

# CASE STUDY

*Hill-Murray High School*  
Maplewood, MN



## Overview

Hill-Murray High School, located in Maplewood, Minnesota, is a private Catholic school that offers a rigorous academic curriculum along with a strong focus on athletics. The school's sports programs, including football, soccer, and track and field, play a central role in student life and community engagement. As part of its commitment to providing students and local fans with an enhanced athletic experience, Hill-Murray sought to upgrade its outdoor facilities, specifically its athletic scoreboard.

In 2023, Hill-Murray decided to replace its outdated, static scoreboard with a state-of-the-art **Next LED Signs** Outdoor Digital Scoreboard to enhance the fan experience, improve operational efficiency, and foster community engagement. The new system would also help the school attract more spectators and sponsors, while giving students involved in athletics a more modern, professional environment.



**CLIENT :** Hill-Murray High School

**PITCH :** FLEX 16MM

**PIXEL MATRIX :** 540px x 340px



# Challenge

Before the installation of the new digital scoreboard, Hill-Murray faced several challenges related to its athletic events and the fan experience:

## ○ Outdated Scoreboard Technology

The school's previous scoreboard was a traditional, static model that could only display basic game statistics like the score and time. It lacked the ability to show additional content such as player stats, promotional messages, sponsor advertisements, and fan engagement features.

## ○ Limited Fan Engagement

The old scoreboard did little to enhance the game-day atmosphere. With minimal content options, the fan experience was largely passive, and opportunities for fan interaction were limited.

## ○ Manual Updates

Updating the old scoreboard required manual effort, which was often time-consuming and prone to errors.

## ○ Sponsorship Challenges

With the previous scoreboard, Hill-Murray struggled to attract sponsors and promote community partnerships effectively. The limited capabilities of the old system meant that the school could not fully capitalize on sponsorship opportunities, which could be a valuable source of funding for athletic programs.

# Solution

To address these challenges, Hill-Murray High School chose to install the Next LED Signs Outdoor Digital Scoreboard. Several features of this system made it an ideal solution for the school's needs:

## ● Full-Color, High-Resolution Display

The **Next LED** digital scoreboard offers a vivid, full-color display with high resolution, capable of showing detailed game stats, graphics, and videos.

## ● Dynamic Content Capabilities

The digital scoreboard can display a wide variety of content, including real-time scores, player statistics, live game updates, sponsor advertisements, community messages, and promotional videos.

## ● Real-Time Updates

The cloud-based content management system allows for immediate updates to game information, such as score changes, timeouts, and player substitutions.

## ● Fan Engagement Features

The digital scoreboard enables fan interaction through live social media feeds, trivia questions, polls, and crowd-shoutouts. These features enhance fan participation and contribute to a more interactive, lively game atmosphere.

## ● Revenue Generation from Sponsorships

The scoreboard's ability to display dynamic sponsor content opens up new avenues for attracting and retaining sponsors.



*"The integration of digital displays and scoreboards in schools has revolutionized campus advertising. We've seen tremendous growth, as these dynamic platforms allow brands to engage directly with students in an impactful way. It's not just about visibility; it's about creating memorable experiences that resonate with the entire school community."*

**- Brian Nicholson**  
School Space Media

# Results

The addition of the Next LED Signs Outdoor Digital Scoreboard has had a transformative impact on Hill-Murray High School's athletics program and the overall fan experience:

## Enhanced Game-Day Atmosphere

The high-definition, full-color display has significantly improved the visual appeal of Hill-Murray's athletic events. Fans are now treated to dynamic content, including real-time game stats, videos, and sponsor advertisements, making the events more exciting and engaging. This has led to a more vibrant, energized atmosphere at games.

## Increased Fan Engagement

The interactive features, such as social media feeds, live polls, and trivia, have increased fan participation during games. Spectators can now engage with the scoreboard, answer trivia questions, and see their social media posts featured on the screen, fostering a sense of community and involvement.

## Improved Communication

The scoreboard has enhanced communication during events by providing up-to-the-minute information on scores, game stats, and other key updates. This has improved the overall fan experience, as spectators now have immediate access to important information without relying on staff or printed materials.

## Revenue Growth through Sponsorship

The Next LED scoreboard has proven to be a valuable asset in attracting sponsorships. Local businesses now have the opportunity to display their logos and advertisements on a dynamic platform, increasing their visibility to the community. This has helped Hill-Murray generate additional funding for its athletic programs, supporting scholarships, equipment, and facility upgrades.

## Long-Term Cost Savings

The durability of the Next LED scoreboard has reduced maintenance costs. Built to withstand Minnesota's harsh weather conditions, the digital scoreboard requires far less upkeep than the old mechanical model, providing long-term savings for the school.

## Positive Feedback from Students and Alumni

Students, athletes, and alumni have all provided positive feedback about the new scoreboard. Athletes appreciate the visibility and recognition it provides during games, while alumni enjoy the enhanced atmosphere during homecoming and other special events. Parents and fans have also commented on the improved fan experience, noting that the digital scoreboard makes attending games more enjoyable.

## Stronger Community Connections

By showcasing local sponsors and featuring community events, the digital scoreboard has helped strengthen Hill-Murray's ties to the local community. It has become a focal point for promoting school spirit, athletics, and community involvement.



## CONTACT US

888-263-6530

[sales@nextledsigns.com](mailto:sales@nextledsigns.com)

[www.nextledsigns.com](http://www.nextledsigns.com)

8805 E. 34th St. N.,  
Wichita, Kansas 67226