

## **SDNB, Waukesha State Bank Ink 5-Year Athletics Sponsorship Agreement, Includes Naming Rights of Eisenhower Concession Stand**

New Berlin, Wis. – The School District of New Berlin has entered a 5-year, \$35,000 agreement with Waukesha State Bank that designates the bank as an official sponsor of both the New Berlin Eisenhower and West high school athletics programs, and gives the bank naming rights to Eisenhower’s indoor concession stand.

Waukesha State Bank will have signage at Eisenhower’s concession stand and in the Drexel Fieldhouse at West recognizing the sponsorship and the bank’s support of the athletics programs.

“We are incredibly grateful for Waukesha State Bank’s desire to partner with us and for their financial commitment to our district,” SDNB Superintendent Joe Garza said. “We are excited to have their support and we are looking forward to finding ways to build a stronger relationship to benefit our students, staff and schools.”



Waukesha State Bank was founded in 1944. It now has 14 branch locations throughout Waukesha County, including its New Berlin location, 14000 W. National Ave., which opened in 2013. The bank’s mission statement highlights a commitment to serve the community, provide for its employees and reward its stockholders.

“Waukesha State Bank is committed to reinvesting back into the communities we serve, and showing our support for the SDNB through this sponsorship was the perfect way for us to give back to New Berlin,” said Stephanie Ohlfs, Vice President - Marketing Director. “New Berlin has a history of strong athletics success, and we are proud to support the high schools’ student-athletes and athletics programs with this agreement.”

This is the fourth naming rights sponsorship signed by the SDNB during the current 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); and Optimum Crush (West’s softball field).

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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