

School Bus Banner Program

Prepared for: Hickman County Schools

Prepared: 7/15/2026



About the Company

District Solutions provides Tennessee Public Schools with a no-cost, monthly revenue stream, by delivering a comprehensive, full-service, School Bus Advertising program.

Our Objective - To allow schools to focus on safety and education of students while we administer our advertising program to drive revenue.

To Provide an innovative and cost effective solution for local and regional businesses to make thousands of impressions per day, while giving back to their community through their support of public education.

Driving Revenue To 18 Tennessee School Districts



Current School System Partners

A Winning Partnership with District Solutions

- ✓ No Investment
- ✓ No Risk
- ✓ New Revenue

District Solutions manages the entire program and delivers revenue monthly to Hickman County Schools

❖ District Solutions

- ❖ Understands your fleet, and the opportunities available to maximize revenue
- ❖ Partners with local, regional, and national advertisers on an annual basis
- ❖ Assist in messaging guidelines for advertisers
- ❖ Develops creative design for advertising clients
- ❖ Facilitates the approval process with the district and transportation department
- ❖ Coordinates the production, installation, and removal of bus signs
- ❖ Collects payment paid monthly to school system with commission report
- ❖ Delivers revenue at NO COST to the district



Guidelines

1. All advertising content is subject to final approval by district leadership and the transportation department
2. No alcohol, tobacco, gambling, political, religious affiliated, or inappropriate content permitted
3. District retains discretion to reject any advertiser
4. Maximum of two advertisements per bus (drivers side and passenger side)
 1. (36" x 90") maximum size. (<https://law.justia.com/codes/tennessee/title-49/chapter-6/part-21/section-49-6-2109/>)



Bus Sign Examples



National and Local Sponsors



National Sponsors



Local Sponsors

Info for Advertisers

Local

- Generate thousands of local impressions daily in your community
- Gain Loyalty with customers with your visible support of the schools
- Target specific schools to have your bus signs travel to

Consistent

- School buses travels consistent routes at peak times each day
- School bus advertising is reliable. When school is running, so too will your bus signs, everyday
- Your traveling signs can NOT be turned off, DVR'd skipped, or thrown away
- School buses travel slow and consistently STOP. Which means more time for people to view your bus signs

Cost Effective

- Signs as low as \$5 day!
- More than 95% of American are reached by media targeting drivers, passengers, and pedestrians
- Achieve Positive Brand Association with the community as the majority of your funds goes to support the school system



Hickman County Schools Projected School Bus Advertising Rate Card

Bus Signs 36" x 90" (max. size)	Monthly Rate Per Bus Sign	*Average Monthly Impressions	Cost Per Impressions (000)	Production/Install. per sign
1-2 Signs	\$75	45,000	\$2.57	\$125-\$150
3-6 Signs	\$65	95,000	\$1.93	\$125-\$150
7+ Signs	\$60	225,000	\$1.72	\$125-\$150

*Average monthly school days - 23. <https://www.tdot.tn.gov/APPLICATIONS/traffichistory>.

Projected Revenue Opportunity

- At 100% sold out, the bus banner program is expected to bring in \$5,200 per month
 - \$65/month per sign * 80 Bus Signs or 40 HCS Daily Route Buses (Passenger Side and Drivers Side)
- 55% to Hickman County Schools
 - \$2,860/month
- 45% to District Solutions
 - \$2,340/month

Over the 10 month school year, at capacity, \$28,600 can be expected to go directly to Hickman County Schools, annually.



What This Means For HCS

- Fund transportation department initiatives
- Provide driver incentives or bonuses
- Offset fuel and maintenance costs
- Support student programs
- **Flexible funding to be used at the district's discretion.**



Simple Business Plan

- No cost to the district
- No operational burden
- Fully managed, proven, turnkey program
- New, recurring monthly revenue to be used by at the district's discretion

FAQs

Q: Why are school districts using this program to generate funds?

A: Schools are facing budget deficits that could result in a reduction in services and programs for children. So, they are seeking to generate their own revenue to help solve their budget problems through this innovative program.

Q: Are there any restrictions on the types of ads that can run?

A: Yes. All advertisements must be presented in the form of an age-appropriate, positive message. Tobacco, alcohol, and political campaign advertising are not permitted. The school districts retain final approval for all advertisements and artwork, which are submitted by District Solutions upon each new sponsorship.

Q: What is the sign made of and does it harm the bus?

A: The signs are made from a premium polymeric vinyl coated with a special laminate that is weather- and fade-resistant and engineered to last in the elements for at least five years. The signs are professionally installed by our trained vinyl applicators, and removal of the signs will not harm the exterior of the bus in any way.

Q: Does the school spend any money on this program?

A: No. District Solutions provides a turn key program, handling all sales, art design, fee collection, sign installation and sign removal. There is no cost to the district. The revenue is to be used at the school district's discretion.

Q: What does the School Bus Advertising program do?

A: It helps businesses build brand awareness, while providing much needed funding for local schools. The ads are seen every day by thousands of people as the buses travel around town.



Contact Us



Todd Isaacs

Owner/Founder

District Solutions

925 Garrett Street Suite 312

Atlanta, GA 30316

(404) 983-3001

todd@schoolbusbanners.com

www.schoolbusbanners.com

Thank you!

