



# Avon Grove High School Field Advertising Proposal

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## Field Advertising Proposal

- Sports Boosters will administer this process each year, which would include the following:
  - Solicit local businesses via previous donators to Sports Auction and businesses per recommendation from school administration (i.e., contractors, landscapers, food services, etc).
  - Removal of signs after each respective season.
  - Storage of signs between seasons.
  - Maintain and track revenue from the program.



## Proposed Annual Process

- Solicit local businesses to advertise on stadium field via letters and newspaper advertisements.
- Businesses would need to return form and copy of ad for approval by Sports Boosters and a member of the School Administration.
- Proof of ad to be provided to business for sign preparation.
- Use the stadium as a pilot and extend to baseball and softball fields as needs permit.
- Signs will be removed at the end of each respective season.



## Proposed Annual Process

- No advertising will be permitted that:
  - Includes reference to alcohol/tobacco
  - Is disruptive to the school, district, or community
  - Invades the rights of others
  - Is political, religious, or controversial
  - Overrides the school or district's identity
  - Does not comply with district policies
- No advertising sign will be permitted without proper approval.



## Proposed Pricing

- 2010 – 2011 Season: \$650 (This includes the cost of the sign).
- Renewal for 2011 – 2012 Season: \$500 (Using the same sign).
- Banner size will be 4x8; the price will include three lines of text, two colors.
- All field advertising requests will be handled on a first-come, first-served basis and must include payment in full in order to be considered for participation.
- Individual signs will be placed around the stadium field in order of receipt by Avon Grove Sports Boosters, starting with the 50-yard line (facing the Avon Grove stands) and working around the stadium.



## Proposed Usage of Revenue

- Sports Boosters is proposing that for administering the program, they receive a portion of the funds raised to offset their annual administrative costs (liability insurance, tax preparation, annual audit). Proposal for this year is \$5,000. Administrative cost would be determined each year.
- Items for purchase would benefit the athletic programs of Avon Grove High School and the High School as a whole (this would exclude the purchase of uniforms and/or personal equipment).
- Items for purchase would be recommended by the Principal and the Athletic Director.
- Approval committee for these purchases would include:
  - Principal
  - Athletic Director
  - Facilities Manager
  - Sports Boosters Executive Board