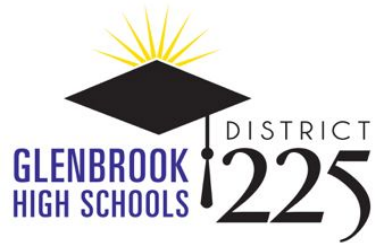


DRAFT



To: Facility Committee

From: Dr. Kim Ptak
Dr. R.J. Gravel

Date: Tuesday, February 18, 2020

Re: Corporate Sponsorships and Scoreboard Advertising

Recommendation

It is recommended that the Board of Education consider allowing the Athletic Booster Clubs of each school to manage the scoreboard advertising program and use the revenue generated for Booster Club initiatives.

Background

At the October 22, 2019 facility committee meeting, there was a discussion about transitioning the responsibility of soliciting and managing advertisers for the stadium scoreboards to each school's athletic booster clubs. The administration believes that the booster clubs are better positioned to seek out and solicit donations for scoreboard advertisements than the athletic directors and school leadership team members. During the discussion, the committee members raised a series of questions and asked that additional conversations take place between the administration and booster clubs. The following is a summary of the questions and feedback.

1. **Should the revenue be shared between the booster club and district?**

Since all funds collected by the booster clubs are ultimately donated to the building athletic programs, there would not be a reason to split the proceeds from sales. It is also thought that recruiting sponsors would be easier if the selling party can advertise a specific purpose/function for the revenue generated.

2. **Should the booster clubs have exclusive rights to the selling of scoreboard panels?**

The district would retain the right to sell any open panel that would not be under an agreement with an advertiser.

3. **Should the revenue generated be used to support the District Master Facility Plan initiatives as they relate to athletics (i.e. field turf replacement, track replacement, fencing replacement)?**

The booster clubs felt it would be difficult to sell panels for infrastructure type items. Examples of past Booster Club projects are listed below in Table 1.

4. **Should the terms (e.g. years and annual cost) be revisited?**

Yes, feedback from potential advertisers is that the term is too long and the fee too high.

5. **Would the District and Board be able to approve the projects?**

Yes, currently building administration shares their support for a project, and ultimately the Board

approves all donations prior to acceptance.

6. Would the District and Board be able to approve the advertiser?

Yes, this is currently how the Board Policy is structured and would continue to be the practice.

Table 1
Projects Funded by the Booster Club in Prior Years

Glenbrook North		Glenbrook South	
Stadium Scoreboard	\$75,000	Fieldhouse Curtains	\$100,000
Baseball Scoreboard	\$40,000	Stadium Washrooms	\$250,000
Main Gym Scoreboard	\$75,000	Stadium Concession Stand	\$100,000
Dugouts Baseball	\$100,000	Baseball Scoreboard	\$40,000
Dugouts Softball	\$100,000	Softball Scoreboard	\$40,000
Stadium Bathrooms	\$225,000	Northfield Scoreboard	\$40,000
Fitness Equipment	\$100,000	Irrigation of all Fields	\$100,000
Turf Field	\$250,000	Fitness Equipment	\$100,000
Annual Donation Approximately \$40,000 for other items such as golf bags, cheer mats, gymnastic equipment, etc.		Annual Donation Approximately \$40,000 for other items such as lacrosse warm-ups, gymnastics equipment, football headphones, poms floor pieces, mini soccer goals, etc.	