

**GLENBROOK HIGH SCHOOLS
District Business Office**

TO: Dr. Riggle
FROM: Kimberly L. Ptak
DATE: MARCH 12, 2012
RE: DISCUSSION/ACTION: Board Policies & Procedures 9250: Corporate Sponsorship

As discussed at the December 12, 2011 board meeting, \$1.4M of the total \$3.5M cost of artificial turf fields at GBN and GBS will be funded outside of district funds per the following breakdown:

- Athletic Booster Club Donations - \$500,000 (\$250,000 per school)
- Small Building Project Donation - \$500,000 (\$250,000 per school)
- School Community Donation - \$400,000

A committee comprised of the principals, associate principals, athletic directors, Dr. Riggle, Hillarie and I have been meeting to discuss options regarding the school community donation. In initial discussions with school business community partners, strong interest was expressed relative to advertising options on the main field scoreboards. The committee discussed various advertising financial models and agreed a multi-year advertising option, is desirable over a one time commitment. The recommended structure is to offer advertising space at \$5,000 per year, for a minimum of 5-years. Each score board can accommodate eight 2ft x 6ft panels. Two panels could be purchased at a price of \$10,000 per year or additional 5-year increments could also be purchased.

Per board policy 9250: Corporate Sponsorship, all perspective advertisers must be approved by the board. For your reference, a copy of board policy 9250 is attached. Also attached is a mock-up version of what the score board could look like if all advertising slots were filled. An agreement has been drafted by our attorney and is also attached for your review.

Following is a 5-year tentative timeline for full funding of the \$1.4M:

<u>Booster Club Donation</u>	<u>2012/2013</u>	<u>2013/2014</u>	<u>2014/2015</u>	<u>2015/2016</u>	<u>2016/2017</u>	<u>Total</u>
GBN	\$125,000	\$41,667	\$41,667	\$41,667	\$0	\$250,000
GBS	<u>\$200,000</u>	<u>\$50,000</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$250,000</u>
	\$325,000	\$91,667	\$41,667	\$41,667	\$0	\$500,000
<u>Small Building Project Donation</u>						
GBN	\$125,000	\$125,000	\$0	\$0	\$0	\$250,000
GBS	<u>\$50,000</u>	<u>\$50,000</u>	<u>\$50,000</u>	<u>\$100,000</u>	<u>\$0</u>	<u>\$250,000</u>
	\$175,000	\$175,000	\$50,000	\$100,000	\$0	\$500,000
<u>Community Fundraising</u>						
GBN	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$200,000
GBS	<u>\$40,000</u>	<u>\$40,000</u>	<u>\$40,000</u>	<u>\$40,000</u>	<u>\$40,000</u>	<u>\$200,000</u>
	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$400,000
Total	\$580,000	\$346,667	\$171,667	\$221,667	\$80,000	\$1,400,000

BOARD POLICY: CORPORATE SPONSORSHIP

9250

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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.

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

HOME OF THE
TITANS

JOHN DAVIS
STADIUM

DONATED BY
TITAN BOOSTER CLUB

TITANS

VISITOR

DOWN

TOL QTR

TOL

TO GO BALL ON



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 _____ ("Sponsor"). The term of this Agreement shall be from _____, 2012 through _____, _____. 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 6.5 foot advertising panel on the 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 preapproved 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.
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. The entire \$25,000.00 shall be paid upon execution of this Agreement.
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

SPONSOR

By: _____
 A Duly Authorized Signatory

By: _____
 A Duly Authorized Signatory

Date: _____

Date: _____

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