

Naming Rights and Sponsorship Sub Committee
Meeting Minutes
May 3, 2019

Present: Bob Lucy, John Hodge, Rob Hollenbach, Holly J. P. Kopp, Karen Tilbor, Pam Leduc, Angela Twitchell, Brandy Robertson, Amy Saxton, Jonathon Hiltz, Donna Brunette

Project Update: Bob and John provided a brief project update. Brick work is underway, windows have been installed and the floors have been poured on the second floor. The summer will be busy with construction impacting traffic patterns around the MTA campus.

Fundraising Summary (Target \$500,000): The account balance is \$37,000. Confirmed commitments total \$60,000 (Bath Savings, Priority Group, Bangor Savings, Goodwin) and the Boosters have allocated \$15,000 for concession equipment.

The baseball scoreboard mock-up has been approved by the Building Committee. The Fundraising Committee discussed the importance of the design matching the concept approved by the donors for all scoreboards and advertising.

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	\$20,000
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	\$192,100

Commitment and Requested Item

<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	TBD	\$10,000
Goodwin Volvo	Basketball Sign	\$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 Dugouts – \$10,000 - \$30,000 (goal is reduced materials and construction)
6. Softball Bleachers - \$0 - \$10,000
7. Softball field contributions - \$5,000 - \$7,000
8. Other items – as identified and agreed upon

Primary Fundraising Sources (goals included)

1. Forum Seats – \$25,000 - \$75,000
2. Bricks for Baseball - \$10,000
3. Mementos soccer and football - \$20,000
4. In-kind contributions for dugouts – No charge for labor
5. Sponsors for scoreboards - \$5,000, \$10,000, or \$25,000 each
6. Sale of Lockers - \$5,000 - \$25,000 one time
7. Signs for Competition Field - \$10,000 - \$25,000 annual
8. Signs for Baseball Field - \$2,500 - \$5,000 annual (\$500 per year) (2 identified so far)
9. Bricks for Hall of Honors \$25,000 - \$40,000 one time

Project Timing:

- Baseball Scoreboard & Dugouts – Spring/Summer 2019
- Concession Equipment and Ropes Course – Fall 2019
- Softball – new dugouts/updates spring 2021
- Hall of Honors/Competition Scoreboard – Spring 2021

Baseball

- Baseball – dugout construction June 1st at earliest
- Commitment from builder and plans approved by Building Committee
- Hammond to provide most materials (Total cost expected \$10,000)
- Baseball – outfield fence Spring 2019 – Mainline Fence offer
- Buy a Brick for Baseball specifically – goal is 100 bricks, \$100 a brick, ____ to date

The deadline for buying a brick is June 30, 2019. Forum seating, soccer (goal post/ only 100 available), football (goal post/ only 100 available), and baseball (bricks) fundraising needs to be marketed. The Committee agreed that links to each of the four fundraisers could be sent in an email to all K-12 District

families with a virtual tour of the current construction site. Donna will work on the virtual tour and Holly will organize the links and communication.

Large Donor Update: Angela updated the Committee regarding large donors. A mailing will be sent to property owners with value > \$1,000,000 in District by June.

Communication Plan timetable for the Public: The Committee is planning to kick off a general public campaign in September with an announcement and acknowledgement of all major donors.

Next Meeting: Friday June 14, 2019 at 8 am