

BOOSTER FOUNDATION *SEHS*

Stadium Fundraising Campaign



Local Business Owner/Manager
U-46 Community Member

We need YOU!

As you might be aware, the SEHS Booster Foundation has been successful in meeting our first goal and has raised the necessary funds to break ground and erect a multi-use facility on the South Elgin High School campus. This facility will not only be utilized by the students of U-46 but the families of the outlying communities and will serve as a new venue for sporting and philanthropic events.

The planning and bidding process has been completed for the first phase of the project including the home bleachers. However, there are still many parts of this facility that need funding. That is why we are calling on **YOU** the local business owners and members of our community for your help.

We are now offering alternatives to which you can promote your business and grow your brand awareness within the local community and your target market. Most importantly, we offer these to you at a price point that is extremely cost effective. This venue will serve as not only a showcase for local sports and events but an opportunity for our local businesses to showcase their pride and spirit by supporting the community that patronizes their business. This partnership and cooperation truly creates a “**Win Win**” for everyone.

U-46 is the 2nd largest school district in the state of Illinois serving more than 41,000 students in grades K-12. Even with the district’s enormous population, only 2 of 5 high schools contain a multi-purpose facility with the ability to house school and community events. The Boosters have funded 100% of this project through corporate donations, private donors and through the generosity

of our local businesses. There has not been and will not be any tax payer dollars or public funds used for this project.

We are now offering the opportunity for you to be involved through these sponsorship options and have your name and logo visible to all participants and spectators for this community facility.

We are open to more discussion if you have additional ideas to sponsor this facility that are not listed in this letter. Please contact one of the Booster team members listed below to hear more about these limited time offer opportunities.

Best Regards,

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The Booster Foundation is an Illinois not-for-profit corporation with IRS section 501c3 tax exempt status.

**You can view more color renderings of the stadium at
www.sehsboosters.org**

SCOREBOARD AND FENCE SIGNAGE SPONSORSHIP OPPORTUNITIES

Scoreboard Options

Anchor Sponsor Package: \$10,000 annual sponsor

On Premise Signage:

- One (1) full-color, static ad panel at the side of the message center

Digital Content:

- Fifteen (15) :10 second in game static logos on message center
- Three (3) :10 second end of quarter static logo on message center
- One (1) Feature/Entitlement per home football game

Multi-Media:

- One (1) Game day sponsorship- includes extra digital content and halftime recognition
- One (1) In-game PA announcements
- One (1) Logo inclusion and direct link on athletics and boosters website
- One (1) Premium Giveaway
- One (1) Coupon/Literature Distribution
- Four (4) Season Tickets

Founding Sponsor Package: \$5,000 annual sponsor

On Premise Signage:

- One (1) full-color, static ad panel at the bottom of the scoreboard

Digital Content:

- Eight (8) :10 second in game static logos on message center
- Three (3) :10 second end of quarter static logo on message center

Multi-Media:

- One (1) In-game PA announcements
- One (1) Logo inclusion and direct link on athletics and boosters website
- One (1) Coupon/Literature Distribution
- Four (4) Season Tickets

Fence Signage Options

Option 1: \$850 annual or \$2,000 for three years if paid up front

- 4' x 8' three (3) color sign on fence at stadium for all outdoor activities
- Logo on full color banner for indoor activities
- Logo inclusion and direct link on athletics and boosters website

Option 2: \$500 annual or \$1,000 for three years if paid up front

- 4' x 4' three (3) color sign on fence at stadium for all outdoor activities
- Logo on full color banner for indoor activities

- Logo inclusion and direct link on athletics and boosters website

Engraved Paver Bricks:

Donor:

- Plaque with name prominently displayed at Stadium \$5,000

Booster Plaza Sponsor – Personalized engraved paver bricks

- 24” by 24” \$1,000
- 12” by 12” \$ 500
- 8” by 8” \$ 250
- 8” by 4” \$ 100

Planned and thoughts for use of this U-46 Community Facility:

ACADEMICS

Physical education course
 Band
 Marching band
 Summer band camps
 High School Band Marching competitions
 Cheers/Dance
 Summer camps
 High school competitions
 Summer camps for feeder programs

ATHLETICS

High School Track & Field meets and Invitational's
 High School Soccer meets and tournaments
 Middle school track events
 Middle school soccer events
 Football games
 Cheers/Dance
 Summer camps
 High school competitions
 Summer camps for feeder programs

ASSEMBLIES

Outdoor assemblies for PROM
 - Outdoor Band fundraising (Garage band night)
 Spirit assemblies (Homecoming/State qualifying opportunities)
 Middle school soccer events

BRIDGE PROGRAMS

Team building camps using outdoor facilities
 "Bridge" programs for academics (Fitness, music, wellness)
 Big Sister/Brother type programs over the summer
 Middle school soccer events

COMMUNITY PROGRAMS

Relay for Life ACS
Special Olympics
Pay it Forward
Make a Wish Foundation
Future Host to IHSA Sectional
and Regional Meets and Invitational's.
Partner with our surrounding City
Municipalities with Youth programs and events

Reprint from Chicago Tribune 3/25/11

High school parents dig deep to give kids a home-field advantage

With district strapped for cash, South Elgin High's booster club has raised \$500,000 to begin work on athletic stadium

South Elgin High School's home field is seven miles from its campus. Built without a sports stadium, the school must dispatch its teams, band and spectators to Streamwood High, whose field serves as home turf for three northwest suburban high schools.

It's not an optimal arrangement for building school pride, but the financially strapped district can't afford to put a stadium in South Elgin. That has left a group of parents to take on a tough, perhaps unprecedented job — raising more than \$3 million to build it themselves.

The South Elgin High School Booster Foundation has taken the first step, rustling up \$500,000 to pay for the construction of 1,500 bleacher seats, a sound system and a scoreboard that will allow the school to host games on campus next year.

"It would help the whole fan situation," said Savannah Uveges, 14, a midfielder on the soccer team that played its "home" game before a tiny crowd in Streamwood this week. "It would help our spirit."

The ambitious plan represents a new frontier for parents, who increasingly find themselves paying for things that were once included with a public school education. With money tight in districts across the country, parents are leading campaigns to restore extracurricular activities, fund building projects and even pay salaries.

"Ten or 15 years ago, booster clubs would conduct fundraisers to send kids to camps and clinics, minor situations," said Steve Beden of the North American Booster Club Association. "Now, you've really started to see everything from salaries for coaches to choreographers for cheerleaders. Boosters, nowadays, it's everything."

South Elgin's stadium proposal has come with a unique set of complications. Some of the pledges involve naming rights, prompting the district to draft a policy governing sponsorships. The school will have to scramble to come up with extra seating for big games.

But Jim Feuerborn, a retired district official who helped to put together the stadium deal, said it could be a blueprint for the future. Bartlett High, another school in Elgin-based District U-46, has explored its own

privately funded stadium, and other projects could follow, he said.

"You could have the fine arts supporters at (another high school) say, 'We want to rehab this auditorium, and we'll run this fundraising activity. Who wants to buy the new seats?'" he said.

South Elgin High School opened in 2005 to deal with booming enrollment, and despite its \$62 million price tag, it did not include a stadium.

There is, however, enough land on the 80-acre campus to make a stadium possible. The district built an athletic field encircled by a track and accompanied by plenty of parking. All it needed was a scoreboard and somewhere to sit.

But budget woes that grew steadily worse with the recession put the district in no position to pay for it. So members of the booster foundation, weary of hauling their concession gear to Streamwood for home games, had an audacious idea: Why couldn't they find the cash for it?

Public school booster clubs have raised big money in recent years to upgrade high school stadiums — a Barrington High School group called Friends of the Stadium raised more than \$1 million for a high-tech scoreboard and artificial turf — but booster experts around the country couldn't recall another instance of parents paying for an entire complex.

The complete stadium in South Elgin would cost more than \$3 million, so Mike Bersani, co-chairman of the fundraising team, said the boosters decided to build it in phases. The first one called for home bleachers, a scoreboard and other basics, a \$500,000 project that would be enough to bring home games to campus. The boosters hit up local businesses and foundations and found willing donors.

"We talked about it, and the unanimous opinion was that it would be a good thing to do," said Bill Hoffer of South Elgin-based Hoffer Plastics, whose family foundation put up \$200,000.

In addition to the new policy on naming rights — which gives the district the final say over such arrangements — the board came up with rules to make sure it wasn't liable for any of the construction bills. As a result, boosters must deposit money into a special account from which the district will pay contractors, and they must have enough cash on hand to cover a possible 10 percent cost overrun.

The district, though, will be responsible for what Feuerborn estimated would be \$40,000 in maintenance each year.

The school board reviewed the first round of construction bids this week, putting the stadium on track to open in August, just in time for football season. The next phase calls for the boosters to raise \$1.6 million, most of which would go to replace South Elgin's occasionally swampy athletic field with artificial turf, and after that, nearly \$900,000 to pay for visitors bleachers and a concession building.

South Elgin Principal Melanie Meidel said some have grumbled about the propriety of funding a stadium, even with private money, during a time of financial strife. But no critics could be found among the shivering parents watching their daughters play soccer this week at Streamwood High.

Cheryl Latsonas said the district had never had enough money for its daily operations, and she doubted that it ever would. An on-campus stadium, she said, would have a value beyond the balance sheet.

"This will create a connection with the school and really build team spirit," she said. "(Athletes) want to play *for the school at the school.*"

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