

REQUEST FOR APPLICANTS FOR SPONSORSHIP AT
VISALIA UNIFIED SCHOOL DISTRICT ATHLETIC FACILITIES

VISALIA UNIFIED SCHOOL DISTRICT

District Office
5000 West Cypress Avenue
Visalia, CA 93277

NOTICE IS HEREBY GIVEN that the Visalia Unified School District (“District”) is seeking applicants for sponsorship space at certain District athletic facilities. In particular, the District seeks sponsors for the following facilities:

- A. Mineral King Bowl
- B. Visalia Community Stadium

The District offers sponsorship upon the following terms:

- Length: 60 to 120 months (5-10 years)
- Anticipated 10-year pledge amounts range from the following:
 - Gold - \$80,000-\$100,000 annually (\$800,000 to \$1 Million total sponsorship)
 - Silver – \$50,000 – \$75,000 annually (\$500,000 to \$750,000 total sponsorship)
 - Bronze - \$10,000 - \$45,000 annually (\$100,000 to \$450,000 total sponsorship)
- Sponsorship opportunities depending on level, with full facility branding or option to sponsor specific stadium facilities in example the track, press box, ticket booths, concession stands and storage buildings.
- Full details and a sample of the potential agreement will be posted on the VUSD purchasing webpage: <https://www.vusd.org/departments/operations-services/facilities/bid-schedule>

The District seeks competitive offers for such sponsorships and invites all applicants to submit a brochure to the District describing their company/organization and the terms offered. The District may elect to hold interviews of interested applicants to provide further company/organization evaluation. Date and time to be sent out to shortlisted candidates. Please be advised that the District may not promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to, materials or advertisements for tobacco, intoxicants, and movies or products unsuitable for children. The district will not proceed with any applicant who has direct affiliation with the aforementioned.

If interested in touring one, or both of the District stadiums, please email John Perez, Director of Athletics at jperez@vusd.org for coordination of tours.

Proposal packets are due to the District no later than 3:00 p.m. on July 2, 2024, and should be delivered either digitally via email to Gerry Lemus, Director of Business Services at glemus@vusd.org, or hardcopy to the Visalia Unified School District Office located at 5000 W Cypress Ave Visalia, CA 93277. For further information or questions, please contact Gerry Lemus via the email above or by phone at (559) 931-8076.