

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
December 11, 2020
ZOOM

Present: Rob Hollenbach, Angela Twitchell, Holly J. P. Kopp, Donna Brunette, Renee Bernard, Pam Leduc, Shawn Chabot, Jon Hiltz, Geoff Good

Project Timing: The competition field is scheduled to be completed in August of 2021 at this time.

Fundraising Projects List Structure

Existing Projects & Range of Costs connected to referendum

	Referendum	Current Estimate	Fundraising Status
Baseball Dugouts	\$59,000	\$30,000	Complete
Baseball Scoreboard	\$35,400	\$23,000	Complete
Ropes Course	17,700	25,000 – not final	Complete
Competition Scoreboard	47,200	\$100,000 - 125,000	
Sprinkler System	42,480	0	Not Needed
Alternative turf material	TBD	0	Not Needed
Total	\$201,780	\$195,700	

Commitment and Requested Item - \$188,500 – Not all cash received for highlighted amounts - \$25k

<u>Company/Individual</u>	<u>Requested Item</u>	<u>Contribution</u>
Anonymous	Competition Scoreboard	\$50,000
Priority Group	Competition Scoreboard	\$25,000
Bath Savings	Competition Scoreboard	25,000
Bill Dodge Auto Group	Competition Scoreboard	18,500
Wicked Joes	Competition Scoreboard	10,000
Bangor Savings	Baseball Scoreboard	10,000
Norway Savings	Unrestricted/TBD	10,000
Homes and Harbors	Baseball Scoreboard	5,000
Camden National Bank	Unrestricted/Softball	10,000
Five County Credit Union	Unrestricted/Hall of Honors	5,000
Baystate Financial	Baseball Scoreboard	5,000
Northeast Mechanical	Baseball Fencing	5,000
Androscoggin Animal Hospital	Unrestricted/Hall of Honors	5,000
Goodwin Volvo	Unrestricted/Basketball	10,000

Fundraising Summary: Received to date is approximately \$270,000. Referendum items are fully funded at this time! For the competition scoreboard, \$128,500 has been raised to date. The approximate cost of the scoreboard is \$90,000 and we are awaiting the final installation cost. Final proofs of logos and names will go to each donor for approval prior to installation. Angela is working on two final sponsors for the scoreboard which would bring the total amount raised for the scoreboard to about \$165,000. Angela also noted that all sponsor commitments except for one is for ten years (one sponsor has a 5-year commitment), therefore the district has an opportunity to raise additional funds to support athletics in ten years.

Hammond Gift: Dave Hammond's gift of \$70,000 is intended for athletic facilities. The committee agreed that the next step is to have a joint meeting with Geoff Godo and other administrators to discuss the *process of how* to allocate Mr. Hammond's funds prior to determining *what* the money will be spent on.

Project Timing:

- Baseball Dugouts, Fencing (Dec/Jan) – In process dugouts finish in Spring
- Concession Equipment - 2021 Ropes Course —2021/2022
- Softball – new dugouts/updates TBD in Summer 2021
- Competition Scoreboard – installed in 2021 Hall of Honors – Spring 2022

Concessions: The cost of the indoor concession equipment is covered, and the anticipated cost of outdoor concession equipment is approximately \$20,000 (as opposed to the initial estimate of \$30,000). The Boosters will allocate \$15,000 to equipment costs and the fundraising committee agreed to contribute \$5,000 to the cost of outdoor concession equipment.

Hall of Honors (Academic and Athletic Recognition): A specific plan will be developed when the field is closer to completion. Rob will meet with Geoff and Dave Johnson to review the entrance of the competition field. Rob will get a small team together in late spring to move forward and begin the planning process.

Public Fundraising: Given the circumstances of COVID-19, the committee agreed to postpone a public fundraiser until spring of 2021. (Forum Seats \$500, Logo Bricks \$250, Football/Soccer/Hall of Honors Brick \$100).

Conclusion of Naming Rights and Fundraising Committee: The committee also discussed a target date of spring of 2022 to end the work of the committee.

Advertising/Signs: Geoff also asked about the details of selling signs/ advertisement for around the athletic fields. Geoff would like to see consistent, uniform signs that are aesthetically appealing. It is hoped that perhaps the Boosters might want to manage this activity long-term. The committee briefly discussed vendors and types of signs. A more detailed plan will need to be developed for the future.

Next Meeting: Friday January 22, 2021 at 8 am