



## School District of Menomonee Falls Sponsorship FAQ

### **What is the purpose of the sponsorship program?**

All sponsorship funds will be used to maintain and upgrade athletic and auditorium facilities within the School District of Menomonee Falls.

### **What sponsorship opportunities are available?**

Sponsors can choose from various options, including scoreboard signage, logo banners, turf stitching, and naming rights for facilities at locations such as the football field, soccer complex, community center gym, MFHS pool, and more.

### **What are the costs associated with sponsorship?**

Sponsorship costs vary by facility and commitment length. Options range from \$500 per year for smaller sponsorships (e.g., basketball scorer's table) to \$250,000 for facility naming rights. Multi-year commitments may be required for certain sponsorships.

### **How long is the commitment for sponsorships?**

Logo banner and scoreboard signage require a three-year commitment, Naming Rights require a ten-year commitment, and turf stitching requires a commitment for the productive life of the field.

### **What benefits do sponsors receive?**

Sponsors gain increased visibility in the community, with signage placement, logo branding, and opportunities for lasting recognition at district athletic and auditorium facilities. Additionally, sponsors will receive recognition on our district website.

### **Can a business sponsor multiple facilities?**

Yes, businesses can sponsor multiple locations to maximize their community presence and impact.

### **What happens to the funds raised through sponsorships?**

100% of sponsorship funds go directly toward the maintenance and enhancement of athletic and auditorium facilities, ensuring safe, high-quality spaces for students and the community.

### **How can businesses apply to become sponsors?**

Interested sponsors can contact the school district directly, find information on the [district website](#), or scan the QR code on our one-page informational flyer to complete a Google Form. Questions can be sent to [bramreg@sdmfschools.org](mailto:bramreg@sdmfschools.org).

### **Can sponsorship agreements be customized?**

The district is open to discussing custom sponsorship packages that align with a business's goals while supporting the athletic and auditorium facilities.



**Are there criteria to qualify as a sponsor?**

All sponsors must align with the District's mission, vision, Board Policies, and legal obligations, with particular attention to the District's stance on Gifts to the District (Policy 840), Naming District Facilities (Policy 841) and Addressing Controversial Issues in an Educational Setting (Policy 341). Vetting Criteria can be found on the [district website](#).