

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
August 24, 2018

Present: Angela Twitchell, Tracy Rousseau, Donna Brunette, Renee Bernard, Jane Scease, Amy Saxton, Pam Leduc, Rob Hollenbach, Holly J. P. Kopp, John Hodge, Jonathon Hiltz, Dan Chuhta

Dan updated the Committee about the status of the project. On Friday the 31st of August the new Eagles Way will be open. The existing parking lot for students has been reconfigured. The new baseball field needs additional grass that Crooker will address. Much coordination has also occurred to begin fall sports at various venues. The Town of Topsham has been instrumental in providing our sports teams with alternative practice and game space.

Pam asked about having an fb page for fundraising events. Rob and Angela will work on setting up a page or linking it directly to the current construction fb page that administered by Ryan Palmer of the Communication Committee.

Rob updated the Committee about progress of the items for the baseball field. The first priority is the baseball scoreboard and dugouts. Geoff Godo is preparing to take scoreboard options to the Building Committee in the near future. The approximate cost of the baseball scoreboard is \$35,000 and the hope is to have the cost covered by donations. Plans for dugouts are in the works and will also go to the Building Committee. Cost estimates for dugouts are approximately \$10,000 with another approximate \$18,000 for ground preparation. Dugout costs will be covered by various fundraising events: (1) MTA Field of Dreams Golf Tourney is scheduled for Wed September 19th at 9 am, Brunswick Golf Course (Fundraising Goal of \$5-7 K), (2) Buy a Brick for Baseball Campaign (Fundraising Goal of \$15 K). Renee described the process of the "buy a brick" campaign. Placement of the bricks have not been determined.

The goal is for the dugouts, the fencing and the scoreboard to be ready for opening day of baseball, spring 2019. Timing for brick placement from the baseball campaign will be determined at a later date.

Fencing estimates are \$5-7,000 with a vendor discount. The vendor will be advertised on the outfield fence.

Amy and Angela provided an update about large donors.

Rob reviewed fundraising goals for projects included in the referendum and projects suggested beyond the initial referendum. Added details about the ropes course will be necessary in the near future. Angela noted that the ropes course may be well suited for grants. In terms of concession equipment, the MTA Boosters may be able to contribute to cost, although the MTA Booster reserve may be decreased to support operating costs while concession income is diminished by MTA teams utilizing

alternative venues. Rob noted other proposed projects including baseball bleachers, the Hall of Honors, and the indoor baseball batting cage.

The Committee discussed the expectation of fundraising for items specified in the referendum prior to fundraising for the other items. The Committee has a plan and has addressed all items included in the referendum list except for the ropes course. Angela will connect with Matt Cook of the PE/Athletic Committee about details of the ropes course so that the Fundraising Committee can begin planning.

Rob finished the meeting by noting the importance of promoting the Forum Seat Campaign and reminding the Committee about the locker fundraiser planned just prior to the demo of the high school.

Next Meeting: September 28, 2018 at 8-9:30

Fundraising Projects List Structure

Targeting leads/chairs for each major activity

Large Donor – Angela/Amy

Baseball Field - Jon Hiltz owner –

Hall of Honors – Rob

Softball field - Rob

Brick Fundraiser – Renee, Tracey

Signs (Baseball, Competitive, Construction) - ?

Lockers - Rob –

Forum seats - Rob

Existing Projects & Range of Costs

Committed to in referendum - \$201,000

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

1. Donors without restrictions – **none identified**
2. Donors for specific projects – **discussing but none committed**
3. In-kind contributions for dugouts – several identified
4. Sponsors for scoreboards - \$10,000 - \$25,000 each
5. Sale of Lockers - \$5,000 - \$25,000 one time
6. Signs for Competition Field - \$10,000 - \$22,000 annual
7. Signs for Baseball Field - \$2,500 - \$5,000 annual
8. Bricks for Baseball Field - \$10,000 - \$20,000
9. Bricks for Hall of Honors - \$25,000 - \$60,000 one time
10. Forum Seats sponsorship - \$125,000