

Evansville Community School District

SPONSORSHIP GUIDE



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PURPOSE

The purpose of this guide is to provide information regarding the sponsorship opportunities within the Evansville Community School District and the process by which those opportunities can be taken advantage of by interested parties. These sponsorship opportunities are a way for businesses to gain exposure in the community, for individuals to dedicate a specific facility that holds a special place for them, or even for an organization to assist the District in achieving its academic goals. There are many varied and valuable opportunities contained within this guide, however these are not the only opportunities available. If you have a sponsorship idea outside of those contained within this guide, please feel free to complete the enclosed application and make a proposal of your own.

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Please note that the fees listed for each item are suggestions only and may be modified by the applicant. Also, please note that not all opportunities are listed within this guide. Applicants are encouraged to create alternate sponsorships as well.

CONTACT

For more information or if you have questions regarding sponsorships in the Evansville Community School District, please contact:

Business Manager
Evansville Community School District
340 Fair Street
Evansville, WI 53536

Phone: 608-882-5224
Fax: 608-882-6564

PUBLIC RECORDS

Please note that all documents, email correspondence, etc. related to any sponsorship proposal or Agreement are public records and available to anyone that may inquire under the State of Wisconsin Open Records Law.

SPONSORSHIP COMMITTEE TERMS AND DEFINITIONS

1. Sponsorship is defined as the provision of money, goods and/or other services by a person, company, business, corporation or other entity to support the District, its schools, school activities, etc. In return the District shall acknowledge that money, services, and or goods were contributed by the sponsor or the activity was sponsored by or in part by the sponsor. Upon acceptance, all non-monetary items supplied by the sponsor (e.g., equipment, furniture, building materials, etc.) shall become the property of the District and shall be subject to the same controls, policies and procedures governing other District property, except as otherwise expressly specified in the sponsorship agreement. All monetary sponsorships shall be deposited in the appropriate designated District depository and shall be properly accounted for in accordance with applicable laws and the Wisconsin Uniform Financial Accounting Requirements (WUFAR).
2. Sponsorship Agreement is defined as a contract between the District and the Sponsor defining all responsibilities expected from both parties. No sponsorship, regardless of its monetary value, may be considered for approval without an Agreement between the sponsor and the District regarding the form, number and/or duration of the acknowledgement(s) to be provided. An Agreement with a term of more than one year shall also indicate whether the Agreement will extend to the sponsor's successors, heirs, administrators and assigns. In the case of a direct conflict between board policy/administrative rule and a sponsorship agreement, board policy/administrative rule shall control. The Board may reject any and all proposed sponsorships and it also may terminate any such sponsorship agreement at any time should the sponsorship no longer comply with the terms of this policy or should the sponsorship become inconsistent with the District's educational mission, goals and objectives.
3. Acknowledgment is defined as District recognition of the sponsor's support provided. An example of the Acknowledgment of a Sponsorship is signage at sponsored venue, the placement of a sponsor's logo or the sponsor's name, address, website, internet address on the District's website, the yearbook, a newsletter, program of an event, etc. Acknowledgement does not include endorsement, price information or an indication of savings or value and/or quality of the sponsor's product or services, such as the sponsor has the lowest prices, makes the greatest product or that the sponsor is having a sale. The Sponsorship Agreement may specify, for example, to print an acknowledgement of the sponsorship on the printed program for each home football game during the current school year, or to display the sponsor's name on the scoreboards in the football stadium at the high school for an agreed upon period of time.
4. Facilities Naming Rights is defined as the naming of a District facility in return for a financial contract to place the name of a business, company, corporation or other entity on or near the named facility.

BOARD POLICY 841 - SPONSORSHIPS

The Evansville Community School District Board of Education may accept and approve sponsorships that benefit the District, its schools, employees or students, by the District accepting money, goods and/or services in exchange for the District acknowledging the sponsor's contribution. The Board recognizes that it would be financially beneficial to allow the sponsorship of the District, its schools, school programs, Interscholastic Athletic programs, extra-curricular activities, and other school activities, events, publications, newsletter, news releases, etc. in exchange for the District's acknowledgement of such sponsor's contribution. However, all sponsorships shall meet the criteria set forth herein which provides, among other things, that the sponsorship shall not be contrary to the District's mission, conflict with Board Policy or undermine the District's educational objectives. No sponsorship shall be construed as or constitute an endorsement by the District, Board, or school of the sponsor or its product, service or program, etc., and the Board, and the schools reserve the right to refuse or decline the offer of any sponsor for any reason.

Sponsorship is defined as the provision of money, goods and/or other services by a person, company, business, corporation or other entity to support the District, its schools, school activities, etc. In return the District shall acknowledge that money, services, and or goods were contributed by the sponsor or the activity was sponsored by or in part by the sponsor. Upon acceptance, all non-monetary items supplied by the sponsor (e.g., equipment, furniture, building materials, etc.) shall become the property of the District and shall be subject to the same controls, policies and procedures governing other District property, except as otherwise expressly specified in the sponsorship agreement. All monetary sponsorships shall be deposited in the appropriate designated District depository and shall be properly accounted for in accordance with applicable laws and the Wisconsin Uniform Financial Accounting Requirements (WUFAR).

Sponsorship Agreement is defined as a contract between the District and the Sponsor defining all responsibilities expected from both parties. No sponsorship, regardless of its monetary value, may be considered for approval without an Agreement between the sponsor and the District regarding the form, number and/or duration of the acknowledgement(s) to be provided. An Agreement with a term of more than one year shall also indicate whether the Agreement will extend to the sponsor's successors, heirs, administrators and assigns. In the case of a direct conflict between board policy/administrative rule and a sponsorship agreement, board policy/administrative rule shall control. The Board may reject any and all proposed sponsorships and it also may terminate any such sponsorship agreement at any time should the sponsorship no longer comply with the terms of this policy or should the sponsorship become inconsistent with the District's educational mission, goals and objectives.

Acknowledgement is defined as District recognition of the sponsor's support provided. An example of the Acknowledgment of a Sponsorship is signage at sponsored venue, the placement of a sponsor's logo or the sponsor's name, address, website, internet address on the District's website, the yearbook, a newsletter, program of an event, etc. Acknowledgement does not include endorsement, price information or an indication of

savings or value and/or quality of the sponsor's product or services, such as the sponsor has the lowest prices, makes the greatest product or that the sponsor is having a sale. The Sponsors Agreement may specify, for example, to print an acknowledgement of the sponsorship on the printed program for each home football game during the current school year, or to display the sponsor's name on the scoreboards in the football stadium at the high school for an agreed upon period of time.

Facilities Naming Rights is defined as the naming of a District facility in return for a financial contract to place the name of a business, company, corporation or other entity on or near the named facility.

All sponsorship agreements and naming rights opportunities shall be subject to review by legal counsel and bond counsel before approval. If a Sponsorship agreement and/or naming rights opportunity will affect facilities that are bond financed, the Board must ensure compliance with Federal tax rules and regulations regarding tax-advantaged bond financings.

The Board tasks the District Administrator with the responsibility to oversee District compliance with this policy, including providing proper notification to staff, school booster clubs and the general public regarding the existence of this policy and its implementing guidelines and ensuring that appropriate acknowledgement is provided to all sponsors on behalf of the District.

The District shall not unlawfully discriminate in the acceptance and administration of gifts, bequests, scholarships and other aids, benefits or services to students from private agencies, organizations or persons on the basis of sex, race, religion, color, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation or physical, mental, emotional or learning disability or handicap. Discrimination complaints shall be processed in accordance with established procedures.

Solicitation of sponsorships will be directed by the Board of Education. For purposes of this policy, paid advertising in school publications are not considered sponsorships.

Legal Ref.: Sections 118.12 Wisconsin State Statutes (Sale of Goods and Services at Schools)
175.10 (Sale to Employees Prohibited)

Local Ref.: Policy #841 Rule – Sponsorship, Administrative Rule

#841 Rule - Sponsorship, Administrative Rule

PROCESS

1. The applicant shall choose a package that they feel meets their need; or they may make a proposal for a sponsorship that better suits their desires, provided such a proposal is consistent with the District's educational mission and goals and meets the requirements of Board policy #841 and this rule. The funds associated with the package may be designated by the applicant as "Reserved" or "Unreserved" as follows:

- a. Reserved – Applicant desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (e.g. funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).
 - b. Unreserved – Applicant has no desire to designate how the funds from the sponsorship should be used. These funds would then be distributed for projects or programs throughout the District via an application process from the site or program that desires to use the funds (e.g. Levi Leonard Elementary School would like new playground equipment, so they would submit an application to use some of the unreserved funds for that purpose).
2. The applicant shall complete the application form and submit it to the Business Manager. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application by either June 1 or December 1 to be considered. However, the Committee has the discretion to meet more frequently as needed. The Business Manager shall note on the application the date and time received.
3. The sponsor shall meet with the Business Manager and other pertinent District staff prior to the Sponsorship Advisory Committee meeting to gain a better understanding of the sponsor’s proposal and intentions prior to advancing the proposal to the Committee.
4. The Advisory Committee as designated below will meet twice per year in June and December to recommend approval or denial of the applications and attached materials. All agreements will be forwarded to the Board of Education for consideration upon the recommendation of the Advisory Committee. Should multiple applicants select the same sponsorship, the Committee may consider the applications on a first come, first served basis if all other factors are equal.
5. All sponsorship agreements and naming rights opportunities shall be subject to review by legal counsel and bond counsel before approval. If a Sponsorship agreement and/or naming rights opportunity will affect facilities that are bond financed, the Board must ensure compliance with Federal tax rules and regulations regarding tax-advantaged bond financings.
6. Once the application has been reviewed and accepted, the applicant will be contacted to execute the Agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the District to implement the sponsorship.
7. Once the Agreement has been executed and all fees have been received, the District will begin the process of implementing the agreed upon sponsorship.

ADVISORY COMMITTEE MEMBERSHIP

The following is a list of the members of the Sponsorship Advisory Committee based on the various types of applications received. (Please note that those designated with a * are permanent positions on the Committee.)

MEMBER	ACADEMIC	ATHLETICS	THE ARTS	OTHER
Business Manager, Chair *	➤	➤	➤	➤
Board of Education Members (2) *	➤	➤	➤	➤
Chamber of Commerce Member *	➤	➤	➤	➤
District Staff Member (At Large) *	➤	➤	➤	➤
District Administrator and/or Building Administrator (of applicable building) *	➤	➤	➤	➤
Director of Curriculum & Instruction	➤		➤	
Athletic Director	➤	➤		
Director of Buildings & Grounds	➤	➤	➤	➤
Technology Manager	➤	➤	➤	➤
Others (as applicable – may include Title IX Coordinator, advisors, staff members, booster club members, etc.)	➤	➤	➤	➤

Criteria for Consideration of Applications:

- Proposed sponsorships must, first and foremost, complement the Vision, Mission and Goals of the Evansville Community School District
- Sponsorships that would increase District expenditures may be rejected
- Upon consideration of multiple identical proposals, priority will be given to District area businesses

Evansville Community School District

SPONSORSHIP OPPORTUNITIES ACADEMIC



CLASSROOM

Fee: \$1,000

- Four (4) year agreement
- Fee covers any expense related to increased student achievement
- Sponsor identifies building and classrooms; administrator identifies expenditure
- Invitation to sponsor year-end reception and networking event
- Classroom named after the sponsor (e.g. John Q. Public Memorial Classroom)

ELEMENTARY “CLASSROOM LIBRARY” UPGRADE

Fee: \$1,000

- Four (4) year agreement
- Fee covers the cost of “upgrade” of a single teachers “classroom library” – an integral part of the Comprehensive Literacy Model
- Teacher would select books for library based on grade-level curriculum
- Invitation to sponsor year-end reception and networking event
- Acknowledgment to be negotiated

TECHNOLOGY INTEGRATION PACKAGE

Fee: Varies based on selected technology

- Four (4) year agreement
- Fee covers the cost of purchasing classroom-designated/specific technology devices that support technology integrated instruction
- Devices purchased are jointly selected with input by sponsor, teacher, technology director and/or building administration
- Sponsor chooses building to support
- Invitation to sponsor year-end reception and networking event
- Acknowledgment to be negotiated

COMPUTER LAB

Fee: Varies based on selected devices

- Four (4) year agreement
- Fee covers the cost of purchasing a classroom set (30) of desktop computers, tablets, and peripherals
- Devices purchased are jointly selected with input by sponsor, teacher, technology director and/or building administration
- Sponsor chooses building to support
- Invitation to sponsor year-end reception and networking event
- Venue named after sponsor (e.g. Karrels Digital Domain)

MOBILE COMPUTER LAB

Fee: Varies based on selected technology

- Agreement spans life of the device(s)
- Fee covers the cost of purchasing a classroom set (30) of laptop computers that can be used in a variety of classrooms
- Devices purchased are jointly selected with input by sponsor, teacher, technology director and/or building administration
- Sponsor chooses building to support
- Invitation to sponsor year-end reception and networking event
- Devices labeled with name of sponsor

INSTRUCTIONAL MEDIA CENTER (LIBRARY)

Fee: Varies based on selected materials

- Four (4) year agreement
- Fee covers the cost of materials
- Devices purchased are jointly selected with input by sponsor, teacher, technology director and/or building administration
- Sponsor chooses building to support
- Invitation to sponsor year-end reception and networking event
- Library named after the sponsor (e.g. Dwight Foster Library)

- Unless otherwise specified in the sponsorship agreement, a plaque will be placed on a wall in a school commons area for sponsorships at or above \$5,000. Additionally, a sponsorship sign will be placed outside the classroom door.
- Unless otherwise specified in the sponsorship agreement, a sponsorship sign will be placed outside the classroom door for \$1,000 classroom specific contributions.

Evansville Community School District

SPONSORSHIP OPPORTUNITIES ATHLETICS



FOOTBALL STADIUM NAMING RIGHTS

Fee: \$50,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue will utilize sponsor's name
- Designation as an official sponsor of football programs for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

HIGH SCHOOL GYMNASIUM NAMING RIGHTS

Fee: \$75,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility

- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue will utilize sponsor's name
- Designation as an official sponsor of basketball/volleyball/wrestling/etc. programs for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

DIAMOND VENUE NAMING RIGHTS

Fee: \$20,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of baseball/softball programs for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

SOCCKER FIELD NAMING RIGHTS

Fee: \$20,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of soccer programs for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

HIGH SCHOOL WEIGHT ROOM

Fee: \$35,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility

- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of the weight room for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

JC MCKENNA MIDDLE SCHOOL GYM

Fee: \$15,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of basketball/volleyball/wrestling/etc. programs for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

GROVE CAMPUS FIELDHOUSE

Fee: \$50,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of the Fieldhouse for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

HIGH SCHOOL WRESTLING ROOM

Fee: \$10,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility

- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of wrestling programs for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

THEODORE ROBINSON INTERMEDIATE SCHOOL (TRIS) GYMNASIUM

Fee: \$10,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on scoreboards facing crowds
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of TRIS gymnasium for the Evansville Community School District
- Website presence on the TRIS site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Principal
- Invitation to sponsor year-end reception and networking event

WINDSCREEN SPONSOR

Fee: \$3,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Windscreens and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor annually and paid for by the sponsor only if needed
- Three (3) year agreement with right of first refusal
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on fencing facing crowds
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

*Terms and fees are negotiable

Evansville Community School District

SPONSORSHIP OPPORTUNITIES THE ARTS



Learning Today,
Leading Tomorrow

HIGH SCHOOL PERFORMING ARTS CENTER (PAC) NAMING RIGHTS

Fee: \$50,000*

Current Sponsor:

Agreement Expiration:

Acknowledgments/expectations/responsibilities (unless otherwise provided in the sponsorship agreement):

- Venue named after the sponsor (e.g. US Bank Stadium)
- Signs and maintenance thereof shall be paid for by the sponsor in addition to sponsorship fee. Maintenance needs of signage shall be assessed by the building and grounds supervisor at five (5) year intervals and paid for by the sponsor only if needed
- Ten (10) year agreement with right of first refusal
- Industry exclusivity, which means that no other business engaged in the same type of work will be advertised in that facility
- Each District event program will include the name of the sponsor. Event programs are exempt from industry exclusivity
- Sponsor logo and/or name signage on entrance to the PAC
- Any announcements regarding an event at the venue would utilize sponsor's name
- Designation as an official sponsor of the Arts for the Evansville Community School District
- Website presence on the Evansville High School Athletics/Activities site with logo, link and/or information posted regarding specific program
- Four (4) complimentary tickets/passes to each District event held at the venue for sponsor representatives
- Hospitality Opportunities – category specific: any food or giveaways are at the additional expense of the sponsor and must be approved by the Principal
- Invitation to sponsor year-end reception and networking event

* Terms and fees are negotiable

Evansville Community School District

SPONSORSHIP OPPORTUNITIES OTHER



Any other sponsorship opportunities/venues that are not identified in this document may be proposed for sponsorship to the Sponsorship Advisory Committee.



SPONSORSHIP APPLICATION FORM

PLEASE CHECK ONE: ACADEMIC ATHLETICS THE ARTS OTHER

ORGANIZATION OR INDIVIDUAL NAME	AUTHORIZED CONTACT	TELEPHONE	FAX
STREET ADDRESS	EMAIL	OTHER CONTACT INFO	
CITY, STATE, ZIP	FEDERAL TAX ID NUMBER	NUMBER OF YEARS IN BUSINESS	
TYPE OF ORGANIZATION (CHECK ONE): <input type="checkbox"/> CORPORATION <input type="checkbox"/> LLC <input type="checkbox"/> SOLE PROPRIETOR <input type="checkbox"/> INDIVIDUAL <input type="checkbox"/> TRUST			
BANKING REFERENCE	CONTACT PERSON	PHONE NUMBER	
SUPPLIER/VENDOR REFERENCE	CONTACT PERSON	PHONE NUMBER	

PLEASE LIST/DESCRIBE THE SPONSORSHIP OPPORTUNITY YOU ARE APPLYING FOR (ATTACH ADDITIONAL PAGES IF NEEDED)

PLEASE LIST/DESCRIBE THE MEDIA ATTACHED TO THIS FORM AND HOW IT IS INTENDED TO BE USED IN THE SPONSORSHIP OPPORTUNITY (ATTACH ADDITIONAL PAGES IF NEEDED)

PLEASE LIST HERE IF THE FUNDS ASSOCIATED WITH THE SPONSORSHIP ARE TO BE RESERVED FOR A SPECIFIC PURPOSE OR POGRAM. IF THEY ARE NOT RESERVED HERE THEY WILL BE CONSIDERED UNRESERVED AND SHALL THEN BE ACCESSIBLE FOR USE BY THE DISTRICT AS OUTLINED IN ITEM 1(B) IN THE PROCESS SECTION OF THE SPONSORSHIP GUIDE (ATTACH ADDITIONAL PAGES IF NEEDED)

PLEASE ANSWER THE FOLLOWING QUESTIONS BY INITIALING NEXT TO "YES" OR "NO":

1. HAVE YOU FULLY READ AND UNDERSTAND THE SCHOOL DISTRICT'S SPONSORSHIP POLICY?	YES___ NO___
2. ARE YOU THE AUTHORIZED PARTY PERMITTED TO ENTER INTO A LEGAL BINDING FINANCIAL AGREEMENT?	YES___ NO___
3. DOES YOUR COMPANY OR PRODUCT(S) MEET ALL SCHOOL DISTRICT ADVERTISING QUALIFICATIONS AND ARE THEY FREE FROM ANY DISCRIMINATING CONTENT?	YES___ NO___
4. HAVE YOU PROVIDED A SAMLE COPY OF THE LOGO OR MEDIA TO BE ADVERTISED WITH AN APPROVED APPLICATION?	YES___ NO___
5. DO YOU FULLY AGREE THAT THIS SPONSORSHIP PROGRAM DOES NOT CONSTITUTE AN ENDOREMENT OF YOUR BUSINESS, PRODUCTS, OR VIEWS OF THE APPLCIANT?	YES___ NO___
6. DO YOU AGREE AND UNDERSTAND THAT YOU MAY NOT USE THE EVANSVILLE COMMUNITY SCHOOL DISTRICT, DISTRICT BUILDINGS OR GROUNDS, OR DISTRICT EMPLOYEES TO ADVERTISE OR ENDORSE THE PRODUCTS AT ANY TIME OTHER THAN THE LOCATIONS APPLIED FOR IN THIS APPLICATION, AND THAT FAILURE TO DO SO IS GROUNDS FOR IMMEDIATE TERMINATION OF THE SPONSORSHIP AND YOU AGREE TO WAIVING ALL RIGHTS AND FINANCIAL COMPENSATION FOR FAILURE TO COMPLY?	YES___ NO___

AUTHORIZED REPRESENTATIVE SIGNATURE: _____ DATE: _____
THANK YOU FOR SUPPORTING THE EVANSVILLE COMMUNITY SCHOOL DISTRICT

FOR OFFICE USE ONLY
RECEIVED BY : _____ DATE: _____ PAYMENT RECEIVED: _____
DATE REVIEWED BY ADVISORY COMMITTEE: _____ APPROVED ___ DENIED ___

NOTES REGARDING DECISION OF ADVISORY COMMITTEE (IF ANY):

AUTHORIZED CONTACT NOTIFIED OF DECISION BY: _____ DATE: _____ TIME: _____

ECSD

SPONSORSHIP AGREEMENT

(TEMPLATE ONLY: Items in Italics would change based on sponsor and sponsorship)

THIS AGREEMENT, is made on this ____ day of _____, 20 ____, by and between _____ (hereinafter the "Sponsor") and the Evansville Community School District, a political subdivision of the State of Wisconsin (hereinafter the "School District").

THE PARTIES AGREE AS FOLLOWS:

I. Objective of the Agreement:

The Sponsor has expressed its desire to sponsor _____. The sponsorship shall be operated and shown in accordance with this Agreement and the School District policies, procedures and guidelines. In consideration for said sponsorship, Sponsor shall pay School District the sum of \$ _____, in accordance with Section II(a) herein.

II. Performance, Role and Responsibility of the Sponsor:

a. Fee Arrangement – Sponsor shall pay School District in accordance with the following schedule:

<u>Date Due</u>	<u>Amount</u>
Upon Signing of Agreement	\$ _____
September 1, 20 ____	Cost of Signage
June 1, 20 ____	\$ _____
June 1, 20 ____	\$ _____
June 1, 20 ____	\$ _____
June 1, 20 ____	\$ _____

b. Sponsor shall prepare and provide to School District all necessary media to execute this Agreement at no cost to the School District. All media is subject to review and approval of the School District in accordance with the terms of this Agreement and related policies, procedures and guidelines. Sponsor shall directly pay for, or reimburse the School District for the cost of the signage necessary to execute this Agreement in addition to the overall sponsorship amount.

c. Sponsor understands and agrees that Board of Education policy #841-Sponsorships and all rules and regulations contained therein are incorporated herein by this reference and shall be a part of this Agreement and must be complied with by Sponsor.

III. Performance, Role and Responsibility of the School District:

In consideration of the payment of the sponsorship fee, School District shall provide the following:

a. *Venue named after the Sponsor as _____ (venue).*

b. *Industry Exclusivity: no other business engaged in the same type of work will be advertised in that facility.*

c. *Sponsor logo/signage on scoreboards.*

- d. *Each District event program will include the name of the sponsoring organization, but exclusivity does not apply to event programs.*
- e. *Any announcements regarding an event at the venue will utilize sponsor's name.*
- f. *Evansville Community School District website presence.*
- g. *Four (4) complimentary tickets/passes per School District event at _____ (venue) shall be provided for Sponsor representatives.*
- h. *Hospitality Opportunities – Category specific: Any food or giveaways are at the additional expense of the Sponsor and must have prior approval of the Building Administration.*
- i. *Invitation to year end sponsorship reception and networking event.*
- j. *Other, as negotiated.*

IV. All sponsorship agreements and naming rights opportunities shall, at the discretion of the Business Manager, be subject to review of bond counsel before approval if the particular sponsorship agreement and/or naming rights opportunity will affect facilities that are bond financed, so as to ensure compliance with Federal tax rules and regulations regarding tax-advantaged bond financings.

V. Term:

The term of this Agreement shall be from _____, 20 ____ through _____, 20 _____. However, the parties reserve the right to cancel this Agreement, with or without reason for cause, on thirty (30) days written notice to the other party. Should this Agreement be terminated without cause, the School District shall return to Sponsor a prorated amount of the sponsorship fee paid by Sponsor.

VI. Indemnifications:

Sponsor hereby agrees to hold harmless, defend and indemnify the School District, its officers, agents and employees from and against any and all claims, liability, demands, causes of action, damages, costs and attorney fees arising from this Agreement, and to the delivery of sponsorship hereunder, except to the extent that any such claim or demand arises from or is caused by the negligence of willful misconduct of the District, its agents, or employees.

VII. Non-Endorsement/No Agency:

Sponsor agrees that all written material and items in connection with this Agreement does not imply that Sponsor is endorsed by the School District or any of its agents or employees and will not communicate that the School District is endorsing Sponsor or its products or services in any way. Sponsor further agrees that it has no right to act on behalf of School District in any way as a result of entering into this Agreement.

VIII. Miscellaneous:

- a. Modifications. Except as may otherwise be expressly stated in this Agreement, all modifications to this Agreement shall be in writing and signed by both parties.

- b. Waiver. The waiver of any term, provision or condition of this Agreement by either party shall not be construed to be a waiver of any other term, provision or condition.
- c. Assignability. Neither party's rights nor obligations under this Agreement may be transferred, conveyed or assigned without the express prior written consent of the other party.
- d. Severability. In the event that any portion of this Agreement is held to be contrary to the law or otherwise unenforceable, it shall be severed from the remaining provisions of this Agreement which shall continue to remain in full force and effect.
- e. Governing Law. This Agreement shall be governed by the laws of the State of Wisconsin with regard to formation, construction and performance.
- f. Notices. Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and if sent by mail to the home office of the Sponsor or the School District, as appropriate.
- g. District Influence. Sponsor shall not have any right or expectation of right to control or influence any District operations or decisions as a result of this Agreement.
- h. "Make Good Activity". If any of the recognition activities identified in Section III hereof do not occur as contemplated due to unforeseen circumstances beyond the control of the School District, the parties may mutually agree upon a "make good activity" to compensate for the non-occurrence of the scheduled activity. Any such "make good activity" must be scheduled to occur during the term hereof.
- i. Complete Agreement. This Agreement is the completed Agreement between the parties hereto. This Agreement supersedes any and all prior Agreements, discussions or other communications of any kind.

IN WITNESS WHEREOF, the parties have executed the foregoing Agreement:

SPONSOR

EVANSVILLE COMMUNITY SCHOOL DISTRICT

By: _____
 Authorized Representative

By: _____
 District Administrator

Printed Name: _____

Title: _____

Date: _____