

WSSAAA
37th Annual State Conference

Breakout Session #1

Facilities
Sponsorship/Naming
Rights

Presenter:

Tim Thomsen, Sumner School District Athletic Director
E-mail: tim_thomsen@sumner.wednet.edu

Agenda

1. Sponsorship Policy
2. Advertisement in publications
 - a. Game programs
 - b. Multi-sport seasonal programs
 - c. Press Guides
 - d. Annuals
3. Seasonal Sports Posters
4. Advertising signs at school facilities
5. Naming Rights for School Facilities
 - a. Stadiums
 - b. Gyms
 - c. Swimming Pools
 - d. Performing Arts Centers
 - e. Baseball/Fastpitch fields
 - f. Any portion of the above?
6. Roundtable sharing/brainstorming

Spartan Boosters

Athletic Booster Club of Sumner High School

Mail Stop:

15127 Main Street E., Suite 104

PMB #311

Sumner, WA 98390

To: _____

From: Jackee Bechtold, Spartan Boosters Treasurer

Re: **Stadium Sign Memorandum of Agreement**

Date: _____

The Spartan Boosters, a non-profit athletic booster organization, is entering an agreement with _____, regarding the painting and placement of a Booster sign at "Sunset Chev" stadium/SHS Baseball field.

The sign will be hand painted by person contracted by the Spartan Boosters to the specifications of _____, will be four feet tall and eight feet wide and will be displayed annually at Sunset Chev stadium for twelve months.

_____ has paid a sum of \$750.00 for the initial painting and placement fee. This also covers the first year of display. _____ will be billed an annual display fee of \$250.00 each summer, which will be due by September 1st.

Spartan Boosters will paint, place, move and maintain the sign, through the length of this agreement, as specified above. Either, _____, or the Spartan Boosters may terminate this agreement at the end of a paid year. The Sumner School District reserves the right to terminate the sign rental space with the Spartan Boosters at any time. Should the Sumner School District terminate the rental space agreement with the Spartan Boosters, the Spartan Boosters will reimburse _____ that portion of their annual display fee affected by the termination.

Once the initial painting and placement is completed, changes in the sign design may be made at the discretion of _____ for an additional fee of \$200.00.

Agreed to:

_____ date: _____ _____ date: _____

Contact Information:

Name: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Sumner School District

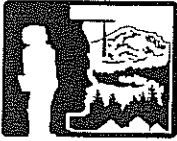
Procedures for Naming Facilities

District facilities shall be named for one of the following three options:

- 1. Geographic features or characteristics of the area in which the facility is located*
- 2. A person who has attained national or local prominence and possesses those personal characteristics deemed to be a model for the educational setting*
- 3. Corporate, family or organizational sponsorship, by an entity that represents an image appropriate for the educational setting, and for an amount and length of time approved by the school board*

The naming of a *district facility* shall take place in the following manner:

- For non-sponsorship naming issues, the superintendent shall *approve* a committee whose purpose shall be to submit to the board a list of not less than three, nor more than five, names for the *facility*. The list shall briefly state, along with the name, why the committee nominated each name. The committee may provide the list in rank order of preference. *The committee shall determine the appropriate method for soliciting possible names for the facility.*
- For sponsorship naming issues/options, the board shall approve the recommendation from the administration, *along with any necessary conditions associated with a sponsorship option.*
- In all situations, the board shall make the final approval of the process for naming, and the final name for all district facilities.



Athletic/Activities Taskforce Sub-Committee: Stadium Naming

Issues

The original name of our current stadium was "Sumner High School Stadium," however the common name of "Spartan Stadium" has been used for some 43 years, reflecting service to one high school and one mascot, the "Spartans."

With a new high school on the horizon and a second mascot about to make its presence felt in the Sumner/Bonney Lake community it is important to address the issue of fairness between the two high schools. Bonney Lake High School will play many of their varsity athletic contests at the stadium, and it may be perceived as un-fair if they have to play their "Home" games at "Spartan Stadium."

Therefore, it has been suggested the stadium should be re-named to better reflect the community as a whole. Other school districts, facing the opening of a second high school in a traditionally one high school community, have found it necessary, and in some cases have been forced, to change the name of their shared facility. Most recently, and notably, Auburn school district did not change the name of "Troy Field" when they opened Auburn Riverside High School, the home of the "Ravens." It did not take long for the issue to become a bitter struggle in their community between tradition and fairness. The current name of Stadium in the Auburn School District is "Auburn Memorial Stadium"

Current Practice

See attached SOP for the Sumner School District, Naming for New Schools.

Survey of Other School Districts

- Puyallup – Carl Sparks Stadium
- Bethel – Art Crate Field
- Kent – French Field
- Federal Way – Federal Way Memorial Field
- Curtis – University Place School District Stadium at Curtis High School
- Enumclaw – King County Fairgrounds Field (aka – "Pete's Pool")
- Clover Park – Lakewood Stadium
- Auburn – Troy Field at Auburn Memorial Stadium

Options

1. Geographic characteristic

2. Named after an entity (i.e. Sumner School District)
3. Separate the field name with the stadium name
4. Named after a person
5. Corporate sponsorship

Suggestions

Stadium names:

1. Sumner School District Stadium
2. Sumner/Bonney Lake Stadium
3. Daffodil Valley Stadium
4. Rainier Stadium
5. Rainier View Stadium
6. Two Rivers Stadium
7. Cascade View Stadium
8. Memorial Stadium
9. Sumner/Bonney Lake Memorial Stadium
10. Valley Stadium
11. Valley Memorial Stadium
12. John Anderson Stadium
13. District Stadium

Field names:

1. John Anderson Field (Anderson Field)
2. Spartan Field
3. Sumner Field
4. Community Field
5. John Anderson Community Field

Location references:

1. at the City of Sumner
2. at Sumner High School

Process

1. Form two lists
 - a. Stadium names
 - b. Field names
2. Each list will show committee response and public input
 - a. Solicit input from the public via e-mail, web site, reader board and the Puyallup Valley Herald
3. Submit top three to five to the board for approval

Corporate Sponsorship Plan

Purpose of Corporate sponsorship

- Create a fund to support the maintenance, operation and replacement costs of the stadium

Possible Sponsors

- Those local businesses or individuals who have personal, and or family ties to the Sumner School District, and/or the Sumner and Bonney Lake communities

Possible Options for Donations

1. \$500,000 upfront for a 20 year contract
2. \$100,000 annually for a 10 year contract
3. \$250,000 upfront, and \$50,000 annually for a 10 year contract
4. More than one interested party would result in the award going to the highest bidder
5. Other

Possible Negotiable Issues

1. Stadium name
2. Signage
3. Recognition display
4. Game program recognition
5. Renewal rights
6. 10% of the donation would go to the Sumner Education Foundation to provide scholarships in the name of the donor
7. Designated, reserved seating
8. Designated, reserved parking
9. Others

Possible Non-Negotiable Issues

1. Program or staffing issues
2. Field name
3. Remodel design
4. Others

Process

1. Letter of Interest
2. Introductory phone call
3. Follow up phone call or meeting
4. Negotiation
5. School Board approval



“Hometown” Sponsorship Plan *Facility Naming Opportunities*

- **Create a fund to support the maintenance, operation and replacement costs of the stadium, allowing those general fund and capitol project fund budgets ear-marked for the stadium, to be used for support of the curricular program**
- **Support the goals of “Target 2004” by pursuing community partnerships, and developing additional funding resources**
- **Only pursue those local businesses or individuals, who have personal, and or family ties to the Sumner School District, and/or the Sumner and Bonney Lake communities**



Corporate Sponsorship/Naming Rights

Pros & Cons

Pros

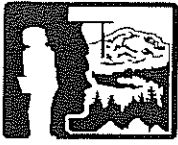
- Savings to the general and/or capitol projects funds
- Strengthen community partnerships
- Assist the Sumner Education Foundation

Cons

- Potential for a shift in responsibility from an organization (Sumner School District), which is directly responsive to the will of the people to an organization that is not
- Sumner School District taxpayers have already paid for the stadium...why should one individual or organization be recognized?
- Potential for outside influence on school district business/decisions/responsibilities
- Clear need for administration to use careful, thoughtful analysis prior to entering into a corporate sponsorship

Proposal

- Our plan is to only approach those individuals or organizations that already have strong, historical connections and positive relationships with the Sumner Schools. The proposal would establish clear limits to the rights of the sponsor, effectively allowing for an agreement that is limited to clear parameters, protects the district, and is mutually beneficial to both parties.



Facilities Sponsorship Plan

Facility Naming Opportunities

Purpose of Sponsorship

- Create a fund to support the maintenance, operation and replacement costs of the stadium, allowing those general fund and capitol project fund budgets earmarked for the stadium, to be used for support of the curricular program
- Support the goals of "Target 2004" by pursuing community partnerships, and developing additional funding resources

Corporate Categories We Would Not Consider

- Those corporations deemed to be inappropriate for the educational setting, including:
 - Alcohol
 - Tobacco
 - Gaming
 - Etc.

Options for Donations

- Lump sum
- Annual gift
- Combination of the two
- Minimum total contribution of \$500,000

Negotiable Issues

- Stadium name
- Signage
- Recognition display
- Game program recognition
- Renewal rights
- 10% of the donation would go to the Sumner Education Foundation to provide scholarships in the name of the donor
- Designated, reserved seating
- Designated, reserved parking
- Etc.

Non-Negotiable Issues

- Program or staffing issues
- Remodel design
- Etc.

Other Naming Opportunities at the Stadium Complex

- Field
- Weight room
- Locker rooms
- Etc.

Process

- Letter of interest to potential sponsors
- Follow up phone call or meeting
- Negotiation of terms
- Board approval of sponsorship agreement and stadium naming recommendation



Stadium Naming Sponsorship Plan
"Sunset Chev Stadium"
Proposal

- **Creates a fund to support the maintenance, operation and replacement costs related to the stadium, allowing those general fund budgets ear-marked for the stadium, to be used for support of the curricular program**
 - **In general – an extra-curricular facility is funded by extra-curricular sources**
 - **Better serves the tax payers by prioritizing the expenditure of general fund dollars to the curricular program**

- **Supports the goals of "Target 2004" by pursuing community partnerships, and developing additional funding resources**

- **Supports "Plan 2005" by improving the district's overall budget**

- The publicity regarding the Stadium Naming Sponsorship Plan has been met with a generally positive reaction
 - TNT Editorial
 - Printed news articles have been positive
 - Broadcast news has been positive
 - No negative letters to the editor, phone calls, or other contacts
 - Many positive contacts from the local community

- Meets the financial goals of the program
 - \$504,000
 - 10% (\$50,400) goes to the Sumner Education Foundation for scholarships
 - 90% (approx. cost of replacing the turf) goes to cover stadium operational and replacement costs
 - 14 years, or less
 - Provides additional fundraising opportunities

- Extends the existing Sumner School District/Sunset partnership to the next level
 - Sunset has been one of our most consistent supporters in the past
 - DARE vehicles
 - Yearbook and Student Newspaper
 - Sports Programs and Club Projects
 - Booster Club and PTA Events
 - CTE Partnerships
 - Etc.



SUMNER SCHOOL DISTRICT

Superintendent's Office

1202 Wood Avenue, Sumner WA 98390
Phone: 253.891.6000 Fax: 253.891.6097

LETTER OF AGREEMENT

*Regarding Terms, Conditions and Purposes of Sponsorship
between Sumner School District and Sunset Chevrolet.*

Title of Sponsorship: District Stadium Naming Opportunity

Donor: Sunset Chevrolet
Address: 410 Traffic Avenue, Sumner WA 98390
Contacts: Ray Sparling & Jerry Yoder
Phone: 253.863.8144

Sunset Chevrolet wishes to provide support for Sumner School District programs by donation of \$504,000.00. The donation provides a naming opportunity as described in the attached Stadium Sponsorship Agreement.

Conditions

1. **Statement of Purpose:** The purpose of Sponsorship is to create a fund to support the maintenance, operation and replacement costs of the stadium, allowing those general fund and capital project fund budgets ear-marked for the stadium, to be used for support of curricular programs.
2. **Approval Process:** The Sumner School District Board of Directors has final approval of the sponsorship agreement and recommendation for the donor name.
3. **Involvement in Content:** There will be no influence on educational content by the sponsor or its agents.
4. **Ancillary Promotional Activities:** No promotional activities or product advertisements will be permitted during an educational activity.
5. **Donor Recognition:** The Sumner School District agrees to provide donor recognition to Sunset Chevrolet as listed in the Sponsorship Agreement on or before June 30, 2004.
6. **Benefits of Sponsorship:** Sunset Chevrolet will receive all benefits of sponsorship as listed in the Sponsorship Agreement to be used at their discretion.
7. **Additional Fundraising Activities:** Sunset Chevrolet has the option to donate one vehicle per year valued at up to \$30,000.00, at no cost to the District, to be used for fundraising purposes. Fifty percent of the funds raised from vehicle donation will be credited annually toward the sponsorship fee as a lump sum payment. The remaining fifty percent will be equitably distributed by the Superintendent to programs and activities that benefit all students.

Terms

Sunset Chevrolet agrees to donate in payments to the Sumner School District a total sum of \$504,000.00 over a 14-year period. Monthly payments of \$3000.00 will be made to the Sumner School District for a period of 168 months. Annually, the term of the agreement will be adjusted to reflect any lump sum payments made toward the balance of the donation.

Payments will commence January 25, 2004 and end on December 25, 2017. The ending date of this agreement will be adjusted based upon lump sum payments received from additional fundraising activities.

Agreed

Sunset Chevrolet and the Sumner School District mutually agree to enter into this sponsorship agreement. Upon default of either party of any terms and conditions of this letter and the attached sponsorship agreement, the agreement shall be invalid.

Sunset Chevrolet Representative: Ray Sparling

Signature _____

Date:

Sunset Chevrolet Representative: Jerry Yoder

Signature _____

Date:

Sumner School District Designee: J. Michael Pavlik, President
Sumner School District Board of Directors

Signature _____

Date:

Sumner School District Designee: Dr. Donald Eismann, Superintendent
Sumner School District

Signature _____

Date:

Attachment: Stadium sponsorship agreement