

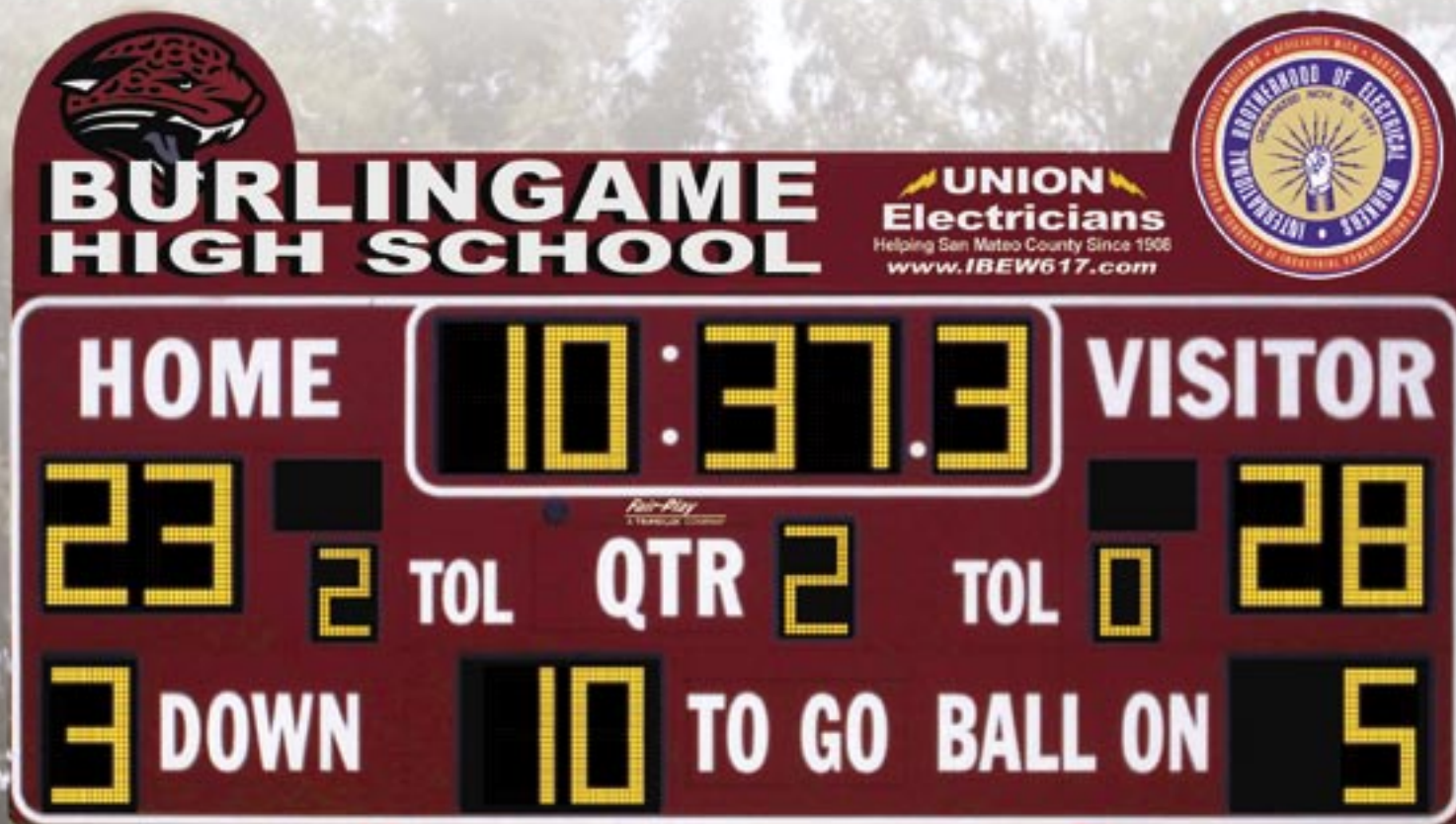
# FAIR-PLAY SCOREBOARDS

**IBEW PARTNERSHIP PROGRAM**

## PROMOTING THE IBEW IS A GRAND SLAM ON A FAIR-PLAY SCOREBOARD

How are thousands of families spending hours of their leisure time each week? They're at the ball field...on the track...or at the court. They're watching their children play competitive sports. Hundreds of fans and community members are joining them. They're making contacts, doing business and making decisions in the stands—and recognizing the IBEW every time they check the score.

Locals are spreading the word: sponsoring a Fair-Play scoreboard helps forge strong connections with key audiences, boost membership numbers and reinforce a positive public image for your Local.





# *Fair-Play*

A TRANS-LUX<sup>®</sup> COMPANY  
*a winning team!*

## WHY THE IBEW HAS ENDORSED THIS PARTNERSHIP

- To attract new members
- To create positive public awareness
- To create jobs



Half Moon Bay High School, Half Moon Bay, California

“THIS YEAR, WE’VE TAKEN OUR ENTIRE TELEVISION BUDGET AND MOVED IT INTO FAIR-PLAY SCOREBOARD SPONSORSHIPS.

THE IBEW RECEIVES A MUCH BETTER RETURN ON OUR INVESTMENT BY PARTNERING WITH FAIR-PLAY.”

- MICHAEL MEALS  
BUSINESS MANAGER  
IBEW LOCAL 617  
SAN MATEO, CA

### THE IMPACT:

As the overall number of IBEW sponsored installations grows in the community, the opportunities to become involved, membership and business inquiries as well as positive public feedback becomes a typical, every-day event.

### FAIR-PLAY/IBEW ALLIANCE

- IBEW Local logo displayed on main scoreboard signage
- Sole or partial scoreboard sponsorships available
- Ongoing installation and servicing options

### LOOK YOUR BEST!

At Fair-Play we provide a variety of signage options. From domed signs (pictured above-Half Moon Bay High School) to rear-illuminated displays—one to four-color, and even digital art work—we pride ourselves on producing eye-catching graphics that stand the test of time. **Invest in your future, and the future of your community, with Fair-Play Scoreboards.**



# Learn the 'Four Rs' and

## 1 RECOGNIZE



Half Moon Bay High School, Half Moon Bay, California

Representing quality workmanship, stable jobs and strong communities, labor unions champion civic involvement and sound schools. Fair-Play scoreboards are perfect ambassadors for your union's message because you're reaching working families right where they play. Spending hours of their leisure time at the athletic fields each week, your audience lives the quality-of-life issues labor unions fight for every day. **Show them your Local is engaged in their community and win their loyalty.**

## 2 RECRUIT

Up-and-coming union members are growing up right in your own backyard—or playing field. Fair-Play scoreboard sponsorships reinforce the benefits of the skilled trades every day to youngsters and their families making decisions about their future careers. **It's a new strategy in apprenticeship recruitment: reaching the students who already know the rewards that come from group effort and teamwork.** Sponsor a Fair-Play scoreboard and watch your outreach programs and membership grow!



Burlingame High School, Burlingame, California

# Join a Winning Team!

## 3 REMIND



Cañada College, Redwood City, California

Compared with one-time radio, television and newspaper advertising opportunities, **the long-term exposure that comes from scoreboard advertising makes it the best deal in town**, according to IBEW Local 617 in San Mateo, California. “I had been devoting a major portion of our advertising budget to television to promote the IBEW,” business manager Mike Meals says. “From the time our first scoreboard was installed, we noticed an upswing in union projects—and community goodwill—that were directly attributed to our IBEW sponsorship. That effect is magnified with each new scoreboard we’ve added. This year, we’ve taken our entire television budget and moved it into Fair-Play scoreboard sponsorships. The IBEW receives a much better return on our advertising investment by partnering with Fair-Play.”

## 4 REWARD

Durable, dependable and trusted—just like your Local. **Your union’s initial investment in a quality Fair-Play scoreboard will reap rewards for years to come.** Foster community goodwill...create top-of-mind awareness when jobs are up for bid...identify future members to keep your union strong and growing. Sponsor a Fair-Play scoreboard and get in the game!



Junípero Serra High School, San Mateo, California

# The Fair-play Advantage:

Only Fair-Play Scoreboards offers this valuable array of benefits:

- ✓ Exclusive sponsorship agreement with IBEW international headquarters
- ✓ Quality scoreboards for schools, colleges and municipalities
- ✓ More than 70 years experience
- ✓ Sponsorship experience for more than 30 years
- ✓ Industry leader in scoreboard technology
- ✓ Local sales and service
- ✓ Free design assistance for sign copy
- ✓ More than 100,000 installations worldwide
- ✓ A favorite with athletic directors, sports fans and administrators



Skyline College, San Bruno, California



Westlake High School, Westlake Village, California

## Partnership Roll-out:

### Fair-Play brings projects to you

- Fair-Play sold through exclusive 35-dealer network
- Participating dealers will bring projects to you
- Sponsor area projects of your choice

### Fair-Play trains on service and installs

- Fair-Play/NJATC training program
- Ongoing installation and service opportunities

### Enjoy positive public awareness

- Attract new members
- Get on the fast-track for new projects
- Generate years of community goodwill



Chanteloupe Field, San Mateo, California



Foothill College, Los Altos Hill, California



## ***Fair-Play and IBEW — a winning team!***

For more details on local sponsorship opportunities, contact your local Fair-Play representative or call 1-800-247-0265.

SPORTS FANS, ATHLETIC DIRECTORS AND ADMINISTRATORS have relied on the style, performance and innovation of Fair-Play Scoreboards to stay on top of their game for more than 70 years. Fair-Play Scoreboards, a Trans-Lux company, designs and manufactures quality scoreboards and accessories for high schools, colleges and municipalities. With more than 100,000 installations, the company is an industry leader in LED scoreboard technology and wireless controls. Virtually every aspect of our products—from design to manufacturing to customer service—is performed from our division headquarters in Des Moines, Iowa. Fair-Play's national network of dealers and service technicians backs our commitment to service after the sale. Catch the spirit of Fair-Play at [www.fair-play.com](http://www.fair-play.com).