

Private Sports Facilities Funding



SOUTHERN LEHIGH SCHOOL DISTRICT

Our Vision

For so many of our students and community youth, safe and playable athletic fields and facilities are fundamental to the overall development of our community and our Spartan pride. The facilities improvement campaign is designed to strengthen the bond between our community and our school district. Our belief is that a quality campus environment will further the image of our school and community to a level commensurate with our strong tradition of educational excellence. Our students, families, community organizations, and potential business partners have recognized the longstanding need to address our athletic facilities to establish an image representative of our community expectations and values. Together, we expect to combine charitable contributions and potential public financing to address the needs of our children today and for the coming decades.

Athletic Facilities Upgrade Project

Fund Raising

The Fundraising Process

There are 4 phases of fundraising

1. Establish a Campaign Committee
2. Selecting and hiring a professional consultant/fundraiser
3. Perform a feasibility study
4. Raising the funds

SLSD PSF Committee

- Comprised of leaders in the community
 - Board Directors, Superintendent, Education, Community and Business Leaders, and Advocates
- Members will be well connected in the area
- Members will identify and select the consultant
- Members will develop and refine strategic plan with consultant and district input

Consultant

- Payment tends to be either a flat fee or percentage
- We have a list of state-registered “professional fundraising counsels”
 - 121 total companies, 13 located locally
- Seek proposals and interview a select number of committee identified firms

Feasibility Study

- How much can be raised?
- Identify and speak with potential donors
- Explain the project, test the waters
- Use the feedback to define the scope and fundraising approach

Raise the Funds

- Go get the money!
- A large portion of the funds (>50%) must come from a small number of donors (<10)
- Must have 501(c)3 status (or equivalent)

Five Key Thoughts

- **Choose a fund-raising chairman with a vested interest in the project (such as the parent of a student-athlete).** It also helps if he or she has a personal history with the community, is an advocate for youth and interscholastic sports, and can bring either a financial or fund-raising background to the position. That's a tall order, but a project's success may depend on it.
- **Sponsor high-profile fund-raisers.** Host a Kick-Off Gala and other larger public events to gain interest and funds
- **Negotiate a fixed price for multi-field projects and a lower price for one field.** Lock in current price for future fields with supplier
- **Develop an online presence and accept credit cards.** That makes it easier for donors to part with their dollars.
- **Raise 10 percent more than the budget calls for, in anticipation of donor defaults.** The longer a project drags on, the greater the default risk. It's smart to be prepared - just in case.

Athletic Facilities Upgrade Project

Funding Recognition

Family Individuals Alumni

Legacy Walk/Varsity Club & Memorial Pathway



Recognition Options for Community Gifts

Multiple Options for Gift Recognition and Alumni Association

1. Supporting Contributions Wall

- Placed near entrance of main facility
- Individual Contributions in excess of \$1000 will be displayed
- Can be updated as additional contributions are received

2. Legacy Walk – Varsity Club

- Bricks purchased to recognize graduates and chairs with engraved plate available as gift package
- \$100 per brick and \$250 per chair

3. Foundation Walkway

- Bricks purchased and engraved to recognize family and individual contributors
- Can be placed at entrance to field facility/fieldhouse
- Larger bricks \$150 per brick

4. Alumni Association

- Start Alumni Association for ongoing contributions
- Selling clothing items through website
- Contributions collected through online donations

Athletic Facilities Upgrade Project

Advertising Partnerships

Corporate Donations

Advertising Options for Recognition/Revenue Purposes

Multiple Advertising Options for Consideration

1. Ground Banners

- Configured specifically for each sport and unique to the specific field lay-out
- Generate \$1000 per sign, per season
- Use to fund maintenance

2. Corporate Banners

- Signs positioned at the top of the bleachers
- Generate \$5000 per sign, per year
- Fund initial capital project

3. Corporate Sponsor

- Corporate name painted on the field, between each 20-35 yard line
- Generate \$500,000 + for a 10 year term, corporate sponsorship
- Fund initial capital project

Advertising Recognition/Revenue

Ground Banners

Football Field Advertising

- 5 home football games
- Some Games Televised on Service Electric
- \$1,000 per 32x96" A-Frame ground banner - Double sided digitally printed image on Coroplast
- 12 total spaces on the field per the schematic below
- **Ground Banners = total up to \$12,000 per year**



Advertising Recognition/Revenue

Corporate Banners/Signage

Stadium Advertising

- Home events, meets and games
- Some Games Televised on Service Electric
- \$5,000 per Stadium Banner – Single sided digitally printed image
- 10 total spaces on the field
- Stadium Banners = total up to \$50,000 per year



Advertising Recognition/Revenue

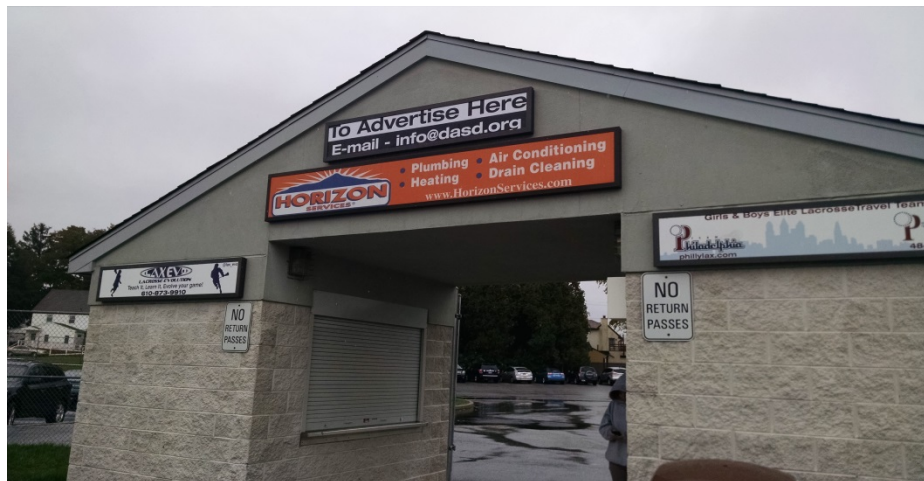
Corporate Sponsor

Stadium Sponsorship

- Many events, meets and games per year
- Some Events Televised on Service Electric
- \$500,000 for one Sponsorship – Name on each side of field between 20-35 yard lines (see “SL Field” below)
- 1 time Sponsorship for 10 year term



Scoreboard and Ticket Booth



Examples of scoreboards from the Lehigh Valley and the Greater Philadelphia area

SLSD Athletic Facilities Campaign

Targeted Improvements

Identified & Anticipated Needs

- Fieldhouse at High School
- Field Turf practice field at Middle School
- Field Turf playing field at High School
- Field Turf, track, home stands, press box and locker rooms/field house at Middle School stadium

Future Vision

- The launch of the Athletics fund raising campaign expands to include academics and the arts for needed improvements to serve the students and the broader community