

# Sponsorship Case Studies

## *Context:*

- Development Basics
- Create a case study that clearly communicates the impact of your cause.
- Identify those who might care.
- Communicate with them in a way that places them first.

*In our work in  
public schools  
philanthropy  
constituents are:*

- Parents
- Alumni
- Educators (current and past)
- Community Leaders (Business)

## CODE OF ETHICS

**F**oundation personnel represent their school's faculty, staff, and students as well as all school and foundation authorities in their daily work in the business of fund raising. They have a duty to adhere to high standards of professional conduct while working for the school foundation.

While many things within the culture and work atmosphere of a foundation are negotiable, the ethical standards of foundation personnel is not. Both PBOs and NPOs are under such intense scrutiny these days. More advanced and immediate media venues have resulted in several scandals being covered more than they would have 10 to 20 years ago. Such coverage makes small scandals seem bigger than they are, because they are available for anyone who can pick up a newspaper or turn on a television. And that is just one of the reasons why all of these standards must be adhered to by all school foundation personnel.

**Respect** individuals, no matter their race, color, religion, political persuasion, or social or financial position among the community of donors.

Safeguard **privacy** and confidential information of all donors at all times. Avoid granting or accepting favors, which if accepted, might jeopardize the school's integrity.

Avoid all appearance of conflict of interest, and if necessary **seek the advice** and wisdom of school or foundation officials or board members if this is in doubt.

**Obey** the letter of the law regarding foundation governance in all areas.

Become familiar with and be vigilant of **IRS regulations** as well as any and all state regulations regarding the processing or receipting of donations.

Work fairly and **truthfully** with all employees, school personnel, school community members and other school foundation personnel and board members.

Learn to not be **competitive** with other not for profits, remembering to be respectful of their need and desire to fund raise.

Timely expression of **appreciation** to donors for their gifts, helping donors feel truly appreciated for their gift, no matter the size or amount.

**Represent** the needs of the school foundation honestly and carefully, giving donors all the information ethically possible concerning the specific needs of the school.



# *Fundraising Considerations*

- All fundraising follows a clear process of applying a standard set of rules.
- Communication is key
- Setting expectations up front impact for gift and what recognition will be.
- Clear guidelines communicated in writing and verbally and in person before finalizing.
- Follow-up continues to share state of project

# Papillion La Vista Schools Foundation Background

- Foundation established in 1986 - 33 years old
- District over 145 years
- Over 12,000 students, 1,700 staff
- 2 High school schools; 1 Alternative School
- 3 Middle Schools
- 15 Elementary

*Case Study 1 – Stadium  
and Indoor Scoreboard*



# ATHLETIC MARKETING



PAPILLION-LA VISTA

SCHOOLS FOUNDATION

INVESTING IN THE FUTURE







Dear Potential Sponsor/Partner,

Papillion La Vista Community Schools is proud to celebrate the accomplishments of our students and their immeasurable talents. Hundreds of students at both Papillion La Vista High School and Papillion La Vista South High School participate in athletics and activities each year. This strong participation is a testament to the dedication of the students, coaches, teachers in the District.

Through a strong relationship with the Papillion-La Vista Schools Foundation, our District has been able to expand our advertising opportunities and partnerships available to our local businesses and corporations. This collaboration ensures

Papillion La Vista Community Schools is able to maintain high quality experiences for students, families, athletes, and the community at large.

Outlined in this brochure are the many different partnership opportunities available to local businesses and school district supporters. The funds raised from these efforts help support the many programs and activities offered at each high school. Whatever the need is, from facility improvements to training equipment, know 100% of your gift benefits the students of our district.

This partnership continues to be a source of pride for schools and community. We look forward to continuing our relationships with our long-time partners, as well as, welcoming new sponsors to our program.

Sincerely,

Dr. Andy Rikli  
Superintendent



PAPILLION LA VISTA  
COMMUNITY SCHOOLS



Papillion La Vista Stadium and Foundation Field



## PAPILLION LA VISTA HIGH SCHOOL



37

STATE CHAMPIONSHIPS

42

METRO CHAMPIONSHIPS

14

SOFTBALL STATE CHAMPIONSHIPS

6

NEBRASKA HIGH SCHOOL  
ATHLETES OF THE YEAR

## ABOUT PAPILLION LA VISTA

TWO HIGH SCHOOLS BUILT ON A STRONG ATHLETIC TRADITION

## ATHLETICS

STATE CHAMPIONSHIPS

8

STATE CHAMPIONSHIPS

8

STATE CHAMPIONSHIPS

8

8



## PAPILLION LA VISTA SOUTH HIGH SCHOOL



PAPILLION-LA VISTA

SCHOOLS FOUNDATION

INVESTING IN THE FUTURE

# PAPILLION LA VISTA STADIUM & FOUNDATION FIELD

STADIUM SCOREBOARD AND BANNERS

PAPILLION LA VISTA COMMUNITY SCHOOLS

Pinnacle Bank

HOME	7:23	GUEST			
21		14			
SPONSOR	SPONSOR				
SPONSOR	SPONSOR				
SPONSOR	SPONSOR				
3	DOWN	TO GO	BALL ON	QTR	3
T.O.L.	1	10	40	3	T.O.L.

FOUNDATION FIELD



## Stadium Scoreboard

### Anchor Scoreboard Partnership \$6,000 Annually for Five Years

- One back-lit static sign positioned around the video board, renewable after five year.
- Exposure to more than 10,000 visitors who attend events and activities each year at Papillion La Vista Stadium & Foundation Field.
- Electronic message with sound feature that plays during each varsity football game.
- Four activity passes to all District athletic events.
- Recognition from loud speaker at all football games.
- Invitation to VIP events in the sky box with Superintendent Dr. Rikli and annual on-field recognition with other anchor sponsors.
- One game as featured sponsor with extended video content.

### Stadium Message Partnership \$2,250 Annually

- Exposure to more than 10,000 visitors who attend events and activities each year at Papillion La Vista Stadium & Foundation Field.
- Static electronic message displayed during each varsity football game.
- Invitation to VIP events in the sky box with Superintendent Dr. Rikli
- Recognition of sponsorship on the Papillion-La Vista Schools Foundation website.

## Stadium Banners

### Stadium Banner Partnership \$2,500 Annually for Four Years

- One 10 ft. x 4 ft. full color vinyl banner permanently hung on the visitors side of Papillion La Vista Stadium.
- Banner is up all year long, visible at every event held at the stadium and field.
- Recognition by stadium PA announcer at all varsity football games at the stadium.
- Recognition of sponsorship on the Papillion-La Vista Schools Foundation website.



# INDOOR DIGITAL SCOREBOARDS

DIRECTLY SUPPORTS MONARCH AND TITAN ATHLETIC PROGRAMS



Area of the scoreboard where the Pre-Game Cinema Ad, Half-time Cinema Ad, Between Quarters/Full Time Out Ad is displayed during games.

———— Panorama Ad Space

## Fan App

Example of the digital display. Game statistics are live streamed and partner advertising is displayed for the ultimate fan experience.



## INDOOR SCOREBOARDS PARTNERSHIP DETAILS

### Champion Partner \$6,000 a year (5 year commitment)

- **Back Lit Permanent Signage**
- **Panorama Ad:** Located at the bottom of the scoreboard.
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors
- **Pre-Game Cinema Ad:** Takes up entire board
  - .15 sec image
  - Images can be static or have motion
  - In rotation with the other 8 anchor sponsors
- **Half-time Cinema Ad:** Takes up the entire board
  - .15 sec image
  - Images can be static or have motion
  - In rotation with the other 8 anchor sponsors

*Half-time cinema ads may not run at all basketball games do to half-time activities.*
- **Between Quarters/Full Time Out Ad:**  
Takes up a portion of the board, keeping the score, team fouls, bonus arrow, and period number up for fans, coaches and players to view.
  - Coordinate Brand Wrapper & Panorama Ad
  - .15 sec image
  - Images can be only static
  - In rotation with the other 8 anchor sponsors
- **Fan App** - rectangular ad on the ScoreVision App
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors

### Elite Partner \$1,500 a year

- **Panorama Ad:** Located at the bottom of the scoreboard.
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors
- **Fan App:** rectangular ad on the ScoreVision App
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors

### Premier Partner \$2,500 a year

- **Panorama Ad:** Located at the bottom of the scoreboard.
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors
- **Pre-Game Cinema Ad:** Takes up entire board
  - .15 sec image
  - Images can be static or have motion
  - In rotation with the other 8 anchor sponsors
- **Half-time Cinema Ad:** Takes up the entire board
  - .15 sec image
  - Images can be static or have motion
  - In rotation with the other 8 anchor sponsors

*Half-time cinema ads may not run at all basketball games do to half-time activities.*
- **Fan App:** rectangular ad on the ScoreVision App
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors

### Elite Partner (One School Only) \$1,000 a year

- **Panorama Ad:** Located at the bottom of the scoreboard.
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors
- **Fan App:** rectangular ad on the ScoreVision App
  - .08 sec image
  - Images can be static or have minimal motion
  - Images in rotation with all scoreboard sponsors

# PARTNERSHIP FORM



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

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## PARTNERSHIP OPPORTUNITIES

### STADIUM SCOREBOARD

- Anchor Scoreboard Partner  
*\$6,000 annually for five years*
- Message Scoreboard Partner  
*\$2,250 annually*

### STADIUM BANNER

- Stadium Banner Partner  
*\$2,500 annually (Minimum of a four year commitment)*

### INDOOR SCOREBOARDS

- Champion Partner  
*\$6,000 annually for five years*
- Premier Partner  
*\$2,500 annually*
- Elite Partner  
*\$1,500 annually*
- Elite Partner  
*\$1,000 annually (one high school)*

### PL SOUTH HIGH SCHOOL BASEBALL/SOFTBALL BANNERS

- Three Year Partner  
*\$3,400 one-time gift*
- Two Year Partner  
*\$2,300 one-time gift*
- One Year Partner  
*\$1,200 one-time gift*

## Gift/Payment Schedules

- One-Time Payment     Gift/Pledge Installments

Gift/Pledge Notes: \_\_\_\_\_

\_\_\_\_\_


All gift/pledge payments can be made by cash, check (made out to Papillion-La Vista Schools Foundation, or by credit card on our website at [plvschoolsfoundation.org](http://plvschoolsfoundation.org).



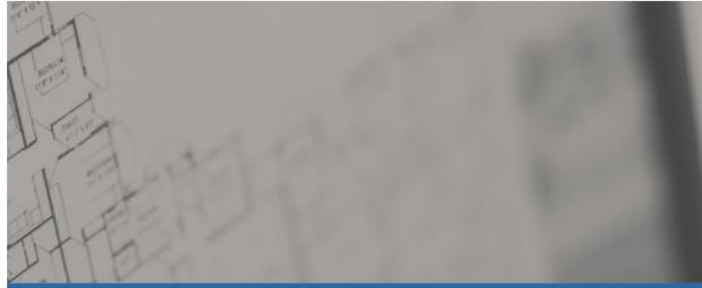
# Stadium Scoreboard - Financial Proforma

Capital	
Total Capital (Installed)	\$315,000
One Anchor Sponsor	- 75,000
Sub Total	\$240,000
Eight Permanent Sponsors @ \$30,000	-240,000
	0
Annual	
Six Annual Sponsors (@\$2,300)	\$ 13,800
Return to Schools	- 9,200
Maintenance	- 7,000
Training	- 2,200
	\$ 0





*Case 2 – Skilled &  
Technical Trades*



## Skilled & Technical Trades Program Collaboration Model

Papillion-La Vista Schools Foundation & Papillion La Vista Community Schools





## BACKGROUND

Papillion La Vista Community Schools and the Papillion-La Vista Schools Foundation realize the importance of a well-rounded education. We know our students have a large and diverse range of skills and learning styles. Some students are mechanical; others are artistic. Some students focus better in a lecture setting while others learn best by doing.

Throughout the past several decades, the focus or push from parents and educators has been preparing all students to attend a four-year college or university. This thinking has led to a decline in students taking classes and learning skills in career and technical education.<sup>1</sup>

## THE NEED

The trend has had an effect on our workforce. According to industry leaders, the hardest segment for employers to staff with skilled talent hasn't been registered nurses or web developers, it has been in the skilled trades – welders, electricians, machinists.<sup>2</sup>

Also, many baby boomers in our current skilled trades workforce are getting ready to retire. Looking back just a couple of years, 53% of skilled-trade workers in the U.S. were 45 years and older and 18.6% were between the ages of 55 and 64.<sup>2</sup>

Papillion La Vista Community Schools has developed and approved a strategic plan focusing on key educational areas to enhance the tradition of educational excellence and better prepare students for future success. This includes the passing of a \$109.9 million-dollar bond issue to further support the need for skilled and technical trades education. The community approved an estimated \$53 million to construct skilled and technical trades centers of excellence at both Papillion La Vista and Papillion La Vista South High Schools.





## COLLABORATION MODEL

The Papillion-La Vista Schools Foundation has worked side-by-side with District leaders to develop an innovative five-year funding model to foster collaboration and resource sharing from public and private sectors to enhance the skilled and technical trades curriculum.

This model allows you to be part of our shared vision. Input on course development, guest speaking opportunities, facility tours for students and parents, donor recognition, internships and job shadowing opportunities are just some of the benefits for businesses or companies offered in our sponsorship levels. The funding from this model will be allocated to faculty, student and equipment support.



## NEW CURRICULUM

Papillion La Vista Community Schools' new skilled and technical trades curriculum allows students to gain experience in many areas within this field. It will provide opportunities to explore and gain basic knowledge in a variety of skilled careers. The program will potentially open doors to internship and apprenticeship opportunities with local and regional companies.

A partnership with Metro Community College and other agencies will allow students to gain greater knowledge and enhance their skills in certain career fields, allowing them to be more attractive to future employers.



## YOUR INVOLVEMENT

Learn how you or your business can become a supporter of the Papillion La Vista Community Schools' Skilled and Technical Trades Curriculum through the Papillion-La Vista Schools Foundation.

Have a direct, positive impact to developing a stronger, local skilled and technical trades workforce for the greater Omaha metro area!

1. "Why We Desperately Need to Bring Back Vocational Training in Schools" Nicholas Meyer - September 1, 2015. Frisco Magazine  
2. "America's Skilled Trade Workers are Shortage Areas as More in Demand Group of Workers Ages" Andrew Wright - March 2, 2015. Frisco Magazine

## COLLABORATION MODEL

### SHARED RESOURCES

#### Educating parents, students, teachers and counselors on careers in the skilled and technical trades

- Assistance in developing coursework.
- Parent/Student tours of local companies showcasing career pathways and benefits for students.
- Industry professionals as classroom guest speakers
- Student Internships & job shadow opportunities
- In the field or job site demonstrations

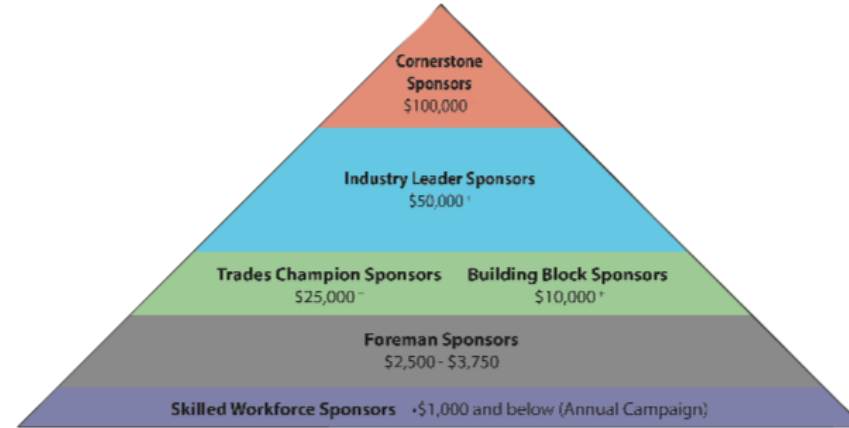
#### Building and strengthening K-12 public school and community college partnership

- Campus tours of trades education facilities
- Participating in high school recruiting fairs
- Educators at both the high school and college level will share teaching resources to better educate students.



Skilled & Technical Trades Program Collaboration Model

## SPONSORSHIP LEVELS AND BENEFITS



### BENEFITS

#### Cornerstone Sponsors

- Your input in the development of coursework.
- Your company's name prominently displayed on a donor wall outside of STEM/Trades Wing at each high school.
- Matching Endowment support from PL Schools Foundation to help sustain your overall commitment to curriculum.
- Parent/student tours of your facility showcasing your company, career pathways and benefits for students.
- Your professionals as guest speakers in District classrooms.

- Student internships and job shadow opportunities.
- Membership into Superintendent's Circle Giving Society.
- Your company's name included in PL Schools Foundation, District publications and on PL Schools Foundation website.

#### Foreman and Skilled Workforce Sponsors

- Potential availability of student internships and job shadow opportunities.
- Your company's name included in PL Schools Foundation, District publications and on PL Schools Foundation website.

#### Industry Leader Sponsors

- Your company's name on a donor wall outside of STEM/Trades Wing at each high school.
- Your professionals as guest speakers in District classrooms.
- Student internships and job shadow opportunities.
- Membership into Superintendent's Circle Giving Society.
- Your company's name included in PL Schools Foundation, District publications and on PL Schools Foundation website.

#### Trades Champion & Building Block Sponsors

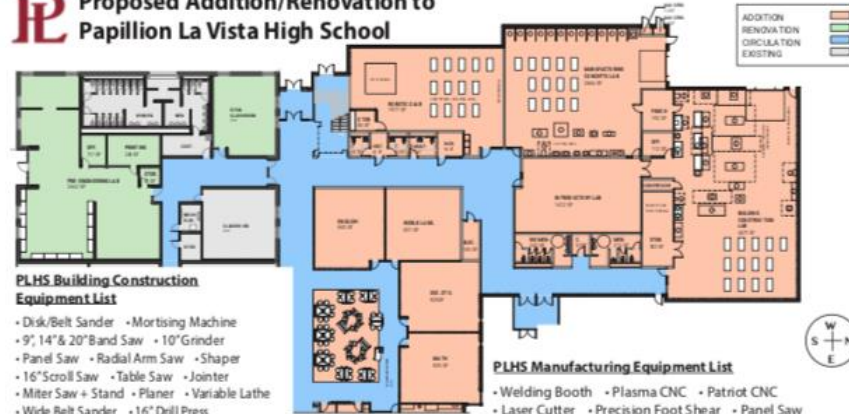
- Your company's name on donor wall at each high school.
- Potential availability of student internships and job shadow opportunities.
- Your company's name included in PL Schools Foundation, District publications and on PL Schools Foundation website.
- Membership into Superintendent's Circle Giving Society.

## BOND ISSUE

### SKILL AND TECHNICAL TRADES CENTERS OF EXCELLENCE



#### Proposed Addition/Renovation to Papillion La Vista High School



##### PLHS Building Construction Equipment List

- Disk/Belt Sander • Mortising Machine
- 9', 14" & 20" Band Saw • 10" Grinder
- Panel Saw • Radial Arm Saw • Shaper
- 16" Scroll Saw • Table Saw • Jointer
- Miter Saw + Stand • Planer • Variable Lathe
- Wide Belt Sander • 16" Drill Press
- Mobile Table Saw • CNC • Lathe
- Clamp Stand • Laser Cutter

##### PLHS Manufacturing Equipment List

- Welding Booth • Plasma CNC • Patriot CNC
- Laser Cutter • Precision Foot Shear • Panel Saw
- Radial Arm Saw • Shaper



#### Proposed Addition/Renovation to Papillion La Vista South High School



##### PL South Building Construction Equipment List

- Disk/Belt Sander • Mortising Machine
- 9', 14" & 20" Band Saw • 10" Grinder
- Panel Saw • Radial Arm Saw • Shaper
- 16" Scroll Saw • Table Saw • Jointer
- Miter Saw + Stand • Planer • Variable Lathe
- Wide Belt Sander • 16" Drill Press
- Mobile Table Saw • CNC • Lathe
- Clamp Stand • Laser Cutter

##### Manufacturing Equipment List

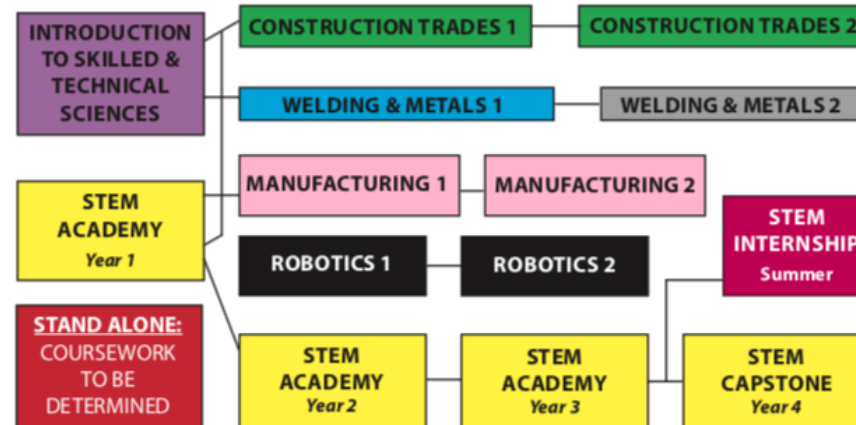
- Welding Booth
- Plasma CNC
- Patriot CNC
- Laser Cutter
- Precision Foot Shear
- Belt Drive Bench
- Tank Dolly
- Belt Box & Pan Brake

Skilled & Technical Trades Program Collaboration Model

## NEW CURRICULUM

### Anticipated Papillion La Vista Community Schools Coursework at Both High Schools

• Draft Initial High School Pathways: 13 Courses (Slated to begin in 2020-2021 school year)



### DESCRIPTION OF ANTICIPATED CURRICULUM

Papillion La Vista Community Schools has an exciting vision for the future of the Skilled and Technical Sciences program. It includes an intentional set of pathways that expose students to many STEM and skilled trades career fields through engaging course curriculum. Upon completion of the Papillion La Vista Community Schools pathway, students will be prepared to continue their learning through a Metropolitan Community College Career Trades Academy or by joining a local community industry partner as an intern or an employee.



The structure of the program is designed to stimulate high levels of student interest in STEM and skilled trades. It is also strategically scaffolded so that knowledge, skill, confidence, and interest build throughout each course and in the transition from one course to the next. The innovative design of the program will generate a pipeline of interested and capable students to meet the growing demand for a skilled workforce. The program design itself will serve as a model of best practice for other schools around the country.



# *Skilled & Technical Trades - Financial Proforma*

<b>GOAL</b>	
Endowment	\$1,000,000
Spendable	500,000
Total	\$1,500,000
Silent Phase	
(Including 4 or 6 Cornerstone Sponsors)	\$ 600,000
Remaining	900,000
2 – additional Cornerstone Sponsors	200,000
Public Phase	\$ 700,000

# Kearney Public Schools

- 5,600 students
- 10 elementary schools, 2 middle schools and 1 brand new high school in 2016
- Community of 35,000 people
- 2019 graduating class of 356
- 2019 kindergarten class of 511
- Foundation established in 1984



# At the New KHS...

- Scott D. Morris Institute
- Naming issues handled on individual basis
- Negotiated with the school board to determine contribution level required.
- Policy is to evaluate each opportunity on a case-by-case basis.



# Merryman Performing Arts Center

- Opened in 2009
- New entrance to the historic Central Elementary Theater
- Capital Campaign call to KHS Alumni Robert Merryman



# KCards

- Small-scale sponsorships (Advertising)
- Simple promotion of local businesses
- 25th Anniversary
- Advertising revenue supports Foundation
- Card Sales support KHS Activities
- Students sell 8,000 cards at \$5
- KCards have generated an estimated \$750,000
- Concept works well in smaller communities as well

 <p>4c Copies 8 1/2 x 11 25c Color 8 1/2 x 11 20 lb. white 8 1/2 x 11 21ST &amp; AVE A KEARNEY • 237-4677</p>	 <p>FREE Slushy with regular priced admission! \$15 off a birthday party package (not valid with any other offer) 3803 Ave N • 308-455-8301 kearneyfuncenter.com</p>	 <p>Buy 1 Burger, Get 1 Half Off (not valid with other specials or discounts, dine-in only, 1 discount per table) W 23RD ST KEARNEY • 236-9737 610 TALMAGE ST STE A • 237-5122</p>
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PLEASE PRESENT WHEN ORDERING



continuous benefits for a full year!



	 <p>Buy 1 Chalupa at Menu Price Get 2nd Chalupa <b>FREE</b> (Must be equal or lesser value) 925 2ND AVE EAST KEARNEY • 234-1500 5620 1ST AVE EAST KEARNEY • 338-0787</p>	
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Expires: 10.1.2020




THANK YOU FOR SUPPORTING KHS BAND THEATER



- First year in 2019
- Peer-to-peer fundraising generated \$15,000 for classrooms
- Used primarily social media and print media for recognition
- Sponsorships helped to offset classrooms at lower economic schools

# North Pole Express

- Held for 11 nights with four trolleys each night.
- 3,000 passengers total with ticket sales of \$20,000
- One overall event sponsor, 11 Evening sponsors & 22 Trolley Sponsors generate \$10,000
- Sponsors and teachers provide volunteers for the evening.
- Engages businesses who are focused on cause-related marketing with their charitable giving.
- Recognition through banners, signs, social media and one final print ad.

