



THE STAR

DALLAS COWBOYS, CORPORATE PARTNERS UNVEIL STUDENT-CENTRIC SPACES AT THE STAR

The Ford Center at Team's New Headquarters will Contain Features that Enrich Frisco ISD Students' Experience on and off the Field

Frisco, Texas (August 19, 2016) – The Dallas Cowboys, Frisco ISD and their corporate partners today revealed multiple features of the soon-to-open Ford Center at The Star, the Dallas Cowboys World Headquarters' multi-purpose events center. The Star Kickoff presented by Whataburger will be The Star's first event in the Ford Center, where all eight Frisco ISD high schools will play in a sold-out quadruple header on Saturday, Aug. 27.

As the Ford Center will showcase Frisco ISD home football games, the 510,000-square-foot indoor athletic facility will include unique elements designed to enrich students' success both athletically and academically.

"As the Dallas Cowboys, our team sponsors are a key lifeline for the sustainability of our franchise," said Jerry Jones, Jr., Executive Vice President and Chief Sales and Marketing Officer, Dallas Cowboys. "When you set out to build a world-class facility, you attract world-class partners. The Star will allow these partners to activate their brand with us in ways never before seen in professional sports, let alone at the high school level. Ford, Nike, the Texas Lottery, Whataburger and Panasonic all played a role in elevating this facility to provide an unforgettable experience for the students of Frisco Independent School District."

The Cowboys today unveiled the high school locker rooms, uniforms, technologies, athletic features and more that will be utilized by students at The Star.

"The Ford Center will provide our students, athletes, and fans with an experience that's unprecedented in high school sports," said Jeremy Lyon, Superintendent, Frisco ISD. "It's hard to say what will be most exciting for students – from showcasing high school memorabilia, to state-of-the-art technology, to the ability for our students to wear professional-level uniforms and play on the same field as the Cowboys – it's all unparalleled detail that we know students will remember years beyond graduating."

All eight Frisco ISD high school teams and coaches also first stepped foot on the Ford Center turf today, and were able to see the locker rooms and uniforms designed by Nike that the students will wear Aug. 27 when they return to The Star.

Features unveiled at The Star today include:

- **Ford – The Ford Center:**
Connected to the World Headquarters of the Dallas Cowboys, the Ford Center is comprised of a multi-purpose, 12,000 seat, indoor stadium as well as the entire Dallas Cowboys football operations and practice fields. The Cowboys will host indoor practices in the stadium while the City of Frisco and Frisco ISD will host all football and soccer games, academic, fine arts and entertainment events in the building. Ford has a long history of recognizing top high school football athletes in Texas through the Built Ford Tough High School Player of the Week Award.

"Ford and our Texas Ford Dealers are honored to be a part of the Ford Center at The Star," said Greg Wood, Dallas Regional Sales Manager, Ford Motor Company. "Throughout Ford Motor Company's 113-year history, game changing innovation has been a cornerstone of everything we do. What the Jones Family, the City of Frisco and the Frisco ISD have accomplished here with the Ford Center has truly changed the game in Professional and High School sports and is the

definition of innovation. Everyone associated with Ford is excited to be a part of all the upcoming events that will take place in this incredible new facility and of our continued association with the Dallas Cowboys and the Jones Family.”

- **Nike – Apparel & Locker Rooms:**

Nike’s commitment to game-changing innovation for football combines pro-level athlete insights with superior design to create training and competition gear for elite players at all levels of the game. As the exclusive apparel provider of Frisco ISD athletics across all sports, Nike propels the Texas high school player to be the fastest, strongest and most elusive athlete through on-field innovations in uniform, baselayer and practice wear. Today, players from all eight high school varsity football teams received a first-look at their uniforms for the 2016 season, as well as an exclusive tour of the custom locker rooms designed by Nike.

“We are excited to serve players in their quest for a Texas state championship,” said Jim Beeman, GM, Nike Central Territory. “Our goal is to help build better athletes by providing them with forward-thinking innovation designed for the game’s most elite players.”

- **Texas Lottery – Tribute to High School Football:**

Commemorating their partnership with the Frisco ISD, the Dallas Cowboys alongside the Texas Lottery created a High School Football Tribute. The space, located at the front entrance of the Ford Center, honors each of the Frisco ISD’s high school teams and their respective traditions. As a long-standing supporter of Texas education, the Texas Lottery, in conjunction with the Cowboys, will develop a grant program to fund fitness and physical activity initiatives in Texas’ public schools.

“The Texas Lottery welcomed the opportunity to continue our eight-year partnership with the Cowboys and to support Texas students in this unique way,” said Gary Grief, Executive Director, Texas Lottery. “It is our mission to generate revenue for Texas education and to date, our partnership with the Cowboys has provided more than \$55 million to Texas schools.”

- **Whataburger – Friday Night Stars & Concourse Display:**

High school football teams will play under the Whataburger Friday Night Stars banner at the Ford Center at The Star. The Friday Night Stars interactive display on the west concourse will highlight local student-athletes’ successes both on and off the field. As presenting sponsor of The Star Kickoff, Whataburger will host four back-to-back Frisco ISD games at the Ford Center on Saturday, Aug. 27.

“As a Texas-based company, we know nothing compares to the excitement felt under the Friday night lights,” said Rich Scheffler, Vice President of Marketing and Innovation, Whataburger. “The game of football builds heart and character both on and off the field, and we’re proud to be part of this incredible facility and this special grand opening event.”

- **Panasonic – Technology Integration and LED Screens:**

Panasonic has provided stadium and digital signage solutions throughout The Star, including: 4K and Small Pitch LED displays throughout the facility, an interactive digital display, as well as video boards in and outside the Ford Center. The interior display is 1,824 square feet and the exterior display is 2,270 square feet; the exterior 4K video board will be the largest in high school sports.

“Panasonic is thrilled to have outfitted The Star with the most cutting-edge screens and digital signage to enhance fans’ viewing experience, including the largest 4K digital high projection LED screen at any high school sports facility in the country,” said Joe Taylor, President, Panasonic North America. “The Dallas Cowboys have become synonymous with digital screens, and they always do it big. Panasonic was thrilled to step up to the challenge of meeting these high expectations at The Star, and the resulting displays are sure to impress visitors of the facility, both inside and out.”

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