

Naming Rights and Sponsorship Committee
Meeting Minutes
May 4, 2018

Present: Rob Hollenbach, Angela Twitchell, Donna Brunette, Jon Hiltz, Amy Saxton, Karen Tilbor, Holly J. P. Kopp

Rob began the meeting and noted that the most urgent fundraising need is around the baseball dugout scheduled for construction Summer 2018.

- Baseball – scoreboard Fall 2018/Spring 2019 (\$40K)
- Baseball – outfield fence Fall 2018/Spring 2019
- Softball – new dugouts Summer/Fall 2018
- Concession Equipment – Fall 2019
- Ropes Course – Spring 2019
- Turf fill - 2019
- Hall of Honors/Competition Scoreboard – Spring 2021

Holly noted the importance of determining a process for District oversight for projects that are funded via the fundraising committee.

Rob noted that he would like the sale of lockers from the current school to be a fundraiser. This will need to be coordinated during the demolition process of the current high school.

Donna reported that the ground-breaking ceremony will be held on June 7, 2018. Angela asked about the plans for PR of the ground-breaking and the best ways to communicate about the fundraising goals of the project. Angela will draft some language to include in a press releases and will send it to Holly prior to next Tuesday's Communication Committee meeting. Rob will work on posters for the ground-breaking and to be placed in all schools.

Rob asked about the best way to promote the seat forum campaign. Holly suggested that the Communication Committee discuss the promotion of the forum seats campaign. The flyer could be distributed K-12, however, it is important to note the varying levels of giving opportunities for our entire community. The target audience for the forum seat campaign may not be the K-12 population. Promoting the campaign and perhaps having an electronic donation option on the construction website will be discussed at the next Communication Committee meeting.

Next Meeting: Friday June 8, 2017 at 8 am District Office

Fundraising Projects List Structure **Target - \$500,000**

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) - ?
- Kick- off event – Pam
- Lockers - ?/Rob – no update
- Forum seats - Rob

Fundraising Items – amount in public filing - **\$201,000 - our goal is \$500,000**

Existing Projects & Range of Costs

Committed to in referendum

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 (see attached sheet)

1. Donors without restrictions
2. Donors for specific projects
3. In-kind contributions for dugouts
4. Sponsors for scoreboards - \$10,000 - \$100,000
5. Sponsors for Bleachers or press box?
6. Sale of Lockers - \$5,000 - \$25,000 one time

7. Signs for Competition Field - \$10,000 - \$22,000 annual
8. Signs for Construction Project - \$2,000 - \$4,000 one time
9. Signs for Baseball Field - \$2,500 - \$5,000 annual
10. Bricks for Hall of Honors - \$25,000 - \$60,000 one time
11. Forum Seats sponsorship
12. Unrestricted donor levels