

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
June 8, 2018

Present: Angela Twitchell, Steve Balboni, Karen Tilbor, Tracy Rousseau, Donna Brunette, Renee Bernard, Jane Scease, Amy Saxton, Pam Leduc, Rob Hollenbach, Holly J. P. Kopp, John Hodge, Brad Smith, Mark Conrad, Jonathon Hiltz

Rob opened the meeting and reminded the Committee that the total fundraising target is \$500,000. Angela Twitchell nominated Amy Saxton as a third Chair for the Committee. Amy was unanimously voted as a Co-Chair. Brad provided an update about the recent bid opening and ground-breaking ceremony.

Rob reviewed project timing. While the baseball field is the most immediate focus, concession equipment will be a focus soon. The Committee is also in need of clarification of the cost associated with the turf fill. Brad will contact PDT for a more specific cost estimate. Project timing is as follows currently:

- Concession Equipment – Fall 2019
- Ropes Course – Spring 2019
- Turf fill – 2019/2020
- Softball – new dugouts Spring 2021
- Hall of Honors/Competition Scoreboard – Spring 2021

The baseball field is the current focus. Rob will meet later today for a donation of materials and has a core group of volunteers. The hope is to do the work during the summer. Rob is suggesting a “Buy a Brick” campaign for the baseball community at \$100 per brick. Mark noted the importance of clearly identifying what all money raised will be used for. Renee will take the lead on the brick campaign with a goal of \$15-\$20K of funds raised.

- Baseball Construction Timeline:
 - o Dugout: Summer 201
 - o Scoreboard: Fall 18/Spring 19 / Funding not identified yet
 - o Outfield Fence: Fall 18/ Spring 19/Funding not identified yetNote: Golf Fundraiser planned for fall 2018 (goal of \$5-7 K)

Mark also noted the work being done to link the district’s PayPal account to a Fundraising Committee landing page which has specific buttons for buying bricks, contributing to the forum seat campaign, or making a general unrestricted donation.

Holly suggested that Rob, Holly, Mark, Renee and Ryan Palmer meet to begin working on a fundraising landing page and a way to electronically collect funds. Holly will set up the meeting.

Brad asked about sponsorship levels/ giving levels. The giving levels are specified in the current packet, but Rob and Angela feel the giving levels need to be simplified for publication.

Amy believes she has secured a \$10,000 gift to be paid over three years for a potential baseball scoreboard.

The Committee discussed the challenge of raising funds for items needing immediate funding but not in the referendum (ie. some baseball items) vs raising money first for items identified in the referendum. The Committee is committed to funding all items currently identified whether included in the referendum or not, knowing that the items in the referendum are a priority.

The Committee discussed a marketing plan for the Forum Seats in 2018. Money raised via the forum seats will be unrestricted funds to use for any fundraising needs. Holly suggested that the forum seat form be posted on the class of 2018 fb page after graduation as a way people might choose to honor current graduates. Pam will turn the form into a jpeg and send to Holly for Holly to communicate with Allen Graffam. John suggested putting an article in the Cryer. Rob will also have posters in each school lobby beginning of next year.

Angela and Amy updated the Committee about general solicitations.

Rob wanted to confirm the details of the locker fundraiser. Brad and Mark will follow up with the Building Committee. Details will need to be worked out prior to demolition.

Next Meeting: Friday August 24, 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