



To: Dr. Charles Johns
Board of Education

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

Date: Tuesday, October 22, 2019

Re: Stadium Scoreboard Advertising

Recommendation

It is recommended that the Board of Education consider allowing the Athletic Booster Clubs of each school the ability to manage the scoreboard advertisement program beginning with the 2020-21 fiscal year.

Background

In 2012 (Glenbrook South) and 2013 (Glenbrook North) artificial turf fields and associated track work was completed at a cost of approximately \$3,500,000. As part of the funding plan for these two projects, the Board of Education determined that \$1,400,000 of the \$3,500,000 necessary would be raised through sources outside of the district's operating or capital funds. The breakdown of the \$1,400,000 funding is presented within Table 1.

Table 1
Artificial Turf Field Funding Sources (2012 and 2013)

Revenue Source	Amount
Athletic Booster Clubs	\$500,000
Reduction in School Operating Budgets	\$500,000
Community Fundraising	\$400,000
Total:	\$1,400,000

To facilitate the community fundraising portion of the plan, the Board of Education approved the installation and use of corporate advertising on the stadium scoreboards at both schools (see sample images on page 2) through Board Policy 9250 and their associated procedures (see pages 4-6). Each scoreboard accommodates (8) 2' x 5' panels and each panel costs \$5,000 per year, with a minimum five year commitment. These parameters allow for potential funding of \$200,000 per scoreboard over a five year period.

The initial five year period was 2012-13 through 2017-18. A limited amount of additional contracts have been entered into for the period 2018-19 through 2023-24. A summary of previous and current advertisers is presented in Table 2.



Table 2
Previous and Current Advertisers

Sponsor	2012-13 through 2017-18 5 of 5 Years		2018-19 through 2023-24 2 of 5 Years	
	GBN	GBS	GBN	GBS
ABT		\$25,000		
Glenbrook Foundation	\$25,000	\$25,000		
Glenview State Bank		\$50,000		
Illinois Bone and Joint	\$25,000	\$25,000		\$10,000
Jennings Chevrolet		\$25,000		
Nicholas & Associates	\$25,000	\$25,000		
Upright MRI	\$25,000	\$25,000		
Illinois Cancer Specialists	\$25,000			
Perl Lending	\$25,000			
Waterway	\$25,000		\$10,000	\$10,000
NorthShore Medical				\$10,000
Total Paid	\$175,000	\$200,000	\$10,000	\$30,000
Total Outstanding	\$0	\$0	\$15,000	\$45,000
Grand Total	\$0	\$0	\$25,000	\$75,000

It has previously been the responsibility of school administrators for soliciting advertisers for the scoreboard panels and has had varying levels of success. As advertisers are identified, the school district executes a sponsorship agreement with the advertiser (see pages 7-8). As of the current time, only four of the sixteen panels across both schools are filled.

In consultation with the school leadership teams, it was discussed that the Athletic Booster Clubs have greater access to potential advertisers for the football stadium signage. As part of their mission to raise funds to support school athletic programs, the Booster Clubs have established relationships with many local and regional businesses, positioning them for success in this endeavor. As a result, it was recommended that the Board of Education consider allowing the Athletic Booster Clubs of each school the ability to assume responsibility for future scoreboard advertisements. As part of this transition, the school district would retain the responsibility to approve/deny advertisers, and the responsibility of ordering and installing the actual advertisements. However, future revenue generated by sales would be deposited into the appropriate Athletic Booster Club activity account (maintained by the school district). There is the potential for additional discussion with the booster clubs with respect to how these funds may be used (e.g. for enhancements that support the student experience in the stadium).

Glenbrook High School District #225

BOARD POLICY: CORPORATE SPONSORSHIP

9250

Page 1 of 2 pages

Section A - Introduction

A Corporate Sponsorship is an agreement between Glenbrook High School District 225 and an individual, a group, company or community-based organization in which the sponsor provides financial support or in-kind gifts in exchange for donor recognition.

District 225 is sometimes faced with offers from individuals, groups, companies or community-based organizations interested in sponsorship of programs, facilities and other aspects of education. The District welcomes sponsorship opportunities that enhance the ability to deliver educational services to the public as long as the purposes, services and/or products of the sponsor are consistent with this Policy, appropriate to the mission of the District and the District's pedagogical concerns, and the sponsor and the content of the sponsor's proposed sponsorship is neither controversial, discriminatory, disruptive nor is inappropriate within the school environment.

1. It is pragmatic to seek outside funding in order to maintain valuable and important programs and facilities, within specific boundaries and with built-in safeguards against misuse of this funding source.
2. An individual, a group, company or community-based organization choosing to engage in a corporate sponsorship agreement with District 225 receives such tangible benefits, including increased visibility and good will. At the same time, it may be providing opportunities that further the educational mission of District 225.
3. This policy establishes guidelines for entering into Corporate Sponsorship agreements. Corporate Sponsorship agreements are distinct in that while a corporation may enjoy the intangible benefits of name exposure via donor recognition and naming opportunities, no services were received by District 225, its Board members, agents or employees in exchange for the financial or product contribution made to District 225.

Section B – Intent

Corporate Sponsorships may be granted, at the sole discretion of the Board of Education. It is the intent of the Board of Education that the opportunity for Corporate Sponsorships be limited to individuals, groups, companies or community-based organizations whose purposes, services and/or products are consistent with this Policy, are neither controversial, discriminatory nor disruptive, and are appropriate to the mission of the District and consistent with the District's pedagogical concerns. It is not the intent of District 225 to create a public forum through Corporate Sponsorships and the commercial advertising attendant thereto.

BOARD POLICY: CORPORATE SPONSORSHIP

9250

Page 2 of 2 pages

Section C - Purpose

It is the policy of District 225 that:

1. Corporate Sponsorship agreements will exist in accordance with criteria and procedures set forth in this policy.
2. Corporate Sponsorships must support the mission and policies of District 225.
3. In general, the following individuals, groups, companies or community-based organizations are not eligible to enter into Corporate Sponsorships agreements with District 225: any individual, organization, company or community-based organization whose purpose includes advancing or opposing religion or related interests; any individual, organization, company or community-based organization whose purpose includes advancing or opposing a political agenda, interest or candidate; any individual, organization, company or community-based organization whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography, other products hazardous to one's health, or otherwise inappropriate within the school environment; any individual, organization, company or community-based organization whose purpose or business is contrary to the mission of the District or the District's pedagogical concerns; any individual, organization, company or community-based organization whose proposed sponsorship is controversial or disruptive.
4. The Board of Education in its sole discretion, reserves the right to terminate the corporate sponsorship should circumstances warrant such action, consistent with concerns set forth under Section 3, above.

Section D - Responsibility and Advisory Bodies

1. An advisory committee comprised of the superintendent, principals, assistant principals for athletics, assistant principals for student activities, and the assistant superintendent for business affairs will make recommendations on corporate sponsors to the Board of Education. Recommendation includes nature of agreement, placement of recognition and terms and conditions.
2. The Board of Education, in its sole discretion, shall have the authority to approve and execute any corporate sponsorship agreement.

Approved: July 12, 2010

Glenbrook High School District #225

PROCEDURES FOR IMPLEMENTING BOARD POLICY: CORPORATE SPONSORSHIP 9250

Section A

1. All recommendations for sponsorships must be submitted by the advisory committee in writing to the Board of Education.
2. Recommendations will be presented to the Board of Education as an agenda item unless circumstances warrant further discussion with the proposed sponsor and/or by the advisory committee.
3. Upon approval (if granted by the Board in its sole discretion), it will be the responsibility of the assistant superintendent for business affairs to track, and ensure compliance by sponsors with, all corporate sponsorship agreements.
4. The assistant superintendent for business affairs or designee acknowledges all contributions and provides tax exemption information for all donors.
5. The Board of Education, in its sole discretion, shall have the authority to approve and execute any corporate sponsorship agreement.
6. Fulfillment logistics as pertaining to athletic facilities are coordinated by the athletic directors and principals.

Section B – Naming Rights

Naming rights agreements, if granted by the Board, shall be valid for a period not to exceed ten (10) years.

Adopted: July 12, 2010

Sample

ADVERTISING SPONSORSHIP AGREEMENT

This Agreement (“Agreement”) is made by and between the BOARD OF EDUCATION OF NORTHFIELD TOWNSHIP HIGH SCHOOL DISTRICT NO. 225, COOK COUNTY, ILLINOIS (“District 225”) and ABT (“Sponsor”). The term of this Agreement shall be from OCTOBER, 2017 through SEPTEMBER, 2022. For and in consideration of the mutual promises hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. District 225 shall provide Sponsor with an approximately 2 foot by 5 foot advertising panel on the GBS football field’s scoreboard, in a location determined by District 225.
2. Sponsor shall provide District 225 with the design and content of the advertising panel; all advertising panels must be pre-approved by District 225. Further, District 225 shall have absolute and unfettered discretion as to the acceptability of the content and design of all advertising panels. District 225 will incur the cost of the advertising panel.
3. District 225 shall install and fund the advertising panel and continuously display the panel on the scoreboard of the football field for the term of this Agreement.
4. This is a non-exclusive advertising sponsorship agreement. District 225 shall have the absolute right to enter into other similar advertising sponsorship agreements for advertising space on the same scoreboard with other sponsors. Sponsor shall have no rights with respect to the other sponsors or the content of other advertising panels.
5. District 225 agrees to maintain the panel in good condition, at its cost, subject to normal wear and tear and weather exposure. In the event the panel is destroyed, District 225 will replace the panel.
6. Sponsor shall pay District 225 \$5,000.00 per year for five years, for a total of \$25,000.00. Annual payments of \$5,000 shall be paid each year by September 1st, with the exception of the first payment, which will be paid October 1, 2017.
7. District 225 may terminate this Agreement, for any reason or without cause, upon thirty (30) days prior written notice to Sponsor. In the event of termination, District 225 shall provide a pro-rated refund of monies previously received. Upon such termination of this Agreement District 225 shall have the right to remove Sponsor’s advertising panel from the scoreboard and dispose of same.
8. This Agreement supersedes all prior negotiations, understandings, and agreements between the Parties hereto and constitutes the final and complete understanding of the Parties regarding the subject matter hereof. Both Parties acknowledge and agree that neither Party has relied on any representations or promises in connection with this Agreement not contained herein.
9. This Agreement may not be modified or amended except by a subsequent written instrument evidencing the express consent of each of the Parties hereto and duly executed by both of the Parties hereto.

10. The Agreement shall begin upon installation of the panel.
11. This Agreement is not assignable in whole or in part by either Party hereto in the absence of express, prior written consent of both Parties hereto.
12. Sponsor shall indemnify, defend and hold District 225 and its employees, and Board Members from and against any and all damages, losses, claims, suits, demands, actions, causes of action, setoffs, liens, attachments, debts, judgments, liabilities or expenses including, attorneys' fees and costs by reason of any claim, demand, suit, or judgment arising out of or alleged to have arisen out of or in any way relating to this Agreement, or the advertising and sponsorship which is the subject of this Agreement.
13. This Agreement shall be construed and governed solely in accordance with the laws of the state of Illinois.
14. In the event of legal action brought to enforce the terms of this Agreement, venue shall only be proper in Circuit Court of Cook County, Illinois or the United States District Court for the Northern District of Illinois. The losing party in any such litigation shall pay to the prevailing party all costs, expenses and reasonable attorneys' fees incurred by the prevailing party in such litigation.
15. Waiver by either Party of any default, breach or provision will not be construed as a waiver of any other default, breach or provision under this Agreement.
16. Time is of the essence in the performance of this Agreement.
17. If any provision of this Agreement is held invalid or unenforceable, its invalidity or unenforceability shall not affect any other provision of this Agreement, the remainder of this Agreement shall remain in full force and affect and will be construed and enforced as if such provision had not been included herein.
18. The individuals signing on behalf of the Parties to this Agreement hereby represent and warrant that they have full and absolute legal authority to execute this Agreement.
19. The effective date of this Agreement shall be the later of the execution dates below.

BOARD OF EDUCATION OF NORTHFIELD
TOWNSHIP HIGH SCHOOL DISTRICT NO.
225, Cook County, Illinois

[Name of Sponsor]

By: _____
A Duly Authorized Signatory

By: _____
A Duly Authorized Signatory

Date: _____

Date: _____