

**Naming Rights and Sponsorship Sub Committee
Meeting Minutes
November 6, 2020
ZOOM**

Present: Rob Hollenbach, Amy Saxton, Angela Twitchell, Holly J. P. Kopp, Donna Brunette, John Hodge, Renee Bernard, Pam Leduc, Shawn Chabot, Jon Hiltz, Geoff Godo

Project Timing: With the completion of the school, the focus is on the competition field. Donna updated the Committee that the competition field is projected to be completed by the fall of 2021.

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	\$5,000 - need
Competition Scoreboard	47,200	\$100,000 - 125,000	\$15,000 – need
Sprinkler System	42,480	0	Not Needed
Alternative turf material	TBD	0	Not Needed
Total	\$201,780	\$195,700	

Commitment and Requested Item - \$165,000 – Not all cash received for highlighted amounts - \$26k

<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
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) – Geoff to update request list

1. Concession equipment - \$0 - \$30,000 (can use \$15K capital fund of Boosters)

2. Baseball Bleachers - \$0 - \$5,000
3. Hall of Honors - \$0 – \$25,000
4. Softball Improvements – \$30,000 (goal is reduced materials and construction)
5. Other items – as identified and agreed upon

Fundraising Summary: Received to date is approximately \$230K. Confirmed commitments yet to be received includes \$26,666 (\$5,000 unrestricted and \$21,666 scoreboard). Boosters allocation is \$15,000 for concession equipment not yet received. The Committee discussed the need to finalize the budget for both the indoor and outdoor concessions. Current needs include \$15,000 (1 side sponsor Scoreboard) and about \$5k unrestricted to fulfill Referendum commitment for ropes course. Important to note is that the ropes course budget may need to be updated to reflect current needs. Angela noted the need to include the cost of signage and any other costs related to commitments we have made to donors. Rob will work with Mark to include these potential expenditures in the budget.

Project Timing:

- Baseball Dugouts, Fencing – In process and due to be completed by Dec 1, 2020.
- Concession Equipment and Ropes Course —2021/ Updated budget needs are required
- Softball – new dugouts/updates TBD in Summer 2021/ Unrestricted funds have been received for this effort.
- Hall of Honors/Competition Scoreboard – TBD in Summer 2021/ Commitments have been made to donors for signage in the Hall of Honors

Competition Scoreboard:

- Secured \$110,000 to date. Bath Savings/Priority Group Featured/Anonymous Gift for \$50,000 to Amy Saxon
- Geoff working on design to support donor requests including message board

Dave Hammond gift:

- His estate provided a gift of \$72,000 towards athletic facilities for the Naming Rights/Fundraising Committee to expend on the new competition field/ MTA athletic field complex
- Purpose – enhance the athletic experience of the athletes
- Primary focus will be tangible items related to new competition field complex
- Will not be used towards athletic day to day operations, maintenance, replacement items
- Athletics sub-committee will develop a list of items for the Naming Rights/ Fundraising Committee to consider
- Angela noted the importance of a well define process when allocating funds and determining priorities
- Geoff advocated that Mr. Hammond’s gift be utilized for “needs” related to the athletic complex.

Hall of Honors – Academic and Athletic Recognition:

- Going to wait to develop specific plan when field is complete

- Two primary sponsors identified
- Will get small team together in late spring to move forward

Public fundraiser approach – target January/February:

- Forum Seats \$500 -
- Logo Bricks \$250
- Football/Soccer/Hall of Honors Brick \$100

Primary Fundraising Sources Remaining (goals included):

1. Forum Seats – \$5,000 - \$15,000
2. Mementos soccer and football - \$10,000
3. Bricks for Hall of Honors \$25,000 - \$40,000 one time

Future Fundraisers for Boosters:

1. Signs for Competition Field - \$10,000 - \$25,000 annual
2. Signs for Baseball Field - \$2,500 - \$5,000 annual (\$500 per year) (2 identified so far)

Next Meeting: Friday Dec 11, 2020