

SDNB, Horicon Bank Ink 5-Year Athletics Sponsorship Agreement, Includes Naming Rights of West's Outdoor Ticket Booth

New Berlin, Wis. – The School District of New Berlin has entered a 5-year, \$8,000 agreement with Horicon Bank that designates the bank as an official sponsor of New Berlin West's high school athletics programs, and gives the bank naming rights to West's outdoor ticket booth.

Horicon Bank will have signage at the booth, now known as the Horicon Bank Vikings Ticket Booth.

"We are extremely excited to add Horicon Bank to our growing list of naming rights partners and grateful for their financial support," SDNB Superintendent Joe Garza said. "Since opening their branch in New Berlin, they have shown a strong commitment to being great 'neighbors' to our school district and community."

Horicon Bank was founded in 1896 and has 20 branch locations, including as far north as Appleton. The New Berlin branch, 15600 W. Cleveland Ave., opened earlier this year as part of the bank's expansion into the Milwaukee market that also includes a Wauwatosa branch.

"Horicon Bank is committed to improving the communities we serve by meeting the financial needs of our customers and providing high-quality customer service," Horicon Bank's New Berlin branch manager Christine Hintze said. "We're glad to partner with the School District of New Berlin, and to give back to a community that has welcomed us with open arms."

This is the fifth naming rights sponsorship signed by the SDNB since the start of the 2021-22 school year. 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) 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. 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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