

2025-26



SPONSORSHIP GUIDE

Mission:
Preparing All Students for College
Readiness and Career Success

CONTENTS

- Welcome Message
- Purpose
- Process
- Sponsorship Opportunities:
Academic
- Sponsorship Opportunities:
Athletics
- Sponsorship Opportunities:
The Arts
- Sponsorship Opportunities:
Other
- Sponsorship Application
- Sponsorship Agreement
- Contact





WELCOME MESSAGE

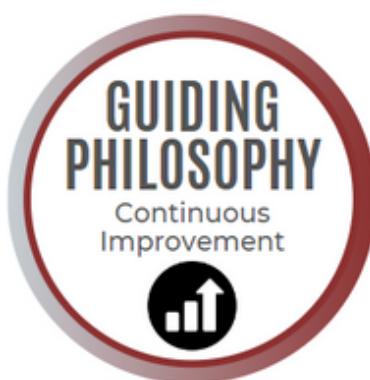


Jennifer Wimmer

Superintendent

We strive to provide opportunities for all students to explore their interests and talents through a wide variety of academic programs, visual and performing arts, athletics, and co-curricular clubs.

For the West Bend Joint School District #1, making our schools great is more than a mission or a vision—rather, it is an ironclad commitment.





PURPOSE

The purpose of this guide is to provide information regarding the sponsorship opportunities within the West Bend Joint School District #1 and the process by which those opportunities can be taken advantage of by interested parties. These sponsorship opportunities are a way for businesses to gain exposure in the community, for individuals to dedicate a specific venue that holds a special place for them, or even an organization to assist the district in achieving its academic goals. There are many varied and valuable opportunities contained within this guide, however, these are not the only options available. If you have a sponsorship idea outside of those contained within this guide, please feel free to complete the enclosed application and make a proposal of your own.



PROCESS

1. The applicant shall choose a package that meets their needs, or may make a proposal for a sponsorship that better suits their desires. The funds associated with the package may be designated by the applicant as "Reserved" or "Unreserved" as follows:

- Reserved - Applicant desires that the funds from the sponsorship be used only for the program or venue associated with the sponsorship.
- Unreserved - Applicant has no desire to designate how the funds from the sponsorship be used. These funds would then be distributed for projects or programs throughout the district as needed as determined by district officials.

2. The applicant shall complete the Sponsorship Application Form and submit it to the Asst. Superintendent of Business & Operations. A copy of the advertisement, logo or sample marketing materials must be submitted along with the application to be considered. The Asst. Superintendent of Business & Operations shall note on the application the date and time received.

3. The applicant shall meet with the Asst. Superintendent of Business & Operations and/or other pertinent district staff prior to gain a better understanding of the sponsor's proposal and intentions.

4. The School Board shall approve of all gifts and sponsorships with a cumulative value of \$5,000 or more in a school year (July 1-June 30).

5. Once the application has been reviewed and accepted, the applicant will be contacted to execute the agreement, to pay all deposits or fees due, and to provide any other materials or information that may be needed by the district to implement the sponsorship

6. Once the agreement has been executed and all the fees have been received, the district will begin the process of implementing the agreed upon sponsorship.



ACADEMIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

HIGH SCHOOLS

WEST BEND HIGH SCHOOL OUTDOOR CLASSROOM

Fee: \$15,000

- Building named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on building entrance
- Website presence with logo, link, and/or information regarding specific program

WEST BEND HIGH SCHOOL AUTOMOTIVE LAB

Fee: \$15,000

- Classroom named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on building
- Website presence with logo, link, and/or information regarding specific program

ATHLETIC OPPORTUNITIES



ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

HIGH SCHOOLS

WEST BEND HIGH SCHOOL SOCCER STADIUM

Fee: \$30,000

- 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 the 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 West Bend athletics programs that compete in the venue
- Website presence on high schools' athletic sites with logo, link, and/or information posted regarding specific program
- Four (4) VIP tickets/passes per game for sponsor representative
- Hospitality opportunities, such as food or giveways, are available at the sponsor's expense and must be approved by the athletic director

THE ARTS OPPORTUNITIES



THE ARTS SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

HIGH SCHOOLS

MUSIC ROOMS

Fee: \$5,000

- Room named after sponsor
- Signage indicating sponsorship
- Five (5) year agreement with first right of refusal at renewal time

BADGER MIDDLE SCHOOL

BADGER STAGE/THEATER

Fee: \$5,000

- Stage named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage in close proximity to stage
- Any announcements regarding an event at the venue would utilize sponsor's name
- Website presence with logo, link, and/or information posted regarding specific program

OTHER OPPORTUNITIES



OTHER SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

HIGH SCHOOLS

WEST BEND WEST CAFETERIA

Fee: \$15,000

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event
- at the venue would utilize sponsor's name
- Website presence with logo, link and / or
- information posted regarding specific program

ELEMENTARY SCHOOLS

MCLANE PLAYGROUND

Fee: \$10,000

- Venue named after sponsor
- Sponsor logo and name signage in close proximity to cafeteria
- Five (5) year agreement with first right of refusal at renewal time
- Any announcements regarding an event
- at the venue would utilize sponsor's name
- Website presence with logo, link and / or
- information posted regarding specific program

SPONSORSHIP APPLICATION FORM

PLEASE CHECK ONE: ACADEMIC ATHLETICS THE ARTS OTHER

| | | | |
|--|--------------------|------------------|-------------------|
| ORGANIZATION OR INDIVIDUAL'S NAME | AUTHORIZED CONTACT | PHONE NUMBER | FAX |
| | | | |
| STREET ADDRESS | | EMAIL | |
| | | | |
| CITY, STATE, ZIP | | FEDERAL TAX ID # | YEARS IN BUSINESS |
| | | | |
| 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 | CONTACT PERSON | PHONE NUMBER | |
| | | | |
| PLEASE LIST/DESCRIBE THE SPONSORSHIP OPPORTUNITY you are apply for (attach additional pages if needed) | | | |
| | | | |
| 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) | | | |
| | | | |
| PLEASE LIST HERE IF THE FUNDS ASSOCIATED WITH THE SPONSORSHIP are to be reserved for a specific purpose or program. If they are not reserved here they will be considered unreserved and shall be accessible by the district for (attach additional pages if needed) | | | |
| | | | |

SPONSORSHIP APPLICATION FORM CONT.

PLEASE ANSWER THE FOLLOWING QUESTIONS BY INITIALING NEXT TO "YES" OR "NO"

| | |
|---|--|
| 1. Have you fully read and understand the school district's sponsorship policy? | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| 2. Are you the authorized party permitted to enter into a legal binding financial agreement? | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| 3. Does your company or product(s) meet all school district advertising qualifications and are they free from any discriminating content? | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| 4. Have you provided a sample copy of the logo or media to be advertised with an approved application? | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| 5. Do you fully agree that this sponsorship program does not constitute an endorsement of your business, products, or views of the applicant? | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| 6. Do you agree and understand that you may not use the West Bend Joint School District #1, 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 <input type="checkbox"/> NO <input type="checkbox"/> |

AUTHORIZED REPRESENTATIVE SIGNATURE: _____ Date: _____

THANK YOU FOR SUPPORTING THE WEST BEND JOINT SCHOOL DISTRICT #1

| | |
|--------------------------------|---|
| FOR OFFICE USE ONLY | DATE REVIEWED: _____ |
| RECEIVED BY: _____ DATE: _____ | APPROVED: <input type="checkbox"/> YES <input type="checkbox"/> NO |
| PAYMENTS RECEIVED: _____ | DENIED NOTES REGARDING DECISION (IF ANY): |
| | AUTHORIZED CONTACT NOTIFIED OF DECISION BY: |
| | DATE: _____ TIME: _____ |

**SEND THIS COMPLETED APPLICATION TO LENNY HANSON, ASST. SUPERINTENDENT OF BUSINESS AND OPERATIONS
735 SOUTH MAIN STREET
WEST BEND, WI. 53095
(262) 335-5403**

SPONSORSHIP AGREEMENT

THIS AGREEMENT, is made on this _____ day of _____, 20_____, by and between _____ (hereinafter the "Sponsor") and the West Bend Joint School District #1, 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 School District the sum of \$_____, in accordance with Section II(a) herein.

II. Performance, Role, and Responsibility of the Sponsor

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

| Due Date | Amount |
|--------------------------------|-----------------|
| Upon Signing Agreement | \$_____ |
| September 1, 20_____ | Cost of Signage |
| Year 1 June 1, 20_____ | \$_____ |
| Year 2 June 1, 20_____ | \$_____ |
| Year 3 June 1, 20_____ | \$_____ |
| Year 4 June 1, 20_____ | \$_____ |
| Year 5 June 1, 20_____ | \$_____ |
| Signage Renewal/Upkeep \$_____ | |
| Year 6 June 1, 20_____ | \$_____ |
| Year 7 June 1, 20_____ | \$_____ |
| Year 8 June 1, 20_____ | \$_____ |
| Year 9 June 1, 20_____ | \$_____ |
| Year 10 June 1, 20_____ | \$_____ |

b. Sponsor shall prepare and provide to 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 Board of Education Policies 840 and 845 and all rules and regulations 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

In consideration of the payment of the sponsorship fee, School District shall provide the following:

- a. Venue named after the Sponsor as _____.
- b. Sponsor logo/signage on scoreboards.
- c. Opportunity to advertise in district event programs.
- d. Public address announcements at all School District events using above listed venue.
- e. Designation as official sponsor of _____ program for the West Bend Joint School District #1.
- f. Tickets/passes as determined per School 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 Building Administrator.

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, on thirty (30) days written notice to the other party. Should this agreement be terminated without cause, 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 arises from or is caused by the negligence or 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 as a result 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. **Assignability.** 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.** In the event that 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 if sent by mail to the home office of the Sponsor or the School District, as appropriate.
- g. **District Influence.** Sponsor shall not have any right or expectation of right to control or influence any district operations or decisions 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 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. **Morals Clause.** If either party hereto or any of its officers, directors, board members, principals, employees, agents, or representatives commits any act which, in the reasonable and good faith opinion of the other party, would disparage or impair the reputation and integrity of the other party hereto (including, without limitation, being convicted of any felony or a crime involving moral turpitude, ethical violations or any other act of moral turpitude), the other party hereto shall have the right to terminate this Agreement without liability to the other party upon thirty (30) days written notice.
- j. **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: _____
Authorized Representative

Printed Name: _____

Title: _____

Date (mm/dd/yyyy): _____

WEST BEND JOINT SCHOOL DISTRICT #1

By: _____
Authorized Representative

Printed Name: _____

Title: _____

Date (mm/dd/yyyy): _____

CONTACT

For more information or if you have questions, contact:

Lenny Hanson

Assistant Superintendent of Business & Operations
735 S. Main St., West Bend
lhanson@wbsd-schools.org
(262) 335-5403

