

Round Rock High School

Boys Basketball

2026–27 Sponsor Package

Be seen. Be local. Be part of the Dragons.

Connect with families in one of Central Texas's largest 6A high schools through high-impact visibility and measurable results.

Why Round Rock High School?

One of Central Texas's largest 6A campuses in an affluent, growing market



3,900

Students

UIL 6A Classification



\$102,420

Median Income

Round Rock Households



47,000+

District Students

Round Rock ISD Reach



140,524

City Population

Growing Community

Attendance at a Glance

Real numbers, real reach. Here's what sponsors can expect at RRHS boys basketball games.



1,810

Main Gym

Primary Venue



750

100 Gym (Aux)

Sub-Varsity & Overflow



Baseline District Nights

725-1,100

fans per game

40-60% capacity



Rivalry & Theme Nights

1,450-1,810

fans per game

80-100% capacity



10-14

Home Games

Varsity Season



9k-14k

Total Impressions

Per Season



3,721

Students

RRHS Enrollment



Who's in the Stands

Students

30-45%

Student section + friends

Adults & Families

55-70%

Parents, alumni, community



Community Profile

City Population **140,304**

Median Income **\$97,187**

Median Age **~36 years**

Economically Disadvantaged **13.2%**



Student Demographics

White **41.1%**

Asian **26.9%**

Hispanic **23.0%**

Black **4.5%**

Two+ **4.3%**

How Your Brand Shows Up

Multiple touchpoints throughout the season to maximize your visibility and engagement with the Dragon community



Dragon Broadway

THE PARTNER WALK

Season-long sponsor boards (24'x36') lining the entrance to gym doors. High dwell time, easy QR scans for maximum visibility.



LED Scorer's Table

IN-GAME VISIBILITY

Court-level LED displays during games. Options from 2 plays pregame-only to 8 plays across timeouts, quarters, and halftime.



Livestream Bug

DIGITAL REACH

On-screen presence during select home broadcasts. Limited inventory to protect frequency and maximize impact.



Theme Night Presenting

OWN THE NIGHT

Presenting rights to high-traffic game nights with LED takeovers and PA mentions throughout the event.



On-Site Booths

DIRECT ENGAGEMENT

Connect with families at tournaments and Community Day. Lead capture via QR codes and personal interactions.



VIP Perks

PREMIUM EXPERIENCE

Sponsor parking passes and concession punch cards. Perfect for activating your team and hosting guests.

2026–27 Sponsorship Tiers

Options for every budget, from \$250 Community Partner to \$10,000 Title Partner

Community Partner

\$250

- ✓ Website logo placement
- ✓ Community Partners wall recognition
- ✓ Sponsor Welcome Kit
- ✓ Sticker pack & window decal

Broadway Sponsor

\$500

- ✓ 1 Dragon Broadway sign (24"×36")
- ✓ Season-long entrance placement
- ✓ Sponsor spotlight social post
- ✓ All Community Partner benefits

Varsity (LED Lite)

POPULAR

\$1,200

- ✓ LED Lite: 2 plays per game
- ✓ Pregame visibility
- ✓ Static PNG/JPG content
- ✓ 1 Premium Broadway sign
- ✓ All previous tier benefits

All Star (Full LED)

\$2,500

- ✓ Full LED: 8 plays per game
- ✓ Timeouts, quarters & halftime
- ✓ Motion content allowed (MP4)
- ✓ Livestream bug inclusion
- ✓ Premium placement priority

Captain (Theme Night)

\$5,000

- ✓ Presenting rights to Theme Night
- ✓ LED takeovers (exclusive loops)
- ✓ PA announcements throughout
- ✓ Premium social media features
- ✓ VIP hosting capabilities

Dragon Legend (Title)

PREMIUM

\$10,000

- ✓ Tournament or Community Day title
- ✓ Full season LED premium placement
- ✓ Category exclusivity rights
- ✓ Maximum brand integration
- ✓ Ultimate VIP experience

À La Carte & Upsell Options

Limited inventory add-ons to enhance your sponsorship package

Extra Full LED plays

\$150 per play

Add frequency for launches; protects share of voice with caps

Additional Broadway **\$350 first-year / \$150 renewal sign**

Double your entrance presence (entrance + near ticketing)

Livestream bug

\$100 per game

Reach fans watching at home; link QR in chat/description

On-site booth

\$200 per event

Staffed demos, samples, or lead capture with QR

Sponsor Spotlight series

\$200 per series

Short interview + photo; cross-posted to your channels

Email feature

\$150 per send

Targeted message to families with clear CTA

VIP Parking (4-pack)

\$100

Host clients or reward employees on marquee games

Final pricing depends on schedule, inventory, and approvals. Category exclusivity available at Captain and Legend levels.

Creative Specs & Deadlines

We'll send exact pixel templates and examples upon signing



LED Lite (Varsity)

Static PNG/JPG • 8-10s • plays pregame only

Deliver ≥ 3 business days before first game



Full LED (All Star/Captain/Legend)

MP4 (H.264) or static • 8-10s • plays across timeouts/quarters/halftime

Deliver ≥ 3 business days before first game



Dragon Broadway

24" x 36" vertical board • high-res PDF/PNG (≥ 150 dpi) • include short link + QR

Deliver ≥ 5 business days before season



Livestream overlay

Static PNG (transparent) or 5-10s MP4 lower third

Deliver ≥ 3 business days before broadcast

Fast Start Timeline

From agreement to activation in just days



DAY 0-1

Sign Agreement

Sign agreement and select your tier and add-ons (Exhibit A)



DAY 1-3

Provide Creative

Submit your creative assets; we'll QA for specs & UIL/RRISD suitability



DAY 3-5

Set Placements

Finalize Broadway print, LED schedule, PA reads, and confirm VIP parking



FIRST GAME

Go Live

Launch day! We'll capture photos and deliver 7-day recap with scans/clicks/leads

Let's Get Started

Contact us to discuss placements and availability for the 2026–27 season



Email

boosterclub@roundrockbasketball.org



Social Media

@RRDragonsHoops



School District

Round Rock ISD → RRHS



Compliance

UIL & RRISD Approved



Compliance & Guidelines

All recognition complies with Round Rock ISD booster guidelines and UIL rules. Benefits are promotional recognition only; no endorsements or gifts to coaches or student-athletes. On-site activations follow campus rules; COI may be required.

Sources

Public packet transparency — All data verified through official sources



Texas Tribune

Round Rock High School campus profile (2023-24 enrollment and demographics)



UIL 2024-26 Realignment

Rank Order (RRHS enrollment listed at 3,882 for classification)



Round Rock ISD

About RRISD (district size and number of schools)



City of Round Rock

Demographic & Census Information (monthly population estimates; Sept 2025 = 140,524)



Census Reporter

Round Rock city profile (ACS 2023 median household income = \$102,420)



Austin American-Statesman

Breazeale Cup 2025 (Austin area athletics ranking context)