



Grow Your Business with OCPS



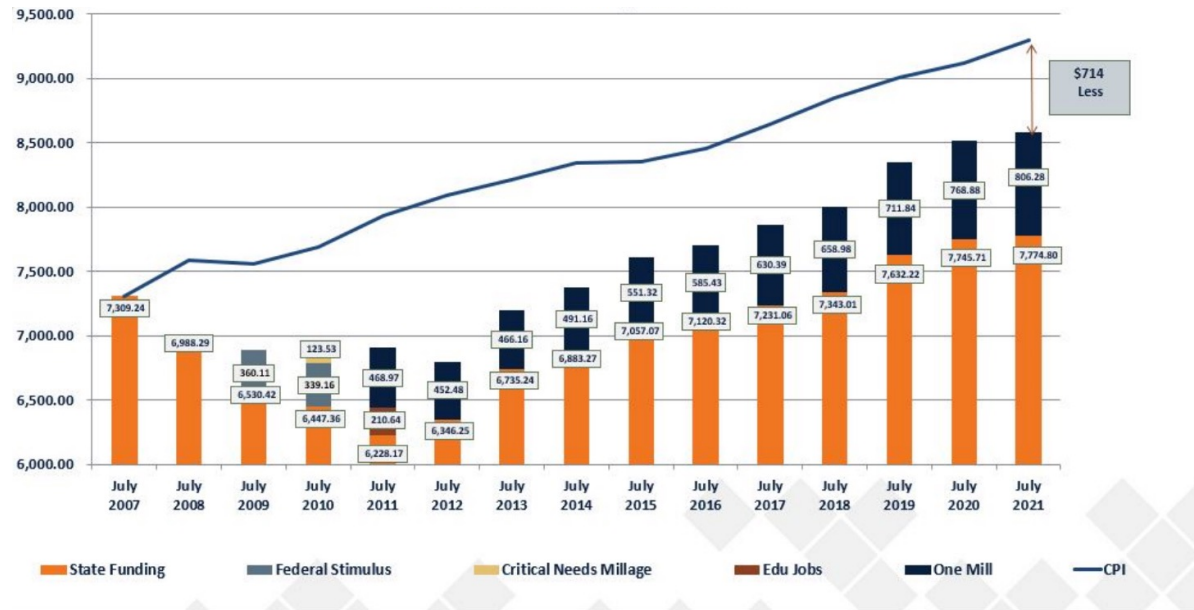
We are Orange County Public Schools

- 8th largest School District in the US with more than 208,000 students
- One of the largest employers in Central Florida with more than 24,000 employees
- Students in Orange County Public Schools come from close to 200 countries and speak 170 different languages and dialects
- Followed by 80,000+ fans* on Facebook and Twitter
- Large community support base, including 58,000+ school volunteers; 22,000 PTA members and 2,800+ companies that support education
- Long history of academic and athletic success on the regional and national stage
- * *This does not include the social media fan base of our 210 schools*

Why we sell advertising

Budgeted Funding Per Student With CPI Comparison

Source: OCPS Adopted Budget 2021-22



This chart shows the cost to educate the typical K-12 student in Florida. The state of Florida covers only a portion of the cost to provide a quality education to K-12 students. Advertising and sponsorship revenues are used to close several funding gaps within our district.

OCPS can give you access to two audiences

Families of our 208,000+ students

Reach out to these families based on zip code or region or county-wide

Advertising options include

- Digital advertising
- Event marketing at athletics and other public-facing OCPS events
- Venue naming rights at OCPS sporting and performing arts facilities

24,000+ OCPS staff members

Reach one of the region's largest employees. Our staff live in Orange county and its 5 neighboring counties

Advertising options include

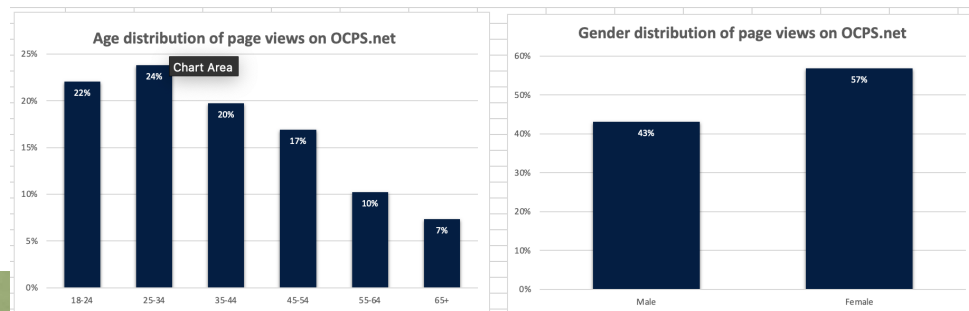
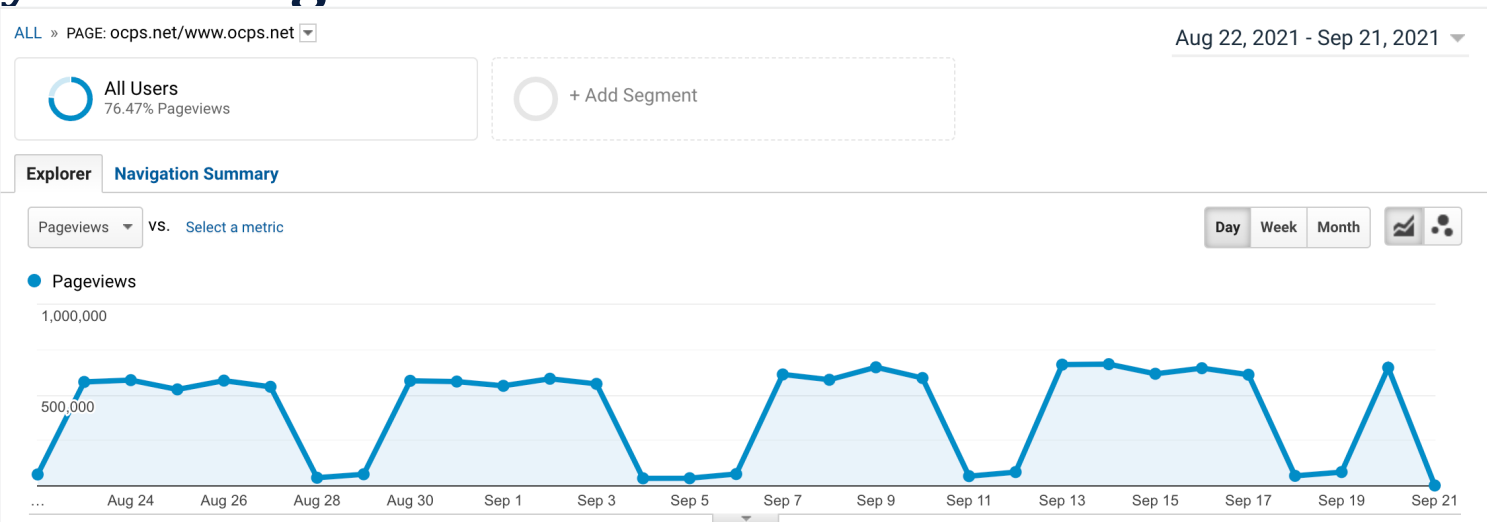
- Digital advertising in newsletters and on our intranet site
- Print advertising in the Orange Peel, the monthly employee magazine

Reach our families via digital advertising

- Reach active families with children via advertising on our website.

The screenshot displays the website for Oak Ridge High School, part of Orange County Public Schools. The header includes the school logo and navigation links: Home, Academics, Athletics, Clubs, Faculty & Staff, Grades, Media Center, Parents, School Information, and Students. A large banner features the text "OCPS MEANS SUCCESS" with a video player interface. To the right, an "UPCOMING EVENTS" calendar lists: 05 NOV SAC Meeting, 18 NOV Progress Report 2 Distributed to Students, 03 DEC SAC Meeting, and 07 JAN SAC Meeting. Below the banner is a utility bar with icons for Careers, Calendar, Launch Pad, Menus, Volunteer, SchoolPay, Report Cards, and Canvas. A promotional bar states "Your purchase today raises money for our school district" and lists partner retailers: JCPenney, Staples, Home Depot, Petco, Microsoft Store, Barnes & Noble, Gap, Zappos, and Old Navy Glasses USA. The footer contains three advertisement boxes: "Dual Enrollment Spring 2020 Admission" with application dates (Sept. 9 - Oct. 14, 2019) and a deadline (Nov. 1, 2019); "Addition Financial" with the slogan "You shop + We donate" and a "Learn More" link; and "Grow Your Business with OCPS" with the Orange County Public Schools logo.

OCPS.net serves more than half million page views a day reaching adults across Central Florida.



Also consider our field marketing opportunities to reach the residents of Orange County



- 380,000+ spectators during the football season
- 100,000+ spectators during the basketball season
- Our fans are students, family members, OCPS alumni and Central Floridians

Our fans will experience your brand on Game Day during some of the region's largest sporting events!

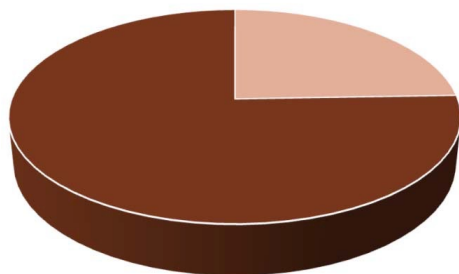
Your presence can be

- Vendor tables
- Sideline signage
- Digital billboards
- Sponsored game operations
- Naming rights on sports venues



Fast facts about the OCPS workforce

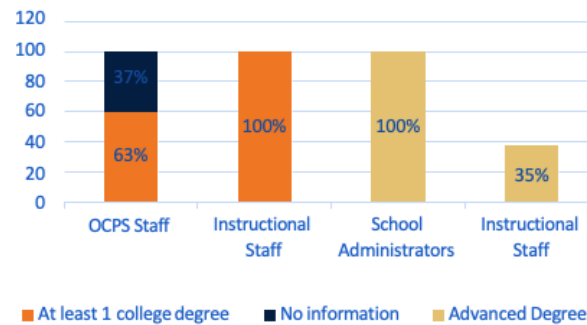
Employees



Male Female

Staff count: 24,421

Staff with college degrees



Interested in reaching our employees?
Reach them via **digital advertising**...

The screenshot displays the OCPS Intranet landing page. At the top, there is a navigation bar with links for District Home, Select a School, Language, Contact Us, and user information for Adrienne Noel. The main header features the OCPS logo and the text "OCPS INTRANET". Below this is a horizontal menu with categories like Home, Communications, Facilities Services, Fiscal Services, HR & ES, ITS, Legal Services, Operations, Teaching & Learning, and Departments.

The main content area begins with a welcome message: "Welcome to the new employee intranet landing page." This is followed by two bullet points explaining navigation options and the location of quick links.

A "QUICK LINKS" section contains a grid of buttons for: Forms, MyOCPS/iBuy, iBuy Help, Orange Peel, Logos and Graphics, Insurance Benefits, EEO Statement, Management Directives, and A-4 Reporting Form.

Below the quick links are several advertisements: "Round Up for Charity" and "Talk of the Town" banners; a "UCF + Health" ad stating "We Practice What We Teach" and "Now accepting OCPS insurance"; an "Addition" ad with the slogan "You shop + We donate"; and a "National Louis University" ad for "EARN YOUR M.ED. OR ED.S. IN ED LEADERSHIP".

Or via our monthly Employee Magazine, Orange Peel



- The *Orange Peel* is an award-winning publication, receiving regional and national acclaim.
- The average open rate is 26% within the first 24 hours of issue.
- 63.5% of our respondents are very satisfied with the *Orange Peel*.
- Average read time: 12.2 minutes

Our OCPS events place your brand in front of our staff or the public

- State of the Schools - *public*
- The Stellar Awards - *staff*
- OCPS Hall of Fame - *public*
- Superintendent's Leadership Summit - *staff*
- OCPS Chess Finals -*families*

Sponsorships vary based on the audience, which can be either our employees or the families of our students.

Please ask for more details to reach a specific audience.



Audiences range from several hundred to more than 100,000 attendees

Your sponsorship package can include any of the following:

- Onsite branding opportunities
- Display or exhibitor tables
- Pre-event and post-event exposure
- Digital advertising opportunities
- VIP meet and greets
- Sponsor hospitality

Sponsorship packages vary based on the event. Please ask for more details.

Need more details? Contact me!

Adrienne Noel

- Adrienne.noel@ocps.net
- 407-317-3294

Orange County Public Schools

Our Promise. Your Support. Their Success.

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