

**Naming Rights and Sponsorship Committee**  
**Meeting Minutes**  
**January 12, 2018**

**Present:** Rob Hollenbach, Angela Twitchell, Holly Kopp, Renee Bernard, Donna Brunette, Amy Saxton, Tracy Rousseau, Jonathon Hiltz, Karen Tilbor, Brad Smith

Rob opened the meeting and asked Brad to update the Committee on the status of the project. The Topsham Planning Board has provided approval for the high school project. Much work has been underway with the competition field. Products other than crumb rubber fill have been presented to the Athletic Committee. EDPM (a virgin rubber fill) has been chosen for fill and split blades have been chosen for the turf. The Committee has also been looking at the placement of field events, concessions and bathrooms around the competition field. Rob noted the importance of also having a 24 ' X 24' place holder for the Hall of Honors.

The newly constructed baseball field is nearly finished. Seeding will be done in the spring. Cement pads for the dugouts could be constructed as early as this winter. The timeline for approaching concrete vendors will need to be moved up to accommodate the timeline for pouring the concrete pads. Water, bathrooms and concessions for the baseball field is not on the fundraising list and not planned for construction.

Rob and Angela shared the sponsor packet and levels of giving. Naming of spaces was discussed because PDT is beginning to ask for names of particular spaces and that deadline will impact the solicitation of donors for naming rights of major public spaces such as the forum, gym, foyer, etc. Brad will follow up with Kathy at PDT about timing for naming spaces.

Angela reviewed the list of prospects for visits to be scheduled by the end of February. The Committee assigned members to meet with prospective donors.

Rob followed up with Donna about receiving student support for a spring fundraising kick-off event.

Next Meeting: March 16, 2018

**Project Timing**

**Baseball – dugout construction Summer 2018**

- Baseball – scoreboard Fall 2018/Spring 2019
- Baseball – outfield fence Fall 2018/Spring 2019
- Softball – new dugouts Summer/Fall 2018
- Concession Equipment – Fall 2019
- Ropes Course – Spring 2019
- Turf fill - 2019
- Hall of Honors/Competition Scoreboard – Spring 2021

**Fundraising Projects List Structure**

Targeting leads/chairs for each major activity

- Large Donor – Angela/Amy

- Baseball Field - Jon Hiltz owner – Gerry Merrill liaison
- Hall of Honors – Rob
- Softball field - Rob
- Brick Fundraiser – Renee, Tracey
- Signs (Baseball, Competitive, Construction) - ?
- Kick-off event – ?
- Lockers - ?/Rob – no update

Fundraising Items – amount in public filing - **\$201,000**

Existing Projects & Range of Costs

Committed to in referendum

1. Baseball Dugouts – \$0 - \$59,000 (goal is donated materials and construction)
2. Baseball Scoreboard - \$42,000
3. Competition Scoreboard – \$47,200 - \$125,000
4. Turf – non crumb rubber - \$0 - \$50,000? – not in public filing but committed
5. Sprinkler system - \$42,480 – a part of filing but no longer needed
6. Ropes course - \$17,700 - \$30,000

Remaining

7. Concession equipment - \$0 - \$30,000 (can use capital fund of Boosters)
8. Softball Dugouts – \$0 - \$59,000 (goal is donated materials and construction)
9. Softball Bleachers - \$0 - \$50,000
10. Baseball Bleachers - \$0 - \$50,000
11. Baseball Fencing - \$5,000 - \$25,000
12. Hall of Honors - \$0 - \$20,000
13. Softball fencing - \$0 - \$25,000
14. Baseball indoor batting cage - \$10,000

Primary Fundraising Sources (see attached sheet)

1. Donors without restrictions
2. Donors for specific projects
3. In-kind contributions for dugouts
4. Sponsors for scoreboards - \$10,000 - \$100,000
5. Sponsors for Bleachers or press box?
6. Sale of Lockers - \$5,000 - \$25,000 one time
7. Signs for Competition Field - \$10,000 - \$22,000 annual
8. Signs for Construction Project - \$2,000 - \$4,000 one time
9. Signs for Baseball Field - \$2,500 - \$5,000 annual
10. Bricks for Hall of Honors - \$25,000 - \$60,000 one time

**We may need to raise more than \$201,000 to meet current needs**