate. The signs adhere to the bus like a bumper sticker and are weather and fade resistant. A special process is used to remove the signs and will not harm the outside of the bus. Texas State law is very specific about the location and size of the signs, and Steep Creek Media will ensure all advertisements are in compliance with state regulations.

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**Q: Who do I call for more information?**

**A:** For more information, please call Robin Bresciani, Director of Sales for Steep Creek Media at 281-962-4390.

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**Q: Who is Steep Creek Media?**

**A:** Steep Creek Media is an advertising agency located in Houston. It specializes in managing advertising for school districts and non-profit agencies.

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**Q: Are school bus ads the only advertising project of the District?**

**A:** No. Steep Creek Media secures advertising for many venues, including sponsorships in athletic stadiums, as well as banners, signage and commercials for stadiums, gyms, other athletic facilities and equipment, and school district website advertising. A complete list of what FBISD property is available for advertising can be found on the Steep Creek web site ([www.SteepCreekMedia.com](http://www.SteepCreekMedia.com)) and in the District media kits.

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