



Dear Neuqua Community,

It is with great excitement that we share with you the **Stadium Scoreboard Campaign**. Imagine a state-of-the-art digital scoreboard towering over the field—bright, high-resolution, and dynamic. It will bring the stadium to life with real-time team and player highlights, live stats, and eye-catching graphics that energize fans and motivate athletes.

#### **The need:** A Necessary and Timely Replacement

- The current Neuqua Valley scoreboard has been in place since the school opened in 1997—now 29 years old.
- While it has served the community well, the technology is significantly outdated and increasingly expensive and difficult to maintain.
- Unfortunately, funds for a replacement are not included in District 204's near-term budget plans. This makes it even more important for the Neuqua Valley community to step forward and support a new scoreboard, especially with the district's scheduled turf and stadium construction in Summer 2026.
- Upgrading now ensures alignment with the broader facility improvements and avoids the inefficiencies and added costs of doing the work in separate phases.

#### **The vision:** The Perfect Time for a Transformational Upgrade

- With District 204's planned turf and stadium construction scheduled for Summer 2026, now is the ideal time to upgrade Neuqua Valley's scoreboard as part of a broader facility enhancement.
- The new scoreboard will create a professional-level atmosphere, turning every game into a memorable event for students, families, and the community.
- Beyond entertainment, it offers built-in opportunities for digital advertising and sponsorships, generating ongoing revenue that can fund further upgrades and provide more resources for our athletes, coaches, and programs. This isn't just a scoreboard—it's a game-changer for Neuqua Valley.

#### **The impact:** Benefits to the Community and Student-Athletes

The installation of a new scoreboard at Neuqua Valley brings wide-ranging benefits to both student-athletes and the surrounding community. Beyond enhancing the aesthetics and functionality of the stadium, this upgrade creates new opportunities and strengthens school and community spirit in meaningful ways.

- **Increased School Spirit and Student Engagement:** A modern scoreboard contributes to a more exciting and immersive game-day experience, helping to boost school pride among students, staff, and families. It enhances the atmosphere during athletic events, rallies, and celebrations, fostering a stronger sense of unity and enthusiasm throughout the school.
- **Opportunities in Media and Production:** The new technology opens doors for students interested in media, broadcasting, and event production. It provides hands-on learning experiences in areas like video editing, live-streaming, graphics, and sports journalism—skills that translate directly to future academic and career pathways.
- **Expanded Hosting Capabilities:** With the upgraded facility, Neuqua Valley will be equipped to host IHSA sectionals for track, lacrosse, and soccer. These high-profile events bring in athletes, families, and spectators from across the region, showcasing the school and boosting local engagement and economic activity.
- **Community Access and Enhanced Amenities:** A modern scoreboard is part of a larger effort to bring Neuqua Valley's stadium amenities in line with other top-tier schools in the area. It reflects a commitment to excellence and provides a welcoming space not just for students, but for community members who attend games and local events.

In summary, this investment in Neuqua Valley's stadium is about more than just a scoreboard—it's about creating a dynamic, inclusive, and forward-looking environment that benefits students and the community alike. We ask you today to learn more about the project and consider a financial investment in the campaign to bring this to reality.

**Neuqua Valley Booster Club**

