

Watchfire® Case Study | Watch What Happens

EDUCATION :: East-West Stadium — Fairmont, W. Va.



BEFORE

Background

The East-West Stadium in the Marion County School District was constructed in the 1930s as a New Deal WPA project. In January 2011, the stadium started undergoing renovations to accommodate more spectators. Since its scoreboard needed an update, local sign dealer J.D. Signs recommended a Watchfire LED sign. A stadium fundraising group signed up 13 sponsors, who received video and static tile ads in exchange for financial support of the sign purchase.

Results

School officials chose an XVS19mm LED sign, and the district made sign artwork design and updating part of its media production courses. The sign helped raise funds for the renovation project and became a learning tool for students. It was unveiled at the East-West Fairmont Senior football game — the biggest event of the year. After the game, even more renovation funds were raised from alumni impressed by the new sign. In short, the school district's investment has paid off more than anyone could have imagined.



AFTER

SIGN SPECS

XVS 19mm Color LED
Matrix: 144 x 272
10' High x 18' Wide
18 Lines x 65 Characters

Case Study

The East-West Stadium in Fairmont, W.Va. was the site of almost 200 events a year for Marion County schools, but in January 2011 it needed renovations, including a modern scoreboard.

Since J.D. Signs built the previous scoreboard, the first point of contact was General Manager Bob DeRiggi. He recommended adding a, XVS 19mm color LED sign because of its high image quality, reliability and 5-year warranty. But the Watchfire demo convinced school officials that sports fans could enjoy amazing graphics from any seat in the stadium.

Though East-West Stadium hosts football games between two rival high schools, the community easily came together to fund the sign. The stadium renovation fundraising group approached local businesses for pledges, offering video ads on the scoreboard and static tile ads under it in exchange for financial support. The response was overwhelming.

“When we saw the product demo and the clarity of the picture, we knew we had a unique opportunity to purchase something great! For us, seeing was believing!”

— Andy Neptune
Chair of the Scoreboard Committee and Principal
Jayenne Elementary School

Soon after the LED sign was purchased and installed, Marion County made managing the sign part of the high school media production curriculum. Students and teachers learned to create artwork, schedule messages and update the sign with Ignite® Graphics Software. They also learned how to use TriCaster video production equipment that was integrated into the sign system.

The new LED sign premiered at the biggest football game of the season. Live video of the game, instant replays, player and cheerleader introductions, custom-made halftime show graphics designed by Watchfire's Creative Services, and video ads from supporters made the big game even more special.

The new scoreboard has increased student interest in media production, increased attendance at the big game and raised more donations for the stadium fund. “The Watchfire LED sign and scoreboard have infused the community with excitement,” said Fairmont Senior Principal Chad Norman. His sentiments were echoed by Frank Moore, Marion County Athletic Director, who is convinced, “The scoreboard will help serve the community for years to come.”

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

