

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
March 6, 2020

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

Project Update: The project is 80% complete from a financial standpoint but the building is 90% complete. The building is scheduled to be ready and deemed “substantially complete” by mid-June. Final finishes are underway and transitioning from the old school to the new school will occur as soon as school closes for the 2019-20 school year. The Building Committee approved early construction on the football practice field so that seeding and growing can be accomplished before cold weather.

Fundraising Update: Jim Howard is assisting us with contacts to finish soliciting sponsors for the competition scoreboard. The Committee discussed other contacts to solicit and who will solicit those contacts. The account balance is \$80,000 with confirmed commitments of \$41,000. The Boosters have allocated \$15,000 for concession equipment. The Committee continues to look for 4 side sponsors for the competition scoreboard for a total of \$72,000. In addition, the goal is to raise another \$15-25K in unrestricted funds to fulfill all referendum requirements.

Baseball: Dugouts are scheduled for construction in spring/summer 2020. There is a commitment from the contractor and plans have been approved by the Building Committee. Hammond Lumber has provided approximately \$10K in materials and Mainline Fence is contributing the outfield fence.

Hall of Honors: Rob will send the draft concept of the Hall of Honors to the Building Committee for approval as soon as he receives it from the architect.

Public Fundraiser Approach: Rob presented the concept of using GoFundMe as forum for a public campaign. The Committee also discussed using Facebook for donations. Amy will research the FB options and report out to the Committee. The rollout for the public campaign is scheduled for late summer. Amy noted that now is a great time to advertise fundraising options as graduation gifts (i.e. Forum Seats \$500, Logo Bricks \$250, Football/Soccer/Hall of Honors Brick \$100). Holly will take this item to the Communication Committee next week.

Basketball Sign: Rob showed the Committee a draft roster sign for basketball which is being donated. The PE/Athletic Committee has been asked to give approvals of this sign or any other signage.

Next Meeting: May 8, 2020 at 1 pm

Project Timing

- Baseball Dugouts, Fencing – Summer 2020
- Concession Equipment and Ropes Course – 2020-2021
- Softball – new dugouts/updates spring 2021
- Hall of Honors/Competition Scoreboard – Spring 2021
- Other – Auxiliary Scoreboard – not needed, Other- TBD

Fundraising Projects List Structure

Existing Projects & Range of Costs connected to referendum

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

Commitment and Requested Item - \$115,000 – Not all cash received for highlighted amounts

<u>Company/Individual</u>	<u>Requested Item</u>	<u>Contribution</u>
Priority Group	Competition Scoreboard	\$25,000
Bath Savings	Competition Scoreboard	25,000
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 \$125,000)

1. Concession equipment - \$0 - \$30,000 (can use capital fund of Boosters)
2. Baseball Fencing - \$5,000 - \$7,000
3. Baseball Bleachers - \$0 - \$5,000
4. Hall of Honors - \$0 – \$25,000
5. Softball Improvements – \$30,000 (goal is reduced materials and construction)
6. Other items – as identified and agreed upon

Primary Fundraising Sources (goals included)

1. Forum Seats – \$25,000 - \$75,000
2. Bricks for Baseball - \$5,000
3. Mementos soccer and football - \$10,000
4. Sponsors for competition scoreboard - 18,500 or \$25,000 each
5. Signs for Competition Field - \$10,000 - \$25,000 annual
6. Signs for Baseball Field - \$2,500 - \$5,000 annual (\$500 per year) (2 identified so far)

7. Bricks for Hall of Honors \$25,000 - \$40,000 one time