

SPONSORSHIP GUIDE



THANK YOU FOR CONSIDERING THE OASD

I am delighted to invite you to consider a strategic partnership with the Oconomowoc Area School District. The OASD is not just a school district; it is a vital hub of our community, deeply committed to supporting our next generation by providing an exceptional educational experience for every student.

Our mission is to empower a community of learners and leaders, and our vision is to become an unrivaled learning community. These are more than just statements—they are the daily lived experiences of our collaborative and committed staff and a student body eager to make a positive impact on our community and our world. We are focused on cultivating environments where excellence is expected and achieved, ensuring all students are prepared for their futures, whether they involve college, careers, the workforce or service to our country.

We know that achieving our vision requires strong, mutually beneficial relationships with organizations like yours. We are fortunate to live and work in a community that provides incredible support to our schools and our students. Your investment in the OASD is a direct investment in the future leaders, innovators, and citizens of the Lake Country area. By partnering with us, you help us sustain and enhance the high-quality academic, arts, and athletic programs that define our schools and contribute directly to our students' success. We invite you to consider partnering with us as we empower the next generation of our community members to become unrivaled.

Sincerely,



Mike Sereno, Ed.D.
Oconomowoc Area School District Superintendent



WHY PARTNER WITH THE OASD?

Our sponsorship guide includes a wide variety of opportunities for individuals, businesses, and organizations to partner with the Oconomowoc Area School District and outlines the process to inquire about sponsorships. These sponsorship opportunities are a way for businesses to gain exposure in the community, for individuals to dedicate a specific facility that holds a special place for them, or for an organization to assist the district in achieving its academic goals. Even with all of these exciting options, these are not the only opportunities available. If there is a sponsorship idea that is not listed in the guide, please feel free to complete the enclosed application and make a proposal.

CONTENTS

- Sponsorship Request Process
- Advisory Committee
- Sponsorship Opportunities
 - Academic Sponsorship Opportunities
 - Athletic Sponsorship Opportunities
 - Arts Sponsorship Opportunities
 - Other Sponsorship Opportunities
- Definition of Terms
- School Board Policies
- Appendix A: Sponsorship Application Form
- Appendix B: Sponsorship Agreement Form (template)
- Signage Guidelines

CONTACTS

For more information, or if you have questions regarding sponsorships in the Oconomowoc Area School District, please contact:

BETH SHERIDAN

Assistant Superintendent of Finance and Operations

915 Summit Avenue

Oconomowoc, WI 53066

Phone: 262.560.2119

Email: SheridaB@oasd.org

PUBLIC RECORDS

Please note that all documents, email correspondence, etc. related to any sponsorship proposal or agreement are public records and available to anyone that may inquire under the State of Wisconsin Open Records Law.

SPONSORSHIP REQUEST PROCESS

- 1) The prospective sponsor shall contact the Assistant Superintendent of Finance and Operations regarding the interested sponsorship (contact information included herein). The funds with the prospective sponsor's selected package will be designated as "unreserved" unless mutually agreed upon by both parties.
 - a. **Reserved:** The prospective sponsor desires that the sponsorship funds be used only for the program or facility associated with the sponsorship (e.g., Funds from sponsorship on a softball scoreboard would benefit the softball facility and scoreboard maintenance or funds from a sponsorship of an elementary gym would benefit that elementary school).
 - b. **Unreserved:** The prospective sponsor does not desire to designate how the funds from the sponsorship will be used. These funds would then be distributed for projects or programs throughout the district at the district's discretion.
- 2) The prospective sponsor shall complete the application form and submit it to the Assistant Superintendent of Finance and Operations. A copy of the advertisement, logo, or sample marketing materials must be submitted along with the application.
- 3) The prospective sponsor shall meet with the Assistant Superintendent of Finance and Operations, or their designee, along with other pertinent District staff prior to better understand the sponsor's proposal and intentions.
- 4) The Advisory Committee will meet as needed to approve or deny the requested sponsorship and included materials. Agreements totaling more than \$20,000 will be forwarded to the School Board for approval upon the recommendation of the Advisory Committee. Should the Advisory Committee be unable to render a decision or there are unique considerations, the District Administrator shall be consulted for his/her opinion on how the proposal shall be handled. Should multiple prospective sponsors select the same sponsorship opportunity, the Committee may consider the applications on a first-come, first-served basis if all other factors are equal.
- 5) Once the agreement has been reviewed and accepted, the sponsor will be contacted to execute the agreement, pay all deposits or fees due, and provide any other materials or information that the district may need to implement the sponsorship.
- 6) Once the agreement has been executed and all fees have been received, the district will begin the process of implementing the agreed-upon sponsorship.

ADVISORY COMMITTEE

MEMBER	ACADEMIC	ATHLETICS	THE ARTS	OTHER
Assistant Superintendent of Finance & Operations (Chairperson)	✓	✓	✓	✓
Assistant Superintendent of Curriculum & Instruction	✓		✓	✓
Athletic Director		✓		
Director of Buildings & Grounds	✓	✓	✓	✓
Building Administrator of the Applicable Building	✓	✓	✓	✓
School Board Member (up to two)	✓	✓	✓	✓
Others (may include Communications & Marketing Manager, advisors, staff members, Booster Club or PTO members, Chamber of Commerce members, etc.)				

ACADEMIC SPONSORSHIP OPPORTUNITIES

OCONOMOWOC HIGH SCHOOL

COMPUTER LAB

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

FAB LAB

Fee: \$25,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room/lab

CTE CLASSROOMS/BAYS (AUTOMOTIVE, MANUFACTURING, AGRICULTURE)

Fee: \$25,000 per classroom/bay

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located at entrances to classroom/bay

CTE WING

Fee: \$50,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located at entrances to CTE wing

GREENHOUSE

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside the greenhouse

SCHOOL FARM

Fee: \$20,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside the farm (on farm property)

VIDEO & MEDIA PRODUCTION ROOM AT OHS EAST CAMPUS

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside room; Public address announcements in media productions created using room

OASD INTERMEDIATE SCHOOLS *(fees listed are per school)*

COMPUTER LAB

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

CTE CLASSROOM

Fee: \$20,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

INSTRUCTIONAL MEDIA CENTER/LIBRARY

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

OUTDOOR CLASSROOM

Fee: \$5,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage in the outdoor classroom space

NATURE CENTER AT NATURE HILL

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque / signage located at entrance / exit of center

OASD ELEMENTARY SCHOOLS *(fees listed are per school)*

MAKERS' SPACE

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

INSTRUCTIONAL MEDIA CENTER/LIBRARY

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

OUTDOOR CLASSROOM

Fee: \$5,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage in the outdoor classroom space

ATHLETIC SPONSORSHIP OPPORTUNITIES

OCONOMOWOC HIGH SCHOOL

SOCCER STADIUM NAMING RIGHTS

Fee: \$500,000

Duration: Permanent name

Sponsor Recognition: Prominent signage naming the stadium

PREMIER SPONSORSHIP OF OHS ATHLETICS

Fee: \$200,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Prominent banner/signage at Rux Stadium, Gale Douglas Fieldhouse, OHS Soccer Stadium, and baseball/softball diamonds at OHS; OHS social media, public address, and event recognition as agreed upon

FOOTBALL AND SOCCER FIELDS

Fee: \$50,000 for each field

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Banner/signage at venue; public address announcements at district events using the venue or inclusion in event programs

BASEBALL AND SOFTBALL FIELDS AND TRACK

Fee: \$25,000 for track and for each field

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Banner/signage at venue; public address announcements at district events using the venue or inclusion in event programs

FOOTBALL AND SOCCER TUNNEL

Fee: \$20,000 for each tunnel

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Windscreen/banner with sponsor name, logo, and/or approved product located in tunnel

FOOTBALL AND SOCCER SCOREBOARD

Fee: Scoreboard Cost (Estimate: \$150,000 - \$500,000 depending on size and features) per scoreboard

Duration: Ten (10) years with five (5) year signage renewal/upkeep fee (TBD)

Sponsor Recognition: Prominent name/logo signage on scoreboard; advertising on scoreboard or public address announcement at each event held in stadium

FOOTBALL, SOCCER, TENNIS WINDSCREEN

Fee: \$7500 each

Duration: Three (3) years with first right of refusal at renewal

Sponsor Recognition: Windscreen with sponsor name, logo, and/or approved product placed along the interior fencing of the venue

FOOTBALL HOME PRESS BOX

Fee: \$25,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located mounted on press box (facing field); public address announcements at district events using the venue or inclusion in event programs

OCONOMOWOC HIGH SCHOOL CONTINUED...

TENNIS PAVILION AND COURT COMPLEX

Fee: \$100,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Banner/signage located in tennis court complex; public address announcements at all district events using the venue

FIELDHOUSE COURTS (MAIN AND/OR AUXILIARY)

Fee: \$50,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Banner/signage designating court sponsorship

FIELDHOUSE SCOREBOARDS (MAIN AND/OR SIDE)

Fee: \$35,000 - \$70,000 per scoreboard estimate (actual amount will be the equipment cost)

Duration: Ten (10) years with five (5) year signage renewal/upkeep fee (TBD)

Sponsor Recognition: Prominent name/logo signage on scoreboard; advertising on scoreboard or public address announcement at each event held in stadium

FIELDHOUSE SCORERS' TABLE

Fee: \$7,500

Duration: Three (3) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage on table

FIELDHOUSE SOUND SYSTEM – UNAVAILABLE, 2025-26 REPLACEMENT

Fee: \$50,000 or equipment cost

Duration: Ten (10) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside the Fieldhouse; sponsor's name printed on event programs

UPPER GYM

Fee: \$25,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque / signage located inside/outside room

PERFORMANCE DEVELOPMENT CENTER (WEIGHT ROOM) – UNAVAILABLE, 2025-26 REPLACEMENT

Fee: \$200,000 estimate (actual amount will be the equipment replacement cost)

Duration: Ten (10) year agreement with first right of refusal at renewal

Sponsor Recognition: Prominent signage; OHS social media, public address, and event recognition as agreed upon

OCONOMOWOC HIGH SCHOOL CONTINUED...

PERFORMANCE DEVELOPMENT CENTER (BUILDING REPLACEMENT)

Fee: \$5,000,000 (new facility cost)

Duration: permanent name

Sponsor Recognition: Prominent signage naming the facility; acknowledgement of partnership via the OASD social media platforms at the onset of the agreement, tagging (linking) the sponsor; annual sports pass(es) as agreed upon

INDOOR TURF PRACTICE FACILITY

Fee: \$10,000,000 - \$15,000,000 (estimated cost of a new facility)

Duration: permanent name

Sponsor Recognition: Prominent signage naming the facility; acknowledgement of partnership via the OASD social media platforms at the onset of the agreement, tagging (linking) the sponsor; annual sports pass(es) as agreed upon

OASD INTERMEDIATE SCHOOLS *(fees listed are per school)*

GYM

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside gym

PLAYGROUND

Fee: \$5,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located on the playground

OASD ELEMENTARY SCHOOLS *(fees listed are per school)*

GYM

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside gym

PLAYGROUND

Fee: \$5,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located on the playground

ARTS SPONSORSHIP OPPORTUNITIES

OCONOMOWOC HIGH SCHOOL

OCONOMOWOC ARTS CENTER NAMING RIGHTS

Fee: \$500,000

Duration: Permanent name

Sponsor Recognition: Prominent signage naming the auditorium

OCONOMOWOC ARTS CENTER LOBBY

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside the lobby; sponsor's name printed in programs of district plays and musicals at the venue

OCONOMOWOC ARTS CENTER GREENROOM

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside room; sponsor's name printed in programs of district plays and musicals at the venue

OCONOMOWOC ARTS CENTER SOUND SYSTEM/LIGHTING/TECH BOARD

Fee: \$50,000 estimate (actual amount to be determined by the equipment replacement cost)

Duration: Ten (10) years with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside OAC auditorium; public address announcements at all district events using this venue; sponsor's name printed in programs of district plays and musicals at the venue

LITTLE THEATRE

Fee: \$50,000

Duration: Five (5) years with first right of refusal at renewal

Sponsor Recognition: Prominent signage located inside/outside the Little Theatre; advertising copy in appropriate programs using the venue: quarter page, all black/white unless sponsor wishes to pay cost difference for color print; sponsor's name printed in programs of district plays and musicals at the venue; public address announcements naming the sponsor at all district events using this venue

LITTLE THEATRE SOUND SYSTEM/TECH BOARD

Fee: \$50,000 estimate (actual amount to be determined by the equipment replacement cost)

Duration: Ten (10) years with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside OAC auditorium; public address announcements at all district events using this venue; sponsor's name printed in programs of district plays and musicals at the venue

MARCHING BAND UNIFORMS AND BANNER

Fee: Cost of band uniforms (Estimate \$100,000-\$150,000)

Duration: Ten (10) year agreement with first right of refusal at renewal (or life of uniform)

Sponsor Recognition: Patch with sponsor name and logo on each uniform and banner

OCONOMOWOC HIGH SCHOOL CONTINUED...

CHOIR ROBES

Fee: Cost of choir robes (Estimate \$80,000 - \$150,000)

Duration: Ten (10) year agreement with first right of refusal at renewal (or life of robe)

Sponsor Recognition: Patch with Sponsor name and logo on each robe

BAND, ORCHESTRA, CHOIR ROOMS

Fee: \$5,000 per room

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

ART STUDIO

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside of the studio

ART DISPLAY CASES

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located on the display case

OASD INTERMEDIATE SCHOOLS *(fees listed are per school)*

BAND, ORCHESTRA, CHOIR ROOMS

Fee: \$5,000 per room

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located outside room

PERFORMANCE STAGE

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located in close proximity to the stage; Sponsor name printed on event programs

STAGE/GYM SOUND SYSTEM – UNAVAILABLE, 2025-26 REPLACEMENT

Fee: \$40,000-\$50,000 or equipment cost

Duration: Ten (10) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside the Fieldhouse; sponsor's name printed on event programs

ART DISPLAY CASES

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque / signage located on the display case

OASD ELEMENTARY SCHOOLS *(fees listed are per school)*

PERFORMANCE STAGE

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located in close proximity to the stage; Sponsor name printed on event programs

STAGE/GYM SOUND SYSTEM – UNAVAILABLE, 2025-26 REPLACEMENT

Fee: \$30,000-\$40,000 or the equipment cost

Duration: Ten (10) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside the Fieldhouse; sponsor's name printed on event programs

ART DISPLAY CASES

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located on the display case

OTHER SPONSORSHIP OPPORTUNITIES

OCONOMOWOC HIGH SCHOOL

MAIN CAFETERIA

Fee: \$25,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside cafeteria

NORTH CAFETERIA

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside cafeteria

SOUTH CAFETERIA

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque / signage located inside/outside cafeteria

FIELDHOUSE LOBBY

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located in the lobby

NORTH PARKING LOT

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Signage designating the parking lot

SOUTH PARKING LOT

Fee: \$15,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Signage designating the parking lot

OASD INTERMEDIATE SCHOOLS *(fees listed are per school)*

CAFETERIA

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside cafeteria

MULTIPURPOSE ROOM

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque / signage located inside/outside room

OASD ELEMENTARY SCHOOLS *(fees listed are per school)*

CAFETERIA

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque/signage located inside/outside cafeteria

MULTIPURPOSE ROOM

Fee: \$10,000

Duration: Five (5) year agreement with first right of refusal at renewal

Sponsor Recognition: Plaque / signage located inside/outside room

DEFINITION OF TERMS

- **Donations, Grants, Gifts, Bequests** – Contributions of money, goods, services, or other assets to support the district's educational programs, facilities, or activities without expectation for financial return, advertising, naming rights, or direct benefit.
- **Naming Rights** – Commemoration of a school or district facility. Implies permanency. For example, Rux Stadium has the "Rux" name as a permanent name or the Oconomowoc Arts Center has the Dr. Patricia E. Neudecker Stage as a permanent name. Sponsorship is different from naming rights.
- **Sponsorships** – Offer an opportunity for the sponsor to receive recognition through advertising. The sponsor is not required to advertise. A sponsorship is generally for a defined, limited time period.

BOARD POLICIES

Please reference these Oconomowoc Area School District School Board policies using the links or QR codes below.

[Policy 7230 – Gifts, Grants, and Bequests](#) (including administrative guideline AG 7230)

SCAN THE QR CODE
FOR POLICY 7230



[Policy 7250 – Commemoration of School Facilities](#) (including administrative guideline AG 7250)

SCAN THE QR CODE
FOR POLICY 7250



[Policy 9700.01 – Advertising and Commercial Activities](#)

SCAN THE QR CODE
FOR POLICY 9700.01



SPONSORSHIP APPLICATION FORM

PLEASE CHECK ONE:

☐ ACADEMIC

☐ ATHLETIC

☐ THE ARTS

☐ OTHER

ORGANIZATION OR INDIVIDUAL'S NAME		YEARS IN BUSINESS	FEDERAL TAX ID NUMBER
AUTHORIZED CONTACT		PHONE NUMBER	FAX
STREET ADDRESS		EMAIL	
CITY, STATE, ZIP			
TYPE OF ORGANIZATION (CHECK ONE): <input type="checkbox"/> CORPORATION <input type="checkbox"/> LLC <input type="checkbox"/> SOLE PROPRIETOR <input type="checkbox"/> INDIVIDUAL <input type="checkbox"/> TRUST			
BANKING REFERENCE	CONTACT PERSON		PHONE NUMBER
SUPPLIER/VENDOR REFERENCE (if applicable)	CONTACT PERSON		PHONE NUMBER
Please list/describe the sponsorship opportunity you are applying for (attach additional pages if necessary)			
Please list/describe the media attached to this form and how it is intended to be used in the sponsorship opportunity (attach additional pages if needed)			
IS THE SPONSORSHIP TO BE RESERVED OR UNRESERVED? <input type="checkbox"/> RESERVED <input type="checkbox"/> UNRESERVED			
If the funds associated with the sponsorship are to be reserved for a specific purpose or program, please list here. If they are not reserved here, they will be considered unreserved and shall be accessible for use by the District as outlined in item 1(b) in the process section of the Sponsorship Guide. If the funds are unreserved, enter N/A.			
PLEASE ANSWER THE FOLLOWING QUESTIONS BY INITIALING NEXT TO "YES" OR "NO":			
1. Have you fully read and understand the District's Sponsorship Policy?			Yes _____ No _____
2. Are you the Authorized Party permitted to enter into a legal binding financial agreement?			Yes _____ No _____
3. Does your organization or product(s) meet all District advertising qualifications and are they free from any discriminating content?			Yes _____ No _____
4. Have you provided a sample copy of the Logo or Media to be advertised with an approved application?			Yes _____ No _____
5. Do you fully agree that this sponsorship program does not constitute an endorsement of your business, products, or views of the applicant?			Yes _____ No _____
6. Do you agree and understand that you may not use the Oconomowoc Area School District, District buildings or grounds, or District employees to advertise or endorse the products at any time other than the locations applied for in this application, and that failure to do so is grounds for immediate termination of the sponsorship and you agree to waiving all rights and financial compensation for failure to comply?			Yes _____ No _____
AUTHORIZED REPRESENTATIVE SIGNATURE:			DATE:

THANK YOU FOR SUPPORTING THE OCONOMOWOC AREA SCHOOL DISTRICT!

For Office Use Only

Received by:	Date:	Payment Received:
Date Reviewed by Advisory Committee:		Approved <input type="checkbox"/> Denied <input type="checkbox"/>
Notes Regarding Decision of Advisory Committee (if any):		
Board approval received (\$20,000+ sponsorship): Yes <input type="checkbox"/> No <input type="checkbox"/>		Date Approved:

SPONSORSHIP AGREEMENT

(Items in italics change based on sponsor and sponsorship.)

THIS AGREEMENT, is made on this _____ day of _____, 20____ by and between _____ (hereinafter the "Sponsor") and the Oconomowoc Area School District, a political subdivision of the State of Wisconsin (hereinafter the "School District").

THE PARTIES AGREE AS FOLLOWS:

I. Objective of the Agreement

The Sponsor has expressed its desire to sponsor _____. The sponsorship shall be operated and shown in accordance with this agreement and the School District policies, procedures, and guidelines. In consideration for said sponsorship, Sponsor shall pay the School District a sum of \$_____, in accordance with Section II(a) herein.

II. Performance, Role, and Responsibility of the Sponsor

a. Fee Arrangement – Sponsor shall pay the School District in accordance with the following schedule:

☐ In Full - \$_____

☐ Annual Payments

Due Date	Amount
Upon Signing of Agreement	\$_____
By September 1, 20	\$_____
Year 1 - July 15	\$_____
Year 2 - July 15	\$_____
Year 3 - July 15	\$_____
Year 4 - July 15	\$_____
Year 5 - July 15	\$_____
Year 6 - July 15	\$_____
Year 7 - July 15	\$_____
Year 8 - July 15	\$_____
Year 9 - July 15	\$_____
Year 10 - July 15	\$_____

- #### b. Sponsor shall prepare and provide to the School District all necessary media to execute this Agreement at no cost to the School District. All media is subject to review and approval of the School District in accordance with the terms of this agreement and related policies, procedures, and guidelines. Sponsor shall directly pay for or reimburse the School District for the cost of the signage necessary to execute this Agreement in addition to the overall sponsorship amount.
- #### c. Sponsor understands and agrees that School Board policies 7230, 7250, and 9700.01, and all rules, regulations, and guidelines contained therein are incorporated herein by this reference and shall be a part of this agreement and must be complied with by Sponsor.

III. Performance, Role, and Responsibility of the School District

- a. Venue named after the Sponsor as _____.
- b. Sponsor logo/signage on scoreboards.
- c. Opportunity to advertise in District event programs. Size range from quarter to full page – all B/W unless sponsor wishes to pay cost difference for color print; size dependent upon sponsorship level.
- d. Public address announcements at all District events in the above listed venue.
- e. Designation as official sponsor of _____ program for the Oconomowoc Area School District.
- f. Tickets/passes as determine per District event for Sponsor representatives.
- g. Hospitality Opportunities – Category specific: Any food or giveaways are at the additional expense of the Sponsor and must have prior approval of the Athletic Director or District/Building Administrator and Communications and Marketing Manager.

Some agreements include:

Website presence on High School Athletics site with logo, link, and/or information posted regarding specific program.

IV. Term

The term of this Agreement shall be from _____, 20____, through _____, 20____. However, the parties reserve the right to cancel this Agreement with or without reason or cause, with thirty (30) days written notice to the other party. Should this agreement be terminated without cause by the School District, the School District shall return to Sponsor a prorated amount of the sponsorship fee paid by Sponsor.

V. Indemnifications

Sponsor hereby agrees to hold harmless, defend and indemnify the School District, its officers, agents, and employees from and against any and all claims, liability, demands, causes of action, damages, costs and attorney fees arising from this Agreement, and to the delivery of sponsorship hereunder, except to the extent that any such claim or demand rises from or is caused by the negligence of willful misconduct of the District, its agents, or employees.

VI. Non-Endorsement/No Agency

Sponsor agrees that all written material and items in connection with this Agreement does not imply that Sponsor is endorsed by the School District or any of its agents or employees and will not communicate that the School District is endorsing Sponsor or its products or services in any way. Sponsor further agrees that it has no right to act on behalf of the School District in any way because of entering into this Agreement.

VII. Miscellaneous

- a. **Modifications.** Except as may otherwise be expressly stated in this Agreement, all modifications to this Agreement shall be in writing and signed by both parties.
- b. **Waiver.** The waiver of any term, provision, or condition of this Agreement by either party shall not be construed to be a waiver of any other term, provision, or condition.
- c. **Assignment.** Neither party's rights nor obligations under this Agreement may be transferred, conveyed, or assigned without the express prior written consent of the other party.
- d. **Severability.** If any portion of this Agreement is held to be contrary to the law or otherwise unenforceable, it shall be severed from the remaining provisions of this Agreement, which shall continue to remain in full force and effect.
- e. **Governing Law.** This Agreement shall be governed by the laws of the State of Wisconsin with regard to formation, construction, and performance.

- f. **Notices.** Any notice required or permitted to be given under this Agreement shall be sufficient if in writing and sent by email or mail to the contact address provided on the application form of the Sponsor or to the attention of the Assistant Superintendent of Finance and Operations of the School District, as appropriate.
- g. **District Influence.** Sponsor shall not have any right or expectation of right to control or influence any District operation or decision as a result of this Agreement.
- h. **“Make Good Activity”.** If any of the recognition activities identified in Section III hereof do not occur as contemplated due to unintentional action or unforeseen circumstances beyond the control of the School District, the parties may mutually agree upon a “make good activity” to compensate for the non-occurrence of the scheduled activity. Any such “make good activity” must be scheduled to occur during the term hereof.
- i. **Complete Agreement.** This Agreement is the complete agreement between the parties hereto. This Agreement supersedes any and all prior agreements, discussions, or other communications of any kind.

IN WITNESS WHEREOF, the parties have executed the foregoing Agreement:

SPONSOR

By:

Sponsor Name

Authorized Representative Signature

Printed Name

Title

Date (mm/dd/yyyy)

OCONOMOWOC AREA SCHOOL DISTRICT

By:

Authorized Representative Signature

Printed Name

Title

Date (mm/dd/yyyy)