Naming Rights Committee Meeting
Tuesday, September 5, 2023
6:00 PM – CT Young Boardroom

Attendees: Aaron Marshall, Stephanie Stafford, Mark Smiley, Garyne Evans, Teri Riesenberg, Dr. Mark Ault

Current Contracts ready to expire or have expired to explore
The UC Health, LaRosas and Coca Cola Contracts are believed to be expiring soon.
We will research and try to negotiate sponsorship opportunities to help with athletic facility.

The committee discussed and reiterated that the Board of Education owns the Naming Rights and will approve all donations, drawings, building and conditions, giving their stamp of approval for the initiative.

3 Levels of Giving
In addition to the larger sponsorships for the building, turf, weight and cardio fitness areas, the following levels of giving were established and will be approved at the next BOE meeting.

Legacy Founders $5,000+

Black & Gold Champions $2,500+

Yellowjacket Supporters $1,000+

The next steps are to identify the "What, When, Why and How". A testimonial video will be created to accompany the renderings and branding/marketing materials for the marketing campaign. Lisa Whiteley and Aaron Marshall will work with Dr. Stafford to create these materials. They will need the design and drawings from CW Custom Builders. The Athletic Boosters have budgeted for these costs.

The committee will create a shared spreadsheet identifying who is tasked with specific items to do and who is doing what to track progress.

The committee will reach out to various community members and friends/alum of Taylor High School to help compose the list of potential donors.

This committee will schedule the next meeting once a formal proposal for a gift has been received or if there are circumstances under the naming rights guidelines to convene a meeting.