

This Touchdown is Brought to You By. . .

I understand that a local bank is sponsoring the construction of a new scoreboard for the high school football team. In return, the bank gets to put advertising up on the scoreboard.

Every time the team scores, the local fans will watch the points go up on the scoreboard and will be reminded subconsciously about their impending car loan.

As the clock ticks down to the end of a certain victory, those in attendance will also likely think about how much time is left on that Certificate of Deposit.

Following the game, legions of football fans will storm the doors of the sponsoring bank, demanding more information about home equity loans and credit card applications.

In the meantime, the school system stuffs a big wad of bills in a vault and tries to figure out other ways to sell advertising space on school property.

Why stop with the scoreboard? Little League baseball teams often have sponsors. The football players could carry advertising on the backs of their jerseys, too. And why stop with the jerseys? Instead of the team mascot on a football helmet, it would be the perfect spot for a Hardee's logo.

And speaking of the team mascot, why not break with tradition and



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rename the mascot on an annual basis — call them the Anthonys this year and the Holiday Inns next year.

As the dollar signs get bigger in the school administrators' eyes, the possibilities become endless.

For instance, there's a movement going on to force kids to wear school uniforms. Well, one or more sponsors could be obtained in return for stitching on a logo on the backs of the shirts. Sure, it would make the schools look like a bowling alley, but think of all the money it would generate.

The school does zillions of dollars worth of photocopying each year. Instead of using plain, white paper, each copy could contain a Nike logo at the bottom.

Replace the school bell sound with the Taco Bell sound.

And why serve generic food in the cafeteria when kids could eat Big Macs or Whoppers, all at a tasty little profit for the school district.

Think of the bonanza that would be gotten for selling advertising on school buses. Since it's a state law that all cars must stop when a bus turns on its flashing red lights, buses have a huge captive audience.

And think of the message all of this would be sending to the kids.

The scoreboard graphic features several advertisements in a stylized, grid-like font:

- Top: % of Game Left
- Below that: Fiscal Quarter
- Below that: HOME Loans
- Below that: OTHER Loans
- Below that: \$, , , Down
- Bottom: \$, , , To Go

At the bottom of the graphic, it says: **Brought to you by LOCAL Bank**

An artist's rendition of the new scoreboard