



Expect Excellence

School District of New Berlin

**Naming Rights Sponsorships:
Tools and Tips to Help Your District Garner Revenue**



Today's Discussion

- Our District
- Timeline
- Sponsorship Guide
- Our Process - from Identifying Potential Partners to Stewardship
- Success Stories
- Pitfalls / Things to Navigate
- Now What?

Introductions

- **Patrick Miller**, Chief Finance & Operations Officer
 - In fourth year with SDNB
 - More than 30 years in education
- **Jordan Napoli**, associate principal at New Berlin West Middle / High School
 - Former athletics and activities director at West
 - Former teacher at West
- **David Cotey**, Director of Communications & Public Relations
 - Seventh year with SDNB
 - Ninth year overall



Our District

- School District of New Berlin:
 - Suburban-Milwaukee school district in southeastern Wisconsin
 - Two middle/high schools grades 7-12
 - Four elementary schools
 - Approximately 4,250 total student enrollment
 - Annual budget of approximately \$75 million

Timeline

- Spring 2019 - SDNB faced structural deficits; failed operating referendum
- Summer / Fall 2019 - SDNB assembled Budget Balancing Task Force
 - Approximately 20 community members
 - Learned more about district finances, best practices, etc.
 - Generated ideas to boost district revenue & lower district expenses
- 2020 - SDNB worked with Education Foundation to develop sponsorship guide
- Summer / Fall 2021 - Sponsorship Guide completed and published
- Fall 2021 - SDNB lands first naming rights agreement
- To date, the SDNB has nearly \$300,000 in financial commitments through naming rights agreements



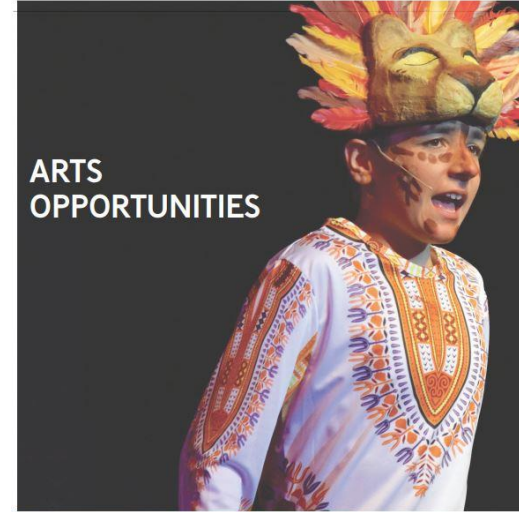
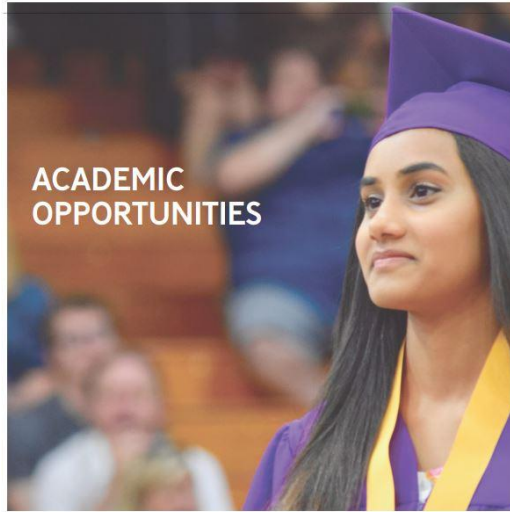
Our Guide

What's In Our Guide?

- Introduction from the superintendent
- Explanation and Purpose
- Contact info
- Public records notice
- Related School Board policy
- Process
- Sample agreement



What's In Our Guide?



What's In Our Guide?

WEST PERFORMING ARTS CENTER (WestPAC)

Fee: \$150,000

- Venue named after sponsor
 - Ten (10) year agreement with five (5) year signage renewal up-keep fees
 - Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
 - Advertising copy in appropriate programs using this venue: sizes range from quarter-page to full page, all black and white unless sponsor wishes to pay cost difference for color print
 - Website presence on WestPAC site with logo, link and / or information posted regarding specific program
 - Public address announcements at all district events using this venue
 - Designation as official sponsor of theatre program for the School District of New Berlin
 - Four (4) VIP tickets/passes per district production for sponsor representatives
 - Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the managing director
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EISENHOWER STADIUM CONCESSION STAND

Fee: \$25,000

- Venue named after sponsor
 - Five (5) year agreement with first right of refusal at renewal time
 - Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
 - Sponsor logo and name signage
 - Designation as official sponsor of Eisenhower athletics
 - Website presence on high school athletics site with logo, link and/or information posted regarding specific program
-

ELEMENTARY SCHOOL LEARNING COMMONS (LIBRARY)

Fee: \$20,000

- Available at Elmwood, Orchard Lane, Poplar Creek and Ronald Reagan
 - Venue named after sponsor
 - Five (5) year agreement with first right of refusal at renewal time
 - Sponsor logo and name signage at center's entrance
 - Website presence with logo, link and /or information posted regarding specific program
-



How Do We Share it?

- On website - static block on home page that redirects to page devoted to naming rights
 - Issuu version
 - Downloadable PDF version
- Dedicated space in Annual Report and mid-year newsletter
- Social media posts
- Link to guide provided in all news releases announcing agreements
- Printed copies
- Link in email signature

SPONSORSHIPS, GRANTS & MORE



NAMING RIGHTS SPONSORSHIPS

In its first year of its naming rights sponsorship program, the SDNB secured nearly \$250,000 in financial commitments from five different partners. The district agreed to partnerships with Drexel Building Supply (West's fieldhouse), Aspen Orthopedic Specialists and Orthopaedic Hospital of Wisconsin (West's outdoor baseball / soccer complex), Optimum Crush (West's softball field) and Waukesha State Bank (Eisenhower's indoor concession stand).

The SDNB has a multitude of naming rights sponsorship opportunities available to interested partners. The district's sponsorship guide showcases those opportunities in three categories: academics, the arts and athletics. Venues still available for naming rights opportunities include the Performing Arts Center, indoor and outdoor athletic complexes and facilities, and many more, all the way down to individual classrooms and hallways.

Go to www.nbexcellence.org and search keyword "sponsorships" for more info!





Our Process

Our Process



Credit:  **Abundant
Philanthropy**



Our Process

Identify

- Pay attention during ALL conversations
 - Read the newspaper / local social media pages
 - New businesses opening
 - Individuals / businesses that make sizeable donations
 - Take notice of / learn about businesses in your community
-

Qualify

- What is their connection to our district / community?
- Are they a large, medium or small company?
- Have they supported our schools in the past?
- Does the business have a marketing / advertising budget?
 - Not every company can afford naming rights, but may consider a smaller gift (banners, in-kind, etc.)
- How can we get students involved?
- How can this be mutually beneficial?

Our Process

Cultivate

- Ask if they've considered a financial contribution to the district
 - Ask what they are hoping to get out of a potential partnership
 - Ask if they've heard of the naming rights program
 - Ask if they have a need for students through job shadows, internships, employment, etc.
 - Know your venues! Be able to answer questions about foot traffic, areas for signage, etc.
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Solicit

- The Ask!
- If they initially ask about a banner for a fence surrounding an athletics field, ask if they'd be interested in the entire field!
- Offer more than what they originally wanted by packaging opportunities together

Our Process

Stewardship

- [post on website](#)
- highlight on social media and in various publications
- seek / participate in news coverage
- invite partners to special district events
- bring attention to “sold” venues in guide



WEST SOFTBALL FIELD

Fee: \$25,000

SOLD



- Softball diamond named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
- Sponsor logo and name signage at venue
- Advertising copy in appropriate programs using this venue: sizes range from quarter-page to full page - all black and white unless sponsor wishes to pay cost difference for color print
- Public address announcements at all district events using this venue
- Designation as official sponsor of the West softball programs





Success Stories

Our Agreements

Drexel Field House - Home of the Vikings
10 Years / \$150,000



OHOW Athletic Complex
5 Years



Our Agreements

Optimum Crush Field
5 Years / \$25,000



EISENHOWER
HOME OF THE LIONS

HOME	T.O.L.	10:27	T.O.L.	GUEST
18	3		4	14
DOWN	TO GO		BALL ON	QTR
3	6		50	4

SPONSOR AREA 29.5" X 6' SPONSOR AREA 29.5" X 6' SPONSOR AREA 29.5" X 12'

Waukesha State Bank Concessions Stand
5 Years / \$35,000



Our Agreements

Horicon Bank Vikings Ticket Booth
5 Years / \$8,000



HORICON BANK
The Natural Choice



C&M Fencing Eisenhower Soccer Complex
5 Years / \$25,000





Pitfalls / Things to Navigate

Pitfalls / Things to Navigate

- Not currently engaged in a capital campaign
 - money not going toward specific project or anything “tangible”
- Trying to avoid “stepping on toes”
 - Booster clubs, parent-teacher organizations, education foundation, student groups all seeking funds
- Not professional fundraisers
 - Learning as we go / trial by error
- Companies in the same industry interested in partnering
 - Industry exclusivity
- Not all ideas are mutually beneficial
- Success brings anticipation / expectation of more success



What's Next?

What's Next?

- Development phase of possible future capital campaign
- Specific pitches with mock designs for various venues
- Commercial / promotional video
 - Shows current signage and venues, and those venues still available
- Expanding search to regional, state and national partners



Questions?