

SDNB, C&M Fencing Ink 5-Year Athletics Sponsorship Agreement, Includes Naming Rights of Eisenhower's Soccer Field

New Berlin, Wis. – The School District of New Berlin has entered a 5-year, \$25,000 agreement with C&M Fencing that recognizes the locally owned company as an official sponsor of New Berlin Eisenhower's high school athletics programs and gives C&M Fencing naming rights to Eisenhower's soccer field.

C&M Fencing will have signage at the field, now known as C&M Fencing Soccer Field.

"Over the years, C&M Fencing has been a great partner with Eisenhower athletics, with sponsorship banners in the school's gymnasium and at our outdoor athletics facilities," SDNB Superintendent Joe Garza said. "We're excited about their financial commitment to the school and our district, and believe that with this agreement they can capitalize on our soccer programs' recent success."

The Eisenhower girls won the first-ever soccer state championship in SDNB history last spring when they claimed the WIAA Division 3 crown. Not to be outdone, in November, the Eisenhower boys also won the WIAA D3 state title.

"We have always been committed to supporting Eisenhower, and the timing was right to take the next step," C&M Fencing owner Chris Micale said. "We're proud to have our company name on the field that is home to not one, but two, state championship teams and we're proud of the partnership we've forged with the school district."

The family owned C&M Fencing offers permanent residential fencing options including various wood styles, vinyl, chain link, ornament aluminum and more. C&M Fencing opened in New Berlin in 2006 and has more than 20 years of experience total.

This is the sixth naming rights sponsorship signed by the SDNB since the start of the 2021-22 school year and the second at Eisenhower. Previously agreed to partnerships were with Drexel Building Supply (West's fieldhouse), Aspen Orthopedic Specialists and Orthopaedic Hospital of Wisconsin (West's outdoor baseball and soccer complex); Optimum Crush (West's softball field), Waukesha State Bank (Eisenhower's indoor concession stand) and Horicon Bank (West's outdoor ticket booth).

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. You can learn more about the district's sponsorship opportunities by [viewing the guide](#) or contacting David Cotey at (262) 789-6225.

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