

**Naming Rights and Sponsorship Sub Committee
Meeting Minutes
January 22, 2021
ZOOM**

Present: Rob Hollenbach, Amy Saxton, Holly J. P. Kopp, Donna Brunette, Pam Leduc, Renee Bernard, Jon Hiltz

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

Fundraising Projects List Structure (Target \$5000,000): approx. \$300,000 raised to date.

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	Complete
Sprinkler System	42,480	0	Not Needed
Alternative turf material	TBD	0	Not Needed
Total	\$201,780	\$195,700	

Commitment and Requested Item - \$238,000 – 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
Rusty Lantern	Competition Scoreboard	18,500
Crooker Construction	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

Remaining Requested Items – (Estimate \$100,000) – Geoff is maintaining request list.

1. Concession equipment - \$5,000 (rest will come from use capital fund of Boosters)
2. Baseball Bleachers - \$0 - \$5,000
3. Hall of Honors - \$0 – \$25,000
4. Softball Improvements – \$30,000
5. Other items – as identified and agreed upon.

Future Fundraisers for Boosters: Sign sponsors for the Competition Field (\$10,000 - \$25,000 annual) and sign sponsors for Baseball Field (\$2,500 - \$5,000 annual) are future fundraising opportunities that may be best managed by Boosters.

Competition Scoreboard: The scoreboard is completed, and final proofs are underway by sponsors. \$165,500 has been secured to date which is greater than the expected total cost including installation. Bath Savings/Priority Group are the featured sponsors and other sponsors include Wicked Joes, Rusty Lantern, Bill Dodge, and Crooker.

Project Timing:

- Baseball Dugouts: The dugouts will be finished in the spring and the fencing has been completed.
- 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

Dave Hammond Gift: Mr. Hammond has given \$70k towards athletic facilities. The purpose of these funds is to enhance the athletic experience of the athletes. Geoff will set up a meeting with representatives from both Naming Rights and Athletics Sub-Committees in next month to begin identifying potential uses of these funds.

Fundraising Update: Final solicitations are underway and a general appeal to the community will also be planned. Ropes course funding, sponsors for signage at fields, and brick sales for the Hall of Honors continue to be opportunities to raise funds. Forum Seats (\$500), Logo Bricks (\$250), Football/Soccer/Hall of Honors Brick (\$100) continue to be available for raising funds. The target date to launch a public campaign is May.

Hall of Honors – Academic and Athletic Recognition: Geoff, Rob, and Dave selected a location near the concession area. Price estimates will be provided to blacktop the area as a preparation. Pavers are also a consideration. Rob will get a small team together in late spring to move forward to develop more specific action plans.

Baseball Finalization: We have donors who will receive signs on the outfield fence. Geoff will work on the signage as well as a recognition plaque for the baseball field. Rob is working on the baseball brick display for those bricks that were sold during the baseball brick fundraiser.

Indoor Ropes Course: \$25,000 is available for the ropes course. Donna will follow up with Geoff and Matt Cook about the status of the plan and readiness for making the purchase.

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Renee also asked whether Class gifts might be appropriate for supporting projects like those listed above or projects like the dining commons patio.

The Committee also discussed the goal of ending the work of the Committee in June of 2022. Many projects and/or fundraising needs are likely to continue, but the district will need strategize about how those needs will be met in the future.

Next Meeting: Friday March 5, 2021