

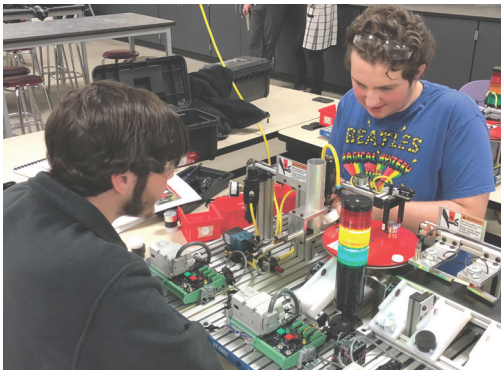


2022-2023

# Expect Excellence

School District of New Berlin

## SPONSORSHIP GUIDE





## Who We Are

As Superintendent of the School District of New Berlin, I feel privileged to help lead one of the finest school districts in Wisconsin. We pride ourselves on “Expecting Excellence”, with our inspiring students, outstanding staff, and supportive community. All of these attributes make our schools extremely successful. The district is highly competitive academically, with all schools exceeding or significantly exceeding expectations on the State of Wisconsin School Report Cards. We are consistently ranked for excellence in state and national publications, including US News & World Report, Newsweek and The Washington Post.

### **DISTRICT MISSION:**

To empower, inspire and support students as they establish goals for their future and develop plans to achieve them.

### **DISTRICT VISION:**

The School District of New Berlin fosters a learning environment in which our public schools, families, post-secondary partners, public officials, businesses, community organizations and other citizens work collaboratively to prepare all students to succeed in a diverse, change-oriented, global society.

We put student needs above all else and we have four strategic goals which focus on: improving student achievement to ensure all students are college and career ready; recruiting, retaining and recognizing our high quality staff; being fiscally responsible to honor the investment of our community members; and creating mutually beneficial partnerships to help our students succeed.

We are highly invested in the School District of New Berlin. We invite you to consider joining us in that investment.



Joe Garza, Superintendent

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# WHY SPONSORSHIPS?

## PURPOSE

The purpose of this guide is to provide information regarding the sponsorship opportunities within the School District of New Berlin 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.

## CONTENTS

Within this guide you will find the following sections:

- Board Policy 9700.OI - COMMERCIAL ADVERTISING AND SPONSORSHIPS
- Process
- Sponsorship Opportunities: Academic
- Sponsorship Opportunities: Athletics
- Sponsorship Opportunities: The Arts
- Sponsorship Opportunities: Other
- Application
- Sample Agreement

Please note the fees listed for each item are suggestions only and may be modified by the applicant and/or SDNB. Also, please note that not all opportunities are listed within this guide. Applicants are encouraged to create alternate sponsorships as well.

## CONTACT

For more information or if you have questions regarding School District of New Berlin sponsorships, contact:

**Patrick Miller**, SDNB Chief Financial & Operations Officer  
4333 S. Sunnyslope Rd., New Berlin  
patrick.miller@nbexcellence.org | (262) 789-6211

OR

**David Cotey**, SDNB Director of Communications and Public Relations  
4333 S. Sunnyslope Rd., New Berlin  
david.cotey@nbexcellence.org | (262) 789-6225

## 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.

# SCHOOL BOARD POLICY

## School Board Policy - 9700.01 - COMMERCIAL ADVERTISING AND SPONSORSHIPS

In recognition that public schools may provide a potential market for commercial activities and that money derived from paid advertisements or sponsorships may benefit educational programs of the District, the Board authorizes paid advertising and sponsorships in accordance with this policy. In application of this policy the Superintendent shall ensure such advertising does not interfere with educational programming and that students will not be required to listen to, read or be subjected to commercial advertising in the classroom, in school-provided materials, in curriculum related activities or in District-sponsored events. Nothing in the above shall be construed to limit or otherwise prohibit instruction relating to advertising.

Advertisement, for purposes of this policy, means any payment or money or other economic benefit to a school or the District that requires visual, audio or video placement of a name, slogan, or product message on a District property, publication or broadcast. Advertisement does not include traditional fund-raising activities or outright gifts or other economic benefit for which no quid pro quo is attached. Sponsorship means any payment of money or economic benefit to a school or the District in exchange for recognition.

It is the intent of the Board that the determination of acceptance of any advertisement or sponsorship and the content of such will be under the discretion and control of the Board and the Board's representative, the Superintendent, whose decisions shall be final. The District shall not permit any advertisement or sponsorship that is materially or substantively disruptive to the school or the educational process, pervasively vulgar or harmful to students. Specifically, the District will not permit any form of advertisement or sponsorship that:

1. Promotes alcohol; tobacco; drugs or drug paraphernalia; weapons; lewd, vulgar, obscene, pornographic or illegal materials or activities; gambling; violence; hatred; sexual conduct; sexually explicit materials; or X-rated or R-rated movies;
2. May contain libelous material;
3. Is false, misleading or deceptive;
4. Is inconsistent with the educational objectives of the District;
5. Attacks, demeans, ridicules or disparages based on membership in any group identified in the District's non-discrimination policy;
6. Endorses a political cause, political activity, political party or candidate for a political office or position; or
7. Endorses any religious organization.

Acceptance of advertisements or sponsorship does not constitute or imply approval and/or endorsement of any product, service, organization or activity. This policy is intended solely to sell paid advertisements or sponsorships to raise revenue and expressly does not create a public forum for public expression.

The Superintendent shall consider the age appropriateness of any accepted advertisement and shall ensure that students, employees and volunteers will not be required to advertise, distribute, purchase or support any product, service, company or industry.

### ADVERTISEMENTS

Subject to approval, paid advertising may be allowed in the District's athletic facilities or fields, auditoriums, program pamphlets, school publications (e.g. programs, yearbook, newspapers) or other venues (e.g. banners, fixed signage) where such paid advertising would be directed primarily to members of the public. The Superintendent shall not approve paid advertising in classroom or other venues where such would be primarily directed toward students instead of the public. Advertising will not be permitted on the exterior of a school building or cause the erection of any apparatus on school grounds without approval of the Director of Buildings and Grounds.

The use in the schools of curriculum related materials, school supplies or equipment bearing the name, trademark, or logo of a business, publisher or manufacturer not the distribution of awards for students donated by a business enterprise and approved by the building principal shall not be construed as advertising under this policy.

### SPONSORSHIPS

Sponsorships with governmental, non-profit as well as commercial organizations may be approved by the Superintendent when such will promote activities of general interest to the public and that are non-partisan and promote the educational or best interests of students. No sponsorship agreement shall be approved that requires the District's programs and services be delivered in a specific manner.

All advertisements and sponsorships must be documented with a written contract approved by the Superintendent except as otherwise provided herein. The written contract shall, at a minimum, contain:

1. Language indicating the District has authority over content and the placement of advertising.
2. Language specifying the Superintendent has authority to view and approve all materials and the content therein prior to actual placement.
3. Specific provisions regarding the financial terms and timing of payments.
4. A hold harmless clause that requires removal of advertisements prior to expiration of the contract if a lawsuit is brought against the advertiser.
5. A warranty regarding intellectual property and indemnification against alleged violations of trademark or copyright protections by third parties.

Contracts for a duration of greater than 24 months and sponsorships in an amount greater than \$10,000 shall be submitted to the Board for approval.

### LEGAL REFERENCE:

Wis. Statutes §118.12 (1), §118.12 (4)

### CROSS REFERENCE:

Policy 3280, Gifts, Grants and Bequests

Adopted: 4/25/16

# PROCESS

## Getting Started

- I. 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:
  - A. Reserved - Applicant desires that the funds from the sponsorship be used only for the program or venue associated with the sponsorship.
  - B. 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 application and submit it to the Chief Financial & Operations Officer. A copy of the advertisement, logo or sample marketing materials must be submitted along with the application to be considered. The Chief Financial & Operations Officer shall note on the application the date and time received.
3. The applicant shall meet with the Chief Financial & Operations Officer and/or other pertinent district staff prior to gain a better understanding of the sponsor’s proposal and intentions.
4. Per School Board Policy, contracts for a duration of greater than 24 months and sponsorships in an amount greater than \$10,000 shall be submitted to the Board for approval.
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 OPPORTUNITIES



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# ACADEMIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

## MIDDLE/HIGH SCHOOLS

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### EISENHOWER SCHOOL FOREST

**Fee:** \$60,000

- Forest 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 forest
  - Sponsor logo and name signage at forest entrance
  - Website presence with logo, link and /or information posted regarding specific program
- 

### EISENHOWER COMMONS (LIBRARY)

**Fee:** \$25,000

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

### EISENHOWER HIGH / MIDDLE SCHOOL WING

**Fee:** \$15,000

- Wing named after the sponsor
  - Plaque / signage located in wing indicating the sponsorship
  - Five (5) year agreement with first right of refusal at renewal time
- 

### EISENHOWER MAKER SPACE

**Fee:** \$10,000

- Venue named after sponsor
  - Plaque / signage located inside / outside room recognizing sponsorship
  - Five (5) year agreement with first right of refusal at renewal time
  - Website presence with logo, link and /or information posted regarding specific program
- 

### EISENHOWER INDIVIDUAL CLASSROOM

**Fee:** \$2,000

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

### WEST FAB LAB

**Fee:** \$75,000

- This sponsorship benefits the Education Foundation of New Berlin
  - Five (5) year agreement with first right of refusal at renewal time.
  - Fab Lab named after sponsor
  - Large sign located above the entrance to the Fab Lab
  - Business / sponsor recognition on website with link to sponsor site
  - Recognition on district, school and EFNB social media and web sites
  - Press release regarding donation, campaign and new name of Fab Lab
  - Scrolling name and logo recognition on digital screens in Fab Lab
  - More information on Fab Lab-related sponsorship opportunities is available at [www.efnb.org](http://www.efnb.org)
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### WEST IDEA CENTER (LIBRARY)

**Fee:** \$25,000

- Venue named after sponsor
  - Five (5) year agreement with first right of refusal at renewal time
  - Sponsor logo and name signage at center's entrance
  - Website presence with logo, link and /or information posted regarding specific program
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## ACADEMIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

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### WEST HIGH / MIDDLE SCHOOL WING

**Fee:** \$15,000

- Wing named after the sponsor
- Plaque / signage located in wing indicating the sponsorship
- Five (5) year agreement with first right of refusal at renewal time.

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### WEST LECTURE HALL

**Fee:** \$10,000

- Venue named after sponsor
- Plaque / signage located inside / outside room recognizing sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### WEST MAKER SPACE

**Fee:** \$10,000

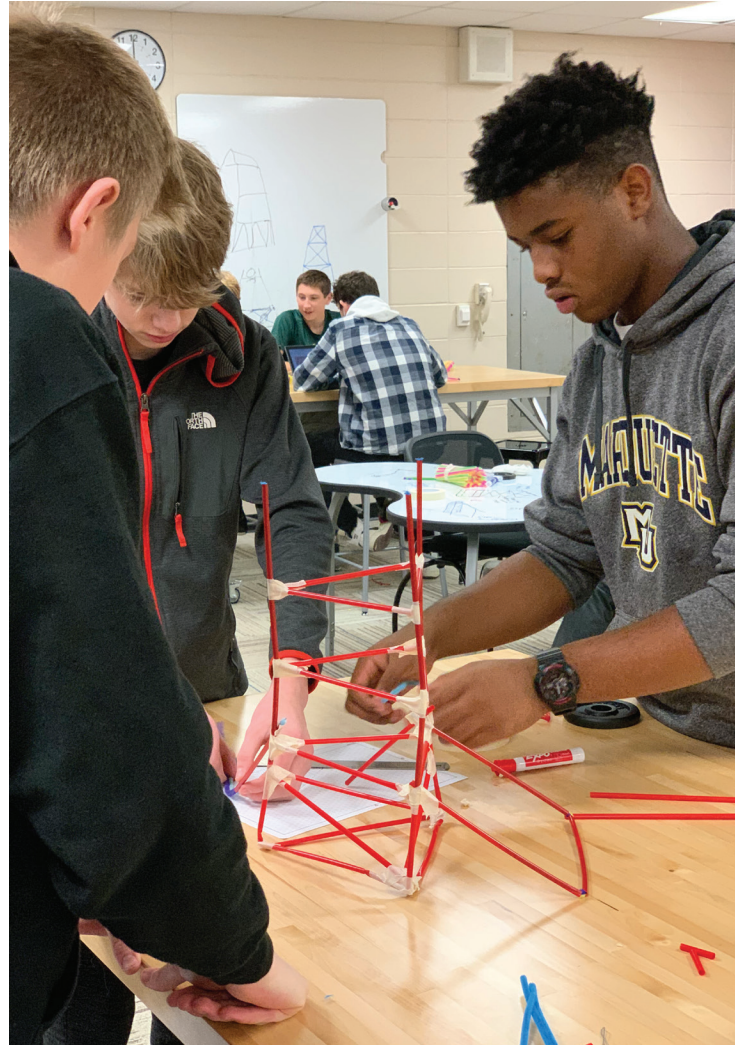
- Venue named after sponsor
- Plaque / signage located inside / outside room recognizing sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### WEST INDIVIDUAL CLASSROOM

**Fee:** \$2,000

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





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## ACADEMIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

### ELEMENTARY SCHOOLS

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#### **ELEMENTARY SCHOOL LEARNING COMMONS (LIBRARY)**

**Fee:** \$20,000

- Available at Elmwood, Orchard Lane, Poplar Creek and Ronald Reagan
- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage at center's entrance
- Website presence with logo, link and /or information posted regarding specific program

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#### **ELEMENTARY MAKER SPACE**

**Fee:** \$10,000

- Available at Elmwood, Poplar Creek and Ronald Reagan
- Venue named after sponsor
- Plaque / signage located inside / outside room recognizing sponsorship
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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#### **ELEMENTARY SCHOOL POD / WING**

**Fee:** \$5,000

- Pod / Wing named after the sponsor
- Plaque / signage located in wing indicating the sponsorship
  - Five (5) year agreement with first right of refusal at renewal time

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#### **ELEMENTARY INDIVIDUAL CLASSROOM**

**Fee:** \$2,000

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



# ATHLETIC OPPORTUNITIES



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# ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

## NEW BERLIN EISENHOWER MIDDLE / HIGH SCHOOL

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### EISENHOWER FOOTBALL STADIUM

**Fee:** \$100,000

- Venue named after sponsor
- Ten (10) year agreement with five (5) year signage renewal up-keep fees
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that 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 Eisenhower athletics programs that compete in the stadium
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game for sponsor representative
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

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### EISENHOWER OUTDOOR ATHLETICS COMPLEX

**Fee:** \$100,000

- Venue named after sponsor
- Ten (10) year agreement with five (5) year signage renewal up-keep fees
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that 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 Eisenhower athletics programs that compete at the complex
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game for sponsor representative
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

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### EISENHOWER POOL

**Fee:** \$35,000

- 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 that 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 the Eisenhower swim programs
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

# ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

## EISENHOWER OUTDOOR TRACK

**Fee:** \$25,000

- 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 that venue
- Sponsor logo and name signage
- 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
- Designation as official sponsor of the Eisenhower track programs
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

## EISENHOWER INDOOR CONCESSIONS STAND

**Fee:** \$25,000

- 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 that venue
- Sponsor logo and name signage
- Designation as official sponsor of Eisenhower athletics
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program



## EISENHOWER SOCCER FIELD

**Fee:** \$25,000

- 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 that venue
- Sponsor logo and name signage
- 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
- Designation as official sponsor of the Eisenhower soccer programs
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

## EISENHOWER STADIUM CONCESSION STAND

**Fee:** \$25,000

- 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 that venue
- Sponsor logo and name signage
- Designation as official sponsor of Eisenhower athletics
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

## EISENHOWER AUXILIARY GYM

**Fee:** \$10,000

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage in that venue
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

## ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

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### EISENHOWER SOFTBALL PRACTICE FIELD

**Fee:** \$10,000

- 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 that venue
- Sponsor logo and name signage
- Designation as official sponsor of the Eisenhower softball program
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

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### EISENHOWER HIGH SCHOOL WEIGHT ROOM / FITNESS CENTER

**Fee:** \$10,000

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage in that venue
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

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### EISENHOWER LOCKERROOMS

**Fee:** \$7,500

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

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### EISENHOWER HOME OR VISITOR BASEBALL / SOFTBALL DUGOUTS

**Fee:** \$5,000 (each)

- Dugout to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program



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### EISENHOWER SOCCER SCOREBOARD

**Fee:** \$5,000

- Scoreboard to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### EISENHOWER SOFTBALL SCOREBOARD

**Fee:** \$5,000

- Scoreboard to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### EISENHOWER COVERED SIDELINE SOCCER BENCH

**Fee:** \$2,500

- Bench to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### PERSONAL SEAT LICENSE

**Fee:** \$1,500

- Personal seats to a category-specific venue
- Seats will be personalized, take-home seats at the end of each season (portable stadium-style with name and logo) Seats will be reserved, premium seats at center court, 50-yard line, etc.
- Admission included
- License is for one year

# ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

## NEW BERLIN WEST MIDDLE / HIGH SCHOOL

### WEST FIELDHOUSE

Fee: \$150,000



- Venue named after sponsor
- Ten (10) year agreement with five (5) year signage renewal up-keep fees
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
- Sponsor logo and name signage at venue facing crowds
- 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 athletics programs that compete in the fieldhouse
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game for sponsor representative
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

### WEST FOOTBALL STADIUM

Fee: \$100,000

- Venue named after sponsor
- Ten (10) year agreement with five (5) year signage renewal up-keep fees
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that 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 the West football program
- Presence on high school athletics website with logo, link and/or information posted regarding specific program
- Four (4) VIP tickets/passes per district game for sponsor representative
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

### WEST BASEBALL / SOCCER COMPLEX

Fee: \$50,000



- 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 that 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 baseball and soccer programs
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

### WEST POOL

Fee: \$35,000

- 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 that venue

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## ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

- 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 the West swim programs
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

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### WEST FOOTBALL FIELD

**Fee:** \$30,000

- Field 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 that 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 the West football program
- Website presence on high school athletics site with logo, link and /or information posted regarding specific program
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

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### WEST SOFTBALL FIELD

**Fee:** \$25,000

**SOLD**



- Softball diamond 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 that 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 the West softball programs
- Website presence on high school athletics site with logo, link and /or information posted regarding specific program
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the athletic director

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### WEST TENNIS COURTS

**Fee:** \$25,000

- 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 that 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
- Designation as official sponsor of the West tennis programs
- Website presence on high school athletics site with logo, link and /or information posted regarding specific program

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## ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

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### WEST OUTDOOR TRACK

**Fee:** \$25,000

- 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 that venue
- Sponsor logo and name signage
- 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
- Designation as official sponsor of the West track programs
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

### WEST WRESTLING GYM

**Fee:** \$10,000

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage on in that venue
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that 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
- Designation as official sponsor of the Eisenhower-West co-op wrestling program
- Website presence on high school athletics site with logo, link and /or information posted regarding specific program

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### WEST HIGH SCHOOL WEIGHT ROOM / FITNESS CENTER

**Fee:** \$10,000

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage in that venue
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program

### WEST AUXILIARY GYM

**Fee:** \$10,000

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage in that venue
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that venue
- Website presence on high school athletics site with logo, link and /or information posted regarding specific program

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### WEST BASEBALL PRACTICE FIELD

**Fee:** \$10,000

- 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 that venue
- Sponsor logo and name signage
- Website presence on high school athletics site with logo, link and/or information posted regarding specific program



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## ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

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### WEST FOOTBALL ANNOUNCER / PRESS BOOTH

**Fee:** \$8,000

- Venue named after sponsor
- Venue to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### WEST TICKET BOOTH

**Fee:** \$8,000

- Venue named after sponsor
- Venue to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### WEST LOCKERROOMS

**Fee:** \$7,500

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

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### WEST HOME OR VISITOR BASEBALL / SOFTBALL DUGOUTS

**Fee:** \$5,000 (each)

- Dugout to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### WEST BASEBALL ANNOUNCER / PRESS BOOTH

**Fee:** \$5,000

- Venue named after sponsor
- Venue to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### WEST SOFTBALL SCOREBOARD

**Fee:** \$5,000

- Scoreboard to include sponsor logo / signage
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and /or information posted regarding specific program

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### PERSONAL SEAT LICENSE

**Fee:** \$1,500

- Personal seats to a specific venue
- Seats will be personalized, take-home seats at the end of each season (portable stadium-style with name and logo) Seats will be reserved, premium seats at center court, 50-yard line, etc.
- Admission included
- License is for one year

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# ATHLETIC SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

## ELEMENTARY SCHOOLS

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### LARGE ELEMENTARY SCHOOL GYMNASIUM

**Fee:** \$25,000

- Available at Elmwood, Poplar Creek and Ronald Reagan
- 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 that venue
- Sponsor logo and name signage in the venue
- Any announcements regarding an event at the venue would utilize sponsor's name
- Website presence on high school athletics site with logo, link and / or information posted regarding specific program

### ELEMENTARY ATHLETIC FIELD

**Fee:** \$10,000

- Available at Elmwood, Orchard Lane, Poplar Creek and Ronald Reagan
- Open spaces /fields 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 that venue
- Sponsor logo and name signage at venue facing crowds
- Website presence on high school athletics site with logo, link and /or information posted regarding specific program

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### SMALL ELEMENTARY SCHOOL GYMNASIUM

**Fee:** \$10,000

- Available at Orchard Lane and Poplar Creek
- 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 that venue
- Sponsor logo and name signage in the venue
- Any announcements regarding an event at the venue would utilize sponsor's name
- Website presence on high school athletics site with logo, link and / or information posted regarding specific program

# ARTS OPPORTUNITIES



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## ARTS SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

### NEW BERLIN WEST MIDDLE / HIGH SCHOOL

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#### WEST PERFORMING ARTS CENTER (WestPAC)

**Fee:** \$150,000

- Venue named after sponsor
- Ten (10) year agreement with five (5) year signage renewal up-keep fees
- Industry exclusivity, meaning no other business engaged in the same type of work will be advertised in that 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
- Website presence on WestPAC site with logo, link and / or information posted regarding specific program
- Public address announcements at all district events using this venue
- Designation as official sponsor of theatre program for the School District of New Berlin
- Four (4) VIP tickets/passes per district production for sponsor representatives
- Hospitality opportunities, such as food or giveaways, are available at the sponsor's additional expense and must be approved by the managing director

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#### WEST LITTLE THEATER

**Fee:** \$15,000

- Venue named after sponsor
- Five (5) year agreement with first right of refusal at renewal time
- Sponsor logo and name signage at venue
- 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

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#### ELEMENTARY SCHOOL STAGE

**Fee:** \$10,000

- Available at Elmwood, Orchard Lane, Poplar Creek and Ronald Reagan
- 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

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#### EISENHOWER OR WEST MUSIC ROOMS

**Fee:** \$5,000

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

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#### PERSONAL SEAT LICENSE

**Fee:** \$1,500 per seat

- Available at Eisenhower and West
- Reserved premium seats to district events in the high school theaters
- Admission included
- License is for one year



# OTHER OPPORTUNITIES



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## OTHER SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

### NEW BERLIN EISENHOWER

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#### EISENHOWER COURTYARD

**Fee:** \$25,000

- 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

#### EISENHOWER CAFETERIA

**Fee:** \$25,000

- 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

#### EISENHOWER CAFE

**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

### NEW BERLIN WEST

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#### WEST COURTYARD

**Fee:** \$25,000

- 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

#### WEST CAFETERIA

**Fee:** \$25,000

- 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

#### WEST CAFE

**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

#### WEST LARGE MEETING ROOM

**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

## OTHER SPONSORSHIP / NAMING RIGHTS OPPORTUNITIES

### ELEMENTARY SCHOOLS

#### ELEMENTARY SCHOOL PLAYGROUND

**Fee:** \$15,000

- Available at Elmwood, Orchard Lane, Poplar Creek and Ronald Reagan
- Playground named after sponsor
- Sponsor logo and name signage on location
- Five (5) year agreement with first right of refusal at renewal time
- Website presence with logo, link and / or information posted regarding specific program

#### ELEMENTARY SCHOOL CAFETERIA

**Fee:** \$10,000

- Available at Elmwood, Orchard Lane and Poplar Creek
- 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

#### ELMWOOD ENTRANCE / GRAND HALL

**Fee:** \$10,000

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

### DISTRICT OFFICE

#### CONFERENCE ROOM

**Fee:** \$10,000

- Venue named after sponsor
- Sponsor logo and name signage at entrance
- 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

#### DISTRICT OFFICE WING

**Fee:** \$10,000

- Wing named after sponsor
- Sponsor logo and name signage at entrance
- Five (5) year agreement with first right of refusal at renewal time
- 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 NUMBER	YEARS IN BUSINESS

TYPE OF ORGANIZATION (CHECK ONE):  CORPORATION  LLC  SOLE PROPRIETOR  INDIVIDUAL  TRUST

BANKING REFERENCE	CONTACT PERSON	PHONE NUMBER
SUPPLIER/VENDOR REFERENCE	CONTACT PERSON	PHONE NUMBER

PLEASE LIST/DESCRIBE THE SPONSORSHIP OPPORTUNITY you are applying 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 then be accessible for use by the district as outlined in item I(b) in the process section of the sponsorship guide (attach additional pages if needed)

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

- Have you fully read and understand the school district's sponsorship policy? YES \_\_\_\_\_ NO \_\_\_\_\_
- Are you the authorized party permitted to enter into a legal binding financial agreement? YES \_\_\_\_\_ NO \_\_\_\_\_
- Does your company or product(s) meet all school district advertising qualifications and are they free from any discriminating content? YES \_\_\_\_\_ NO \_\_\_\_\_
- Have you provided a sample copy of the logo or media to be advertised with an approved application? YES \_\_\_\_\_ NO \_\_\_\_\_
- Do you fully agree that this sponsorship program does not constitute an endorsement of your business, products, or views of the applicant? YES \_\_\_\_\_ NO \_\_\_\_\_
- Do you agree and understand that you may not use the School District of New Berlin, 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 SCHOOL DISTRICT OF NEW BERLIN!**

FOR OFFICE USE ONLY	DATE REVIEWED: _____ <input type="checkbox"/> APPROVED <input type="checkbox"/> DENIED
RECEIVED BY: _____ DATE: _____	NOTES REGARDING DECISION (IF ANY):
PAYMENTS RECEIVED: _____	AUTHORIZED CONTACT NOTIFIED OF DECISION BY: _____ DATE: _____ TIME: _____



# SPONSORSHIP AGREEMENT

**THIS AGREEMENT**, is made on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, by and between \_\_\_\_\_ (hereinafter the “Sponsor”) and the School District of New Berlin, 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 7230, 3170, and 9700.01 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 School District of New Berlin.*
- 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 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): \_\_\_\_\_

**SCHOOL DISTRICT OF NEW BERLIN**

By: \_\_\_\_\_

Authorized Representative

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date (mm/dd/yyyy): \_\_\_\_\_

COLLEGE READY. CAREER READY.  
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Eisenhower & West Among Nation's Most Challenging - *WASHINGTON POST*

Two of Wisconsin's Top-Five Best High Schools - *U.S. NEWS & WORLD REPORTS*

Two Nationally Recognized Blue Ribbon Schools

District Significantly Exceeds Expectations - *WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION*

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