

Berea
First Baptist Church

DAKTRONICS GalaxyPRO
Sunday Mornings
ENCOUNTER SERVICE
Contemporary Worship
8:15am
www.bereafbc.org

www.bereafbc.org

529

WORSHIP TIMES
Sunday
Encounter Service 8:15 am
Incorporate 10:00 am
Covers the Service 11:30 a
Evening Service 6:00 pm
Dinner Church 6:30 pm

**THE DIGITAL
CONNECTION**



DAKTRONICS

YOU SERVE.

Does your mission statement mention service to the community? If so, is your community aware of the help you offer? An LED sign can let them know what you're ready to provide.

Whether you're a charity, municipality, house of worship, fire station, or service organization, the flexibility of an LED sign allows you to run several messages simultaneously.

Use an LED sign to build a relationship with your target audience by:

- › Informing passersby about what you do.
- › Increasing interest in your efforts and goals.
- › Educating the community with tips and information.

"We have more people attending our events and fundraisers since the sign was put up. We have received many compliments on the sign. A lot of people like the time and temp display and the waving American flag."

—Lisa Beauchamp, Assistant Secretary
Middletown Vol. Fire & Rescue
Westminster, Maryland





YOU SHARE.

In a recent survey, 55% of responders stated that when a facility has an LED display, it shows they care about the community.* Reach out to your community by displaying messages, such as:

- › Public service announcements.
- › Community and school events.
- › Local sport teams support.
- › Unique city attractions.

Schedule time and temp data every third or fourth message as a public service and train the front-door audience to look at your sign. Be sure to add a graphic to increase interest.

*The Economic Impact of Exterior Electronic Message Boards by the University of Cincinnati Economic Center, April 2014.
<http://www.thesignagefoundation.org/Portals/0/LED%20Reader%20Board%20Report-Apr2014.pdf>



YOU OWN.

When you invest in an LED sign, you own and control your very own communication medium. Take advantage of an LED display's versatility and easy operation. Create and schedule messages that reinforce why your organization exists. Here are a few ideas:

- › Goodwill helps someone get a job every 38 seconds
- › Chamber of Commerce: representing 3 million businesses
- › America's Kids Are in Crisis—support Boys & Girls Clubs of America
- › Breakfast & Bibles every Wednesday at 6:30 a.m.
- › Sign up: Humane Action network at www.humanesociety.org
- › Welcome visitors! Enjoy our annual Jazz Festival
- › Habitat for Humanity—join the fight against poverty housing!
- › CPR & First Aid classes every Thursday at 7:00 p.m.



YOU INVEST.

Keep in mind the following information as you think about investing in an LED sign:



You have the option to lease your display, making affordable monthly payments while you put your new sign to use.



Reallocate funds you designated for advertising/marketing to help pay for the display.



Cool-burning LED technology is energy efficient, lowering your bill. Ask your Daktronics representative for an energy consumption report.



Radio, TV, and newspaper ads are losing their effectiveness. Invest in marketing directly to your front-door audience with a digital display.

"I believed for a long time that people don't walk into a church without knowing anyone. But with this sign, our location, and our mission, it has been almost mysterious the way people come in the front door."

—Lance Rensche, Lead Pastor, Fall's Church
Sioux Falls, South Dakota

To watch a testimonial video visit: www.daktronics.com/Falls Church



YOU BENEFIT.

You already have a sign identifying your organization that people passing by notice. Do you know how many people there are? Think of the potential increase in traffic to your location when your passersby respond to your LED display's message.

And with an on-site LED sign, people can stop immediately after seeing the message, unlike when they see or hear a TV, newspaper, or radio promotion.

Calculate how many people an on-site LED display will reach:

1. According to city traffic counts, how many cars pass your facility every day? _____ cars
2. Multiply the total by the Average Vehicle Occupancy of 1.7 people per car.* _____ people
3. Total number of people reached by your LED sign messages: _____ reached

* Rodriguez, Michael. "Average Vehicle Occupancy." The Transportation Planner, 15 January 2013. <<http://www.transpoplanner.com/average-vehicle-occupancy-whats-up-with-idaho-motorcyclists/>>





CHOOSE DAKTRONICS.

EXPERIENCE

Founded in 1968, we meet the expectations of tens of thousands of customers in more than 100 countries.

INTEGRITY

Daktronics is publicly traded on NASDAQ as DAKT. We have been named as one of the Forbes Most Trustworthy Companies for multiple years.

OUTSTANDING LED TECHNOLOGY

More than 350 degreed engineers on staff and millions of dollars invested into research and development ensure cutting-edge products.

PRODUCT RELIABILITY

Technicians rigorously test our products in our onsite lab for dependability and continuous design improvement.

SERVICE

Our network of service staff throughout the United States and Canada provide you the support you expect. Our Customer Service team also will take care of you before, during, and after installation.

SOFTWARE TRAINING AND CONTENT

Choose from several software training options, as well as online tutorials and videos. A free media kit comes with every display. Exclusive from Daktronics, we've created free backgrounds and graphic elements that can be layered and paired with text for over +50,000 custom content combinations. Download award-winning content at daktronics.com/content.

OUR HISTORY

Two engineering professors from South Dakota State University in Brookings, South Dakota, founded Daktronics in 1968. Our first facility was a small tire shop. Today, we sell our products worldwide, but we haven't forgotten our roots. From our CEO on down, we put you and your needs first.

For more information visit www.daktronics.com/company.



www.daktronics.com/commercial