



# GOOSE CREEK

## CONSOLIDATED INDEPENDENT SCHOOL DISTRICT



For more information about advertising on Goose Creek CISD school buses or at Stallworth Stadium, call Steep Creek Media at 281-962-4390.

## Goose Creek CISD rolls out bus advertising

Goose Creek CISD recently joined several other Texas school districts to allow the sale of advertising space on the sides of the district's school buses.

School districts across the state, facing reduced funding by the state, have been increasingly looking for alternative sources to generate revenue.

Goose Creek CISD began selling advertising messages on the outside of its buses this year in an effort to make up for some of the \$11 million budget shortfall.

"Goose Creek CISD isn't alone in its decision to advertise on buses. A number of school districts are placing ads on their buses. Doing so is yielding fiscal success," said Superintendent Dr. Toby York. "The bottom line: Advertising revenue will work for the benefit of our students."

Other area district that sell advertising on school buses include Humble, Anahuac, Cy-Fair, Friendswood, Houston, Huffman, Magnolia, New Caney, Pasadena and Spring.

Houston-based Steep Creek Media has been awarded the Goose Creek CISD contract to sell the advertising, while the school district will receive the majority of the revenue.

School bus ad sizes, placement and content are carefully monitored. Texas law allows advertising signs in three locations on a school bus — below the windows on the rear of the driver's side and on both sides above the windows at the rear of the bus.

Advertisers already on board in support of Goose Creek CISD are Community Toyota/Honda/KIA, Kumon Math & Reading, and 4 Our Kids Learning Academy.

The only multiple school buses advertiser so far, Community Toyota/Honda/KIA is advertising on 15 buses, spending \$2,400 a month through May, for a total of \$21,600.

Although prices do vary, the school bus signs are selling for \$200 for the larger, eye-level sign below the windows on the driver's side, and \$100 for the smaller, high-visibility sign on either side. Advertisers can also get discounts for 10 or more signs.

The ads are vinyl, "like big stickers," and are weather-resistant and won't harm the finish of the bus.

"This is an excellent way for businesses to advertise their services in a relatively inexpensive way and, at the same time, show their commitment to the students, teachers and staff of Goose Creek CISD," said Dr. York.

Also, the district is selling Stallworth Stadium opportunities. With the stadium opportunities, advertisers can sponsor a gate, hold an event night, place a banner in the stadium, and more.

Baytown GMC-Buick recently purchased the naming rights to Gate 1 at Stallworth Stadium. Spending \$25,000 over five years, they will be the exclusive sponsor of the entry.

Baytown dentist Gerardo Guajardo also bought space at Stallworth Stadium.

The district must approve all advertising, and no material deemed inappropriate will be allowed.

For more information about school district advertising, call Steep Creek Media at 281-962-4390.

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Goose Creek Consolidated  
Independent School District  
4544 Interstate 10 East  
Baytown, Texas 77521  
281.420.4800

Mailing Address:  
Goose Creek Consolidated  
Independent School District  
P.O. Box 30  
Baytown, Texas 77522  
281.420.4800

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