

## SPONSORSHIPS

The Board of Education accepts and approves sponsorships that benefit the District, its schools, employees, or students by the District accepting money, goods, and/or services in exchange for the District acknowledging the sponsor's contribution.

The Board recognizes that it would be financially beneficial to allow the sponsorship of the District, its schools, school programs, extra-curricular activities, and other school activities, events, publications, TV channel, newsletter, news releases, etc., in exchange for the District's acknowledgement of such sponsor's contribution. However, all sponsorships shall meet the criteria set forth in this policy and the School District of Jefferson Sponsorship Guide, and shall not be contrary to the District's mission, in direct conflict with Board Policy, or undermine the District's educational objectives. No sponsorship shall be construed as or constitute an endorsement by the District, Board, or school of the sponsor or its product, service or program, etc., and the Board and the schools reserve the right to refuse or decline the offer of any sponsor for any reason.

Sponsorship is defined as a person, company, business, corporation or other entity providing money to support the District, its school, school activities, etc., in return for the sponsor receiving an acknowledgement by the District or school indicating that money, services, and/or goods were donated by the sponsor or the activity was sponsored by or sponsored in part by the sponsor.

Acknowledgement is defined as the recognition of the support provided to the District or a school by the sponsor. An example of the Acknowledgement of a Sponsorship is the placement of a sponsor's logo or the sponsor's name, address, website, Internet address on the District's website, a yearbook, newsletter, program of an event, etc. Acknowledgement does not include endorsement, price information, or an indication of savings or value and/or quality of the sponsor's product or services, such as the sponsor has the lowest prices, makes the greatest product, or that the sponsor is having a sale. No sponsorship, regardless of its monetary value, may be considered for approval without an Agreement between the sponsor and the District regarding the form, number and/or duration of the acknowledgement(s) to be provided. Such Agreement may be, for example, to print an acknowledgement of the sponsorship on the printed program for each home football game during the current school year, or to display the sponsor's name on the scoreboards in the football stadium at the high school for an agreed upon period of time. An Agreement with a term of more than one year shall also indicate whether the Agreement will extend to the sponsor's successors, heirs, administrators, and assigns.

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REVISED: February 23, 2015

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CROSS REF.: School District of Jefferson Sponsorship Guide

REVIEW DATE: February 23, 2015

# **School District of Jefferson**



## **SPONSORSHIP GUIDE**

*Approved by the Board of Education on February 23, 2015.*

*Last revision date: 1/9/17*

## PURPOSE

The purpose of this guide is to provide information regarding the sponsorship opportunities within the School District of Jefferson and the process by which those opportunities can be taken advantage of by interested parties. These sponsorship opportunities are a way for businesses to gain exposure in the community, for individuals to dedicate a specific facility that holds a special place for them, or even for an organization to assist the district in achieving its academic goals. There are many varied and valuable opportunities contained within this guide, however, these are not the only opportunities available. If you have a sponsorship idea outside of those contained within this guide, please feel free to complete the enclosed application and make a proposal of your own.

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## CONTACT

For more information, or if you have questions regarding sponsorships in the School District of Jefferson please contact:

Laura Peachey, Director of Business Services  
School District of Jefferson, 206 S. Taft Avenue, Jefferson, WI 53549  
Phone: 920.675.1044 • E-mail: [peacheyl@sdoj.org](mailto:peacheyl@sdoj.org)

## PUBLIC RECORDS

Please note that all documents, e-mail correspondence, etc. related to any sponsorship proposal or agreement are public records and available to anyone that may inquire under the State of Wisconsin Open Records Law.

## PROCESS

1. The applicant shall complete the application form and submit it to the Director of Business Services. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application by either June 1 or December 1 to be considered. The Director of Business Services shall note on the application the date and time received.

The funds with the applicant's selected package will be designated as "Reserved" unless mutually agreed upon by both parties.

- a. Reserved: Applicant desires that the funds from the sponsorship be used only for the program or facility associated with the sponsorship (i.e., Funds from a sponsorship on a softball scoreboard would be used to benefit the softball facility and scoreboard maintenance).
  - b. Unreserved: Applicant has no desire to designate how the funds from the sponsorship be used. These funds would then be distributed for projects or programs throughout the district via an application process from the site or program that desires to use the funds (i.e., West Elementary School would like new playground equipment and, therefore, submits a letter of request to the Director of Business Services for use of unreserved funds).
2. The applicant shall meet with the Director of Business Services and other pertinent District staff prior to the Sponsorship Advisory Committee meeting to gain a better understanding of the sponsor’s proposal and intentions prior to presentation to the Committee.
  3. The Advisory Committee will meet twice per year in June and December to approve or deny the application and attached materials. Agreements totaling more than \$20,000 will be forwarded to the Board of Education for approval upon the recommendation of the Advisory Committee. Should the Advisory Committee be unable to render a decision or there are unique considerations, the District Administrator shall be consulted for his/her opinion as to how the application shall be handled. Should multiple applicants select the same sponsorship, the Committee may consider the applications on a first come, first served basis if all other factors are equal.
  4. Once the application has been reviewed and accepted, the applicant will be contacted to execute the agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the District to implement the sponsorship.
  5. Once the agreement has been executed and all fees have been received, the District will begin the process of implementing the agreed-upon sponsorship.

**ADVISORY COMMITTEE MEMBERSHIP**

The following is a list of the members of the Sponsorship Advisory Committee based on the various types of applications received. (Please note that those designated with an “\*” are permanent positions on the committee.)

<b>MEMBER</b>	<b>ACADEMIC</b>	<b>ATHLETICS</b>	<b>THE ARTS</b>	<b>OTHER</b>
Director of Business Services, Chair*	✓	✓	✓	✓
Board of Education Members (2)*	✓	✓	✓	✓
Chamber of Commerce Member*	✓	✓	✓	✓
District Staff Member (At Large)*	✓	✓	✓	✓
Building Administrator (of applicable building)	✓	✓	✓	✓
Director of Curriculum & Instruction	✓		✓	
Athletic Director		✓		
Others (as applicable – may include advisors, staff members, booster club members, etc.)	✓	✓	✓	✓

## **DEFINITION OF TERMS**

### **DONATIONS**

See Grants and Gifts below.

### **FUNDRAISING – PARENTS/GUARDIANS**

There is no specific School Board policy about parent operated fundraisers. If parents, an outside group, or organization is planning to do a fundraiser specifically to help a school, the fundraiser must be approved by school administration in advance of the activity.

### **FUNDRAISING - STUDENTS (Board Policy IGDF)**

Student fundraisers are specific to fundraisers endorsed by the school through a school club or organization. The monies collected and profits are for a specific club or organization.

### **GRANTS AND GIFTS FROM PRIVATE SOURCES (Board Policy DFC)**

It must be understood that the School Board has the right to accept or deny a gift or a grant. It also must be understood that when a gift or grant is accepted, it is accepted to the school district and not to a specific school, club, class, or activity. The donor (whether it be through a donation or a gift) may be recognized by the School Board if a donation form is filled out. The donor (whether it is through a donation, gift, or grant) does not benefit through advertisement at school or at a school-related event.

### **NAMING RIGHTS**

Naming rights implies permanency. For example, Fischer Field Baseball Complex has the “Fischer” name as a permanent name. A sponsorship is different from naming rights.

### **SPONSORSHIPS (Board Policy KFD)**

Refer to board policy. A sponsorship offers an opportunity for the sponsor to receive recognition through advertising. The sponsor is not required to advertise. A sponsorship is limited with a time frame. In other words, it has a sunset to the agreement.

### **STUDENT BODY ACTIVITY ACCOUNT MANAGEMENT (Board Policy DIBB)**

Monies raised by student fundraisers and/or monies deposited into a student activity account is governed through this particular board policy. Student activity accounts are specific to clubs, organizations, or specific sports teams.

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# **ACADEMIC SPONSORSHIP OPPORTUNITIES**

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## **COMPUTER LAB**

**Fee: \$10,000**

- Venue named after sponsor (i.e., John Doe Technologies)
- Fee covers the cost of purchasing a classroom set (30) of desktop computers and peripherals
- Four-year agreement
- Invitation to sponsor year-end reception and networking event

## **COMPUTER LAB ON A CART**

**Fee: \$10,000**

- Venue named after sponsor (i.e., Smith Engineering)
- Fee covers the cost of purchasing a classroom set (30) of computers, the cart, and peripherals
- Four-year agreement
- Invitation to sponsor year-end reception and networking event

## **CLASSROOM**

**Fee: \$1,000**

- Classroom named after the sponsor (i.e., John Q. Public Memorial Classroom)
- Sponsor identifies building and classroom
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **ELEMENTARY “CLASSROOM LIBRARY” UPGRADE**

**Fee: \$1,000**

- Plaque on the wall in the classroom of sponsor-selected building
- Fee covers the cost of “upgrade” of a single teacher’s “classroom library”
- Teacher would select books for library based on grade-level curriculum
- Four-year agreement
- Invitation to sponsor year-end reception and networking event

## **TECHNOLOGY INTEGRATION PACKAGE**

**Fee: Varies based on selected technology**

- Plaque on the wall in the classroom of sponsor-selected building
- Fee covers the cost of purchasing classroom-designated/specific technology devices that support technology integrated instruction
- Devices purchased are jointly selected by sponsor, teacher, and/or building administration
- Three-year agreement
- Invitation to sponsor year-end reception and networking event

## **INSTRUCTIONAL MEDIA CENTER (LIBRARY)**

**Fee: \$10,000**

- Library named after the sponsor (i.e., Jane Doe Library)
- Sponsor selects building
- Four-year agreement
- Invitation to sponsor year-end reception and networking event

## **MIDDLE SCHOOL “POD”**

**Fee: \$7,000**

- Pod (5-10 classrooms in a pod) named after the sponsor
- Plaque/Signage indicating the sponsor
- Seven-year agreement
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL “WING”**

**Fee: \$14,000**

- Wing (up to 15 classrooms in a wing) named after the sponsor
- Plaque/Signage indicating the sponsor
- Seven-year agreement
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL “TECHNOLOGY EDUCATION”**

**Fee: \$14,000**

- Sponsorship of Tech Ed Metals, Woods, and Engineering Shops
- These rooms named after the sponsor
- Plaque/Signage indicating the sponsor
- Seven-year agreement
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL “AGRICULTURE”**

**Fee: \$14,000**

- Sponsorship of Agriculture Shop
- This room named after the sponsor
- Plaque/Signage indicating the sponsor
- Seven-year agreement
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL “AUTOMOTIVE”**

**Fee: \$14,000**

- Sponsorship of Automotive Shop
- This room named after the sponsor
- Plaque/Signage indicating the sponsor
- Seven-year agreement
- Invitation to sponsor year-end reception and networking event

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# ***ATHLETIC SPONSORSHIP OPPORTUNITIES***

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## **EAGLE STADIUM FIELD**

**Fee: \$80,000**

- Venue named after the sponsor (i.e., US Bank Stadium)
- Ten-year agreement with five-year signage renewal up-keep fees
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Sponsor logo and name signage on scoreboards facing crowds
- Sponsor name at stadium entry near ticket stand
- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Public address announcements at all district events using this venue
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game for sponsor representatives
- Hospitality Opportunities – Category Specific: Any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL GYMNASIUM #1**

**Fee: \$50,000**

- Venue named after the sponsor (i.e., US Bank Arena)
- Ten-year agreement with five-year signage renewal up-keep fees
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Sponsor logo and name signage on scoreboards facing crowds
- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Public address announcements at all district events using this venue
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game/match for sponsor representatives
- Hospitality Opportunities – Category Specific: Any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL GYMNASIUM #2**

**Fee: \$25,000**

- Venue named after the sponsor (i.e., US Bank Arena)
- Seven-year agreement with five-year signage renewal up-keep fees
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Sponsor logo and name signage on scoreboards facing crowds



- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Public address announcements at all district events using this venue
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game/match for sponsor representatives
- Hospitality Opportunities – Category Specific: Any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

### **HIGH SCHOOL GYMNASIUM #3**

#### **Fee: \$10,000**

- Venue named after the sponsor (i.e., US Bank Arena)
- Five-year agreement with five-year signage renewal up-keep fees
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Sponsor logo and name signage on scoreboards facing crowds
- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Public address announcements at all district events using this venue
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game/match for sponsor representatives
- Hospitality Opportunities – Category Specific: Any food or giveaways are at the additional expense of the sponsor and must be approved by the Athletic Director
- Invitation to sponsor year-end reception and networking event

### **BASEBALL DIAMOND**

#### **Fee: \$35,000**

- Baseball diamonds (Both diamonds included for \$35,000)
- Sponsor logo signage on scoreboard
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Five-year agreement with first right of refusal at renewal time
- Public address announcements at all district events using this venue
- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Invitation to sponsor year-end reception and networking event

## **POOL VENUE**

### **Fee: \$35,000**

- Venue named after the sponsor (i.e., Speedo Pool)
- Sponsor logo signage on scoreboard
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Seven-year agreement with first right of refusal at renewal time
- Public address announcements at all district events using this venue
- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL WEIGHT ROOM**

### **Fee: \$35,000**

- Venue named after the sponsor (i.e., Strength & Conditioning Center Sponsored by Henry's Therapy)
- Sponsor logo signage on facility
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Seven-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Invitation to sponsor year-end reception and networking event

## **MIDDLE SCHOOL GYMNASIUM**

### **Fee: \$10,000**

- Venue named after the sponsor
- Sponsor logo signage on facility
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Seven-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Invitation to sponsor year-end reception and networking event

## **ELEMENTARY GYMNASIUM**

### **Fee: \$8,000**

- Venue named after the sponsor
- Sponsor logo signage on facility
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Seven-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name

- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Invitation to sponsor year-end reception and networking event

### **TENNIS WINDSCREEN**

**Fee: \$ 3,000 Each**

- Company name or approved product name screen printed on the windscreen that will be placed along the interior fencing of the venue
- Three-year agreement with first right of refusal at renewal time
- Public address announcements at all district events using this venue
- Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program
- Invitation to sponsor year-end reception and networking event

### **FOOTBALL, SOCCER, TRACK SCREEN**

#### **END ZONE ADVERTISEMENT**

**Fee: \$6,000**

- Fifty-foot meshed screened advertisement
- Six-year agreement
- Signs remain up for track, soccer, and football seasons

### **FOOTBALL, SOCCER, TRACK CORNER FENCE ADVERTISEMENT**

**Fee: \$3,600**

- Sixteen-foot meshed screened advertisement
- Four-year agreement
- Signs remain up for track, soccer, and football seasons

### **FOOTBALL, SOCCER, TRACK STADIUM FIELD SCOREBOARD ADVERTISEMENT**

- \$6,000 advertisement for 6-year commitment
- \$3,500 advertising for 3-year commitment

### **PERSONAL SEAT LICENSE (STADIUM FIELD, GYM #1, GYM #2)**

**Fee: \$1,000/seat**

- Personal seats to a category specific venue
- Seats will be personalized take-home seats at the end of each season (portable stadium style with name & Eagle logo)
- Seats will be reserved premium seats at center court, 50 yard line, etc.
- Admission included
- License is for four years
- Invitation to sponsor year-end reception and networking event

### **FISCHER FIELD WINDSCREEN ADVERTISEMENT (3-4)**

**Fee: \$3,600**

- Seven to eight foot by nine foot meshed screened advertisement
- Four-year agreement
- Signs remain up year-round for four years

## **FISCHER FIELD RIGHT FIELD SCOREBOARD**

**Fee: \$1,200 (\$400/year)**

- Advertising Board – 2' x 16'
- Three-year agreement
- Signs remain up year-round for three years

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# ***THE ARTS SPONSORSHIP OPPORTUNITIES***

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## **HIGH SCHOOL AUDITORIUM**

**Fee: \$80,000**

- Venue named after the sponsor (i.e., AMC Auditorium)
- Ten-year agreement with five-year signage renewal up-keep fees
- Industry exclusivity means no other business engaged in the same type of work will be advertised in that facility
- Advertising copy in appropriate programs using this venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level
- Public address announcements at all district events using this venue
- Designation as official sponsor of theatre program for School District of Jefferson
- Four (4) VIP tickets/passes per district event for sponsor representatives
- Hospitality Opportunities – Category Specific: Any food or giveaways are at the additional expense of the sponsor and must be approved by the High School Principal
- Invitation to sponsor year-end reception and networking event

## **HIGH SCHOOL AUDITORIUM SOUND SYSTEM**

**Fee: Approx. \$31,000 (actual cost of system)**

- Four-year agreement
- Public address announcement recognizing sponsor
- Designation as official sponsor of Fine Arts program for School District of Jefferson
- Four (4) VIP tickets/passes for select events for sponsor representatives
- Invitation to sponsor year-end reception and networking event
- Recognition plaque displayed in auditorium lobby

## **BAND UNIFORMS**

**Fee: Approx. \$7,500 (actual cost of uniforms)**

- Concert Uniforms (Dresses or Tuxes)
- Name of sponsor printed in all concert programs
- Sponsor name mentioned at all venues where uniforms are used
- Fee covers cost of 75 dresses or tuxes worn at concerts
- Four (4) VIP seats for all band concerts in the auditorium chosen by sponsor
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **MARCHING UNIFORMS**

### **Fee: Approx. \$40,000 (actual cost of uniforms)**

- Name of sponsor announced at all home football games during performance
- Name printed in all programs where marching band is present (i.e., football game program)
- Banner with sponsor name presented with band at all parade marching performances
- Fee covers 200 uniforms: pants, coat, and hat
- Ten-year agreement
- Invitation to sponsor year-end reception and networking event

## **BAND INSTRUMENTS**

### **Fee: Approx. \$1,500 - \$5,000 (actual cost of instrument)**

- Name of sponsor printed in all concert programs
- Fee covers the cost of a larger type instrument such as a tuba, bass clarinet, steel drum, xylophone, etc.
- Four (4) VIP seats for all band concerts in auditorium chosen by sponsor
- Ten-year agreement
- Invitation to sponsor year-end reception and networking event

## **MARCHING EQUIPMENT**

### **Fee: Approx. \$250 - \$5,000 (actual cost of equipment)**

- Name of sponsor announced at all home football games during performance
- Fee covers cost of equipment such as flags, drums, drum carriers, drum stands, etc.
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **PERSONAL SEAT LICENSE**

### **Fee: \$500/seat**

- Reserved premium seats to district events in the High School Auditorium
- Admission included
- License is for one year
- Invitation to sponsor year-end reception and networking event

## **BAND ROOM**

### **Fee: \$3,000**

- Classroom named after the sponsor (i.e., John Q. Public Memorial Classroom)
- Sponsor identifies building and classroom
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **CHOIR ROBES**

### **Fee: Approx. \$15,000 (actual cost of robes)**

- Name of sponsor printed in all concert programs
- Sponsor name mentioned at all venues where robes are worn
- Fee covers 100 robes, worn by 2 of the 4 choirs, and year-end dry cleaning
- Four (4) VIP seats for all vocal music events held at the High School chosen by the sponsor
- Ten-year agreement
- Invitation to sponsor year-end reception and networking event

## **CHOIR DRESSES/SHIRTS/TIES**

**Fee: Approx. \$5,000 (actual cost of dresses/shirts/ties)**

- Name of sponsor printed in all concert programs
- Sponsor name mentioned at all venues where attire is worn
- Fee covers 30 dresses, 30 dress shirts, and 30 ties and year-end dry cleaning
- Four (4) VIP seats for all vocal music events held at the High School chosen by the sponsor
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **PIANO MAINTENANCE/UPGRADE**

**Fee: \$5,000 (total cost of tunings for 5 years)**

- Fee covers 3 tunings per year, on 4 pianos, or the purchase price of one new piano
- Name of sponsor printed in all concert programs
- Four (4) VIP seats for all vocal music events held at the High School chosen by the sponsor
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **“JAZZ ON THE ROCK” VOCAL JAZZ FESTIVAL**

**Fee: \$2,500 (cost to run annual festival)**

- Fee covers 2 clinicians/fees, professional musicians, meals for all schools attending
- Name of sponsor in all programs, including the evening Council for the Performing Arts (CPA) concert
- Four (4) VIP tickets to the evening CPA event
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

## **CHOIR ROOM**

**Fee: \$3,000**

- Classroom named after the sponsor (i.e., John Q. Public Memorial Classroom)
- Sponsor identifies building and classroom
- Five-year agreement
- Invitation to sponsor year-end reception and networking event

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# ***OTHER SPONSORSHIP OPPORTUNITIES***

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## **HIGH SCHOOL COMMONS**

**Fee: \$20,000**

- Venue named after the sponsor (i.e., Joe Q. Public Memorial Commons)
- Five-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name
- Invitation to sponsor year-end reception and networking event

## **MIDDLE OR ELEMENTARY SCHOOL CAFETERIA**

**Fee: \$5,000**

- Venue named after the sponsor (i.e., Joe Q. Public Memorial Cafeteria)
- Seven-year agreement

- Any announcements regarding an event at the venue would utilize sponsor's name
- Invitation to sponsor year-end reception and networking event

#### **ELEMENTARY OR MIDDLE SCHOOL PLAYGROUND**

**Fee: \$5,000**

- Venue named after the sponsor
- Seven-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name
- Invitation to sponsor year-end reception and networking event

#### **CONFERENCE ROOMS**

**Fee: \$3,000**

- Venue named after the sponsor
- Seven-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name
- Invitation to sponsor year-end reception and networking event

#### **HIGH SCHOOL OR DISTRICT OFFICE ADMINISTRATIVE WING**

**Fee: \$5,000**

- Venue named after the sponsor
- Seven-year agreement
- Any announcements regarding an event at the venue would utilize sponsor's name
- Invitation to sponsor year-end reception and networking event

#### **STAFF RECOGNITION BANQUET**

**Fee: \$5,000**

- One-year commitment
- Invited to annual banquet
- Name of sponsor on program
- Name of sponsor in newspaper article

#### **ATM SPONSOR (APPLICABLE TO FINANCIAL INSTITUTION ONLY)**

**Fee: \$1,500**

- Eliminate our service charge for customers of that financial institution
- One-year agreement with first right of refusal at renewal time
- Logo on LED topper
- Display logo on screen

#### **CHARGING STATIONS**

**Fee: \$350 (per station payable with purchase of station)**

- \$100 annual renewal fee to cover cost of purchase of replaceable charging cords
- Two-year agreement
- Logo on charging station



# SPONSORSHIP APPLICATION FORM

Organization or Individual's Name	Authorized Contact	Telephone	FAX
Street Address		E-mail	Other Contact Information
City, State, Zip		Federal Tax ID #	Number of Years in Business
Type of organization (Check one): <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Individual <input type="checkbox"/> Trust			
Banking Reference		Contact Person	Phone Number
Supplier/Vendor Reference		Contact Person	Phone Number
Please list/describe the sponsorship opportunity you are applying for (attach additional pages if needed).			<input type="checkbox"/> Check box for Reserved <input type="checkbox"/> Check box for Unreserved
Please list/describe the media attached to this form and how it is intended to be used in the sponsorship opportunity (attach additional pages if needed).			
Please list here if the funds associated with the sponsorship are to be reserved for a specific purpose or program. If they are not reserved here they will be considered unreserved and shall then be accessible for use by the district as outlined in item 1.b. in the process section of the sponsorship guide (attach additional pages if needed).			
<b>Please answer the following questions by initialing next to "Yes" or "No":</b>			
1. Have you fully read and understood the school district's sponsorship policy?		_____ Yes	_____ No
2. Are you the authorized party permitted to enter into a legal binding financial agreement?		_____ Yes	_____ No
3. Does your company or product(s) meet all school district advertising qualifications and are they free from any discriminating content?		_____ Yes	_____ No
4. Have you provided a sample copy of the logo or media to be advertised with an approved application?		_____ Yes	_____ No
5. Do you fully agree that this sponsorship program does not constitute an endorsement of your business, products, or views of the applicant?		_____ Yes	_____ No
6. Do you agree and understand that you may not use the School District of Jefferson, district buildings or grounds, or district employees to advertise or endorse the products at any time other than locations applied for in this application, and that failure to do so is grounds for immediate termination of the sponsorship and you agree to waiving all rights and financial compensation for failure to comply?		_____ Yes	_____ No
Authorized Representative Signature:			Date:
<b>THANK YOU FOR SUPPORTING THE JEFFERSON SCHOOL DISTRICT!!</b>			
Received by:		Date:	Payments Received:
Date reviewed by Advisory Committee:		<input type="checkbox"/> Approved	<input type="checkbox"/> Denied
Notes regarding decision of Advisory Committee (if any):			
Authorized contact notified of decision by:		Date:	Time:
Board approval received (\$20,000 and over sponsorship): <input type="checkbox"/> YES <input type="checkbox"/> NO		Date:	





# SPONSORSHIP AGREEMENT

(*TEMPLATE ONLY: Items in Italics would change based on sponsor and sponsorship*)

THIS AGREEMENT, is made on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between \_\_\_\_\_ (hereinafter the “Sponsor”) and the School District of Jefferson, a political subdivision of the State of Wisconsin (hereinafter the “School District”).

THE PARTIES AGREE AS FOLLOWS:

## I. Objective of the Agreement

The Sponsor has expressed its desire to sponsor \_\_\_\_\_. The sponsorship shall be operated and shown in accordance with this agreement and the School District policies, procedures, and guidelines. In consideration for said sponsorship, Sponsor shall pay School District the sum of \$\_\_\_\_\_, in accordance with Section II.a. herein, with funds classified as \_\_\_\_ Reserved / \_\_\_\_ Unreserved.

## II. Performance, Role, and Responsibility of the Sponsor

a. Fee Arrangement – Sponsor shall pay School District as follows:

- In Full
- Annual payments made by June 1 as outlined in individual sponsorship agreement in accordance with selected sponsorship.

b. Sponsor shall prepare and provide to School District all necessary media to execute this Agreement at no cost to the School District. All media is subject to review and approval of the School District in accordance with the terms of this agreement and related policies, procedures, and guidelines.

c. Sponsor understands and agrees that Board of Education Policy KFD – Sponsorships and all rules and regulations contained therein are incorporated herein by this reference and shall be a part of this agreement and must be complied with by Sponsor.

## III. Performance, Role, and Responsibility of the School District

In consideration of the payment of the sponsorship fee, School District shall provide the following:

- a. *Venue named after the Sponsor as \_\_\_\_\_.*
- b. *Industry Exclusivity: No other entity engaged in the same type of work as Sponsor will be advertised in above listed venue.*
- c. *Sponsor logo/signage on scoreboards.*
- d. *Advertising copy in all School District programs using the above listed venue: Sizes range from quarter page to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level.*
- e. *Public address announcements at all School District events using above listed venue.*
- f. *Designation as official sponsor of \_\_\_\_\_ program for School District of Jefferson.*
- g. *Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program.*
- h. *Four (4) VIP tickets/passes per School District event for Sponsor representatives.*
- i. *Hospitality Opportunities – Category Specific: Any food or giveaways are at the additional expense of the Sponsor and must have prior approval of the Athletic Director or Building Administrator.*
- j. *Invitation to year-end sponsorship reception and networking event.*

## IV. Term

The term of this Agreement shall be from \_\_\_\_\_, 20\_\_ through \_\_\_\_\_, 20\_\_. However, the parties reserve the right to cancel this Agreement, with or without reason or cause, on thirty (30) days written notice to the other party. Should this agreement be terminated without cause, the School District shall return to Sponsor a prorated amount of the sponsorship fee paid by Sponsor.

**V. Indemnifications**

Sponsor hereby agrees to hold harmless, defend and indemnify the School District, its officers, agents, and employees from and against any and all claims, liability, demands, causes of action, damages, costs and attorney fees arising from this Agreement, and to the delivery of sponsorship hereunder, except to the extent that any such claim or demand arises from or is caused by the negligence or willful misconduct of the District, its agents, or employees.

**VI. Non-Endorsement/No Agency**

Sponsor agrees that all written material and items in connection with this Agreement do not imply that Sponsor is endorsed by the School District or any of its agents or employees and will not communicate that the School District is endorsing Sponsor or its products or services in any way. Sponsor further agrees that it has no right to act on behalf of School District in any way as a result of entering into this agreement.

**VII. Miscellaneous**

- a. **Modifications.** Except as may otherwise be expressly stated in this Agreement, all modifications to this Agreement shall be in writing and signed by both parties.
- b. **Waiver.** The waiver of any term, provision or condition of this Agreement by either party shall not be construed to be a waiver of any other term, provision, or condition.
- c. **Assignability.** Neither party’s rights nor obligations under this Agreement may be transferred, conveyed, or assigned without the express prior written consent of the other party.
- d. **Severability.** In the event that any portion of this Agreement is held to be contrary to the law or otherwise unenforceable, it shall be severed from the remaining provisions of this Agreement which shall continue to remain in full force and effect. Examples include, but are not limited to:
  - The sponsor does not adhere to the terms of the sponsorship agreement between the sponsor and the Board.
  - The sponsorship is having an adverse impact on the educational program.
  - The sponsorship becomes associated with any type of activity that is contrary to the mission of the School District of Jefferson.
  - The sponsor becomes involved in an illegal or other prohibited activity.
- e. **Governing Law.** This Agreement shall be governed by the laws of the State of Wisconsin with regard to formation, construction, and performance.
- f. **Notices.** Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and if sent by mail to the home office of the Sponsor or the School District, as appropriate.
- g. **District Influence.** Sponsor shall not have any right or expectation of right to control or influence any district operations or decisions as a result of this agreement.
- h. **“Make Good Activity.”** If any of the recognition activities identified in Section III hereof do not occur as contemplated due to unforeseen circumstances beyond the control of the School District, the parties may mutually agree upon a “make good activity” to compensate for the non-occurrence of the scheduled activity. Any such “make good activity” must be scheduled to occur during the term hereof.
- i. **Complete Agreement.** This agreement is the complete agreement between the parties hereto. This agreement supersedes any and all prior agreements, discussions, or other communications of any kind.

IN WITNESS WHEREOF, the parties have executed the foregoing Agreement:

SPONSOR: \_\_\_\_\_

Authorized Representative Signature	Printed Name	Title	Date
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SCHOOL DISTRICT OF JEFFERSON: \_\_\_\_\_

Superintendent of Schools Signature	Date
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## SIGNAGE GUIDELINES

### **WHAT WILL NOT BE ALLOWED**

Examples of inappropriate signage include, but are not limited to, a description of services or products, business contact information, and advertising language such as coupons, special offers, or slogans



### **WHAT WILL BE ALLOWED**

Examples of appropriate signage which do not include advertising information and only serve to recognize and thank the sponsor are as follows:

