



7 WAYS DIGITAL SIGNAGE CAN BOOST CAMPUS ATHLETICS

Digital signage is easy to update, so everyone on campus can be kept up to date with your teams' progress and news. Anyone can contribute – the athletics chair, coaching staff, players, gear vendors, even the food and beverage manager.

Show some team spirit on your signs!



1

TEAMS

- Show team rosters with player and staff bios
- Display current rankings, records and stats
- Post current news and press releases
- Advertise open positions and recruiting



2

FANS

- Promote team gear and memorabilia
- Advertise mobile apps and online portals
- Ask for newsletter and social sign-ups
- Show upcoming camps and clinics



3

HOME

- Give transportation options, directions and parking info
- Offer wayfinding to find seats, restrooms, concessions and more
- Advertise concessions and daily specials
- Show stadium info, rules and policies



4

AWAY

- Stream games to digital signs and video walls on campus
- Advertise online and mobile audio and video streams
- Promote social networks for updates, photos and highlights
- Highlight local attractions and landmarks near away venue



5

TICKETS

- Display game schedules
- Advertise ticket info and season tickets
- Show fan contests and game-day promotions
- Promote staff, student and partner discounts



6

HISTORY

- Show sport histories and traditions
- Offer timelines, photo and video galleries
- Display past championships, awards and honors
- Spotlight sports alumni



7

FUNDS

- Advertise fund drives and donation options
- Recognize boosters and corporate donations
- Promote matching programs and charitable partnerships
- Offer advertising opportunities to increase revenues



Transform the way you **engage your campus.**
For more information about **digital signage**, contact us.

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