

1 Great Falls School District

2

3 **FINANCIAL MANAGEMENT**

7332F

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5 Great Falls Public Schools Sport Activities-Revenue Enhancement Program

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7 The GFPS Sports Revenue Enhancement Program provides sponsorship opportunities for local
8 businesses that strengthen the bond between the business community and Great Falls Public
9 Schools (GFPS). All profits generated through sponsorships are used to help fill in the gap
10 between public funding and the actual costs of providing quality sport activity programs.

11

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13 businesses that strengthen the bond between the business community and Great Falls Public
14 Schools (GFPS). All profits generated through sponsorships are used to help fill in the gap
15 between public funding and the actual costs of providing quality sport athletic programs.

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17 On an annual basis, thousands of your potential customers attend games, events, and/or activities
18 at our high school athletic facilities.

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20 **Events Arena Signage**

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22 By electing to participate in the Arena Signage Program, businesses will receive exposure to
23 individuals entering Memorial Stadium or one of our two high school Fieldhouses. Sponsorship
24 logo and signs are a consistent reminder of your business and express your support for the
25 athletic opportunities available to students in Great Falls. This level of exposure and positive
26 branding is an invaluable asset.

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28 **Exposure Opportunities - Outdoor**

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30 **Memorial Stadium**

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32 Memorial Stadium has a 24 ft X 24 ft digital video scoreboard. The screen is capable of high
33 resolution video and pictures with excellent image quality.

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35 Memorial Stadium is a 6,200-seat outdoor facility that hosts GFH and CMR varsity and sub-
36 varsity football on a weekly basis. Additionally, all cross-town soccer contests and playoff games
37 are hosted at Memorial Stadium.

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39 The addition of girls' flag football for the 2026-27 school year will add additional games at
40 Memorial Stadium.

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42 GFH, CMR, and local middle and elementary schools host track meets weekly in the stadium
43 during the spring athletic season. Additionally, other out of town schools rent the facility for
44 three (3) invitational track meets. Memorial Stadium hosts the District 8 & 10 and Northern C
45 divisional track meets each year. Divisional and State Track meets are hosted in Memorial on a

1 rotational basis.

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3 A typical year boasts around forty-five (45) total events at Memorial Stadium.

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5 **Exposure Opportunities – Indoor**

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7 **Great Falls High School Swarthout Fieldhouse**

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9 The Swarthout Fieldhouse on the campus of Great Falls High seats 3,100 and is utilized all 12
10 months of the year. The fieldhouse hosts varsity and sub-varsity volleyball matches. Both
11 genders of basketball varsity and sub-varsity play in Swarthout. District 8C Basketball
12 tournaments are played in the fieldhouse on a semi-annual basis. Two major high school
13 wrestling events are held in Swarthout as well as additional rentals for the local club wrestling
14 programs. In addition, the fieldhouse is rented on many weekends for basketball and volleyball
15 tournaments and other school and community events.

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17 **CM Russell High School Fieldhouse**

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19 The CMR Fieldhouse seats 3,700 and is also used 12 months per year. The fieldhouse hosts
20 varsity and sub-varsity volleyball matches and a large invitational volleyball tournament. Both
21 genders of varsity and sub-varsity basketball at CMR. The wrestling program hosts one of the
22 premier high school tournaments in the state of Montana in addition to dual meets. The
23 fieldhouse is rented on many weekends for basketball and volleyball tournaments and many
24 other school and community events.

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26 **In summary, the two fieldhouses are used 12 months of the year. The activities contested in**
27 **these facilities attract individuals from every sector of the community.**

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29 **Sponsorship:**

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31 The opportunity to have signage in the Great Falls Public Schools event areas will cost a
32 minimum of **\$3,000 per year**. Package options and pricing are listed below. GFPS requires
33 package commitment payment in full prior to advertising. ***Silver and Gold Packages will be**
34 **on a limited basis***

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Package	Price	Swarthout Fieldhouse Signs	CMR Rustlervision	Memorial Signs	Memorial Scoreboard Video	Athletic Event Tickets (each admits two)
Bronze (1-Year commitment)	\$3,000/ per year	Physical Sign 4' x 8'	Virtual Still Ad with Logo *Full Screen	Physical Sign 4' x 8'	Part of a Group Video Slideshow	3
Silver (3-Year commitment)	\$5,000/ per year	Physical Sign 4' x 8'	Virtual Still Ad with Logo *Full Screen	Physical Sign 4' x 8'	Video Slideshow	5
Gold (5-Year commitment)	\$10,000/ per year	Physical Sign 4' x 8'	Virtual Still Ad with Logo *Full Screen	Sign – Bottom of Scoreboard	15 second Commercial- Shown a minimum of twice	10

*Sponsorship fees do not include sign production cost. **GFPS requires package commitment payment in full prior to advertising.**

NFHS Add On	\$1,500/sport per year	Logo appears on every game on the side of the broadcast
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Sign Description and Production

The two 4'X8' signs for Memorial Stadium and the Great Falls High School Fieldhouse can be created in just about any design color. The signs may include your name, logo, slogan, graphics and desired message. Signs must be constructed of materials for indoor and outdoor use. It is recommended that the highest quality materials are used to ensure that your sign continues to look great for many years. For uniformity, all signs must be preapproved by the GFPS Business and Athletic Offices.

Sponsors are responsible for the maintenance and replacement of their signs.

“Rustlervision” Advertisement (CMR Fieldhouse)

“Rustlervision” is a 12' by 16' video board that hangs on the south end of CMR Fieldhouse. The “Rustlervision” advertisements will be created by students who attend CM Russell High School. The students will work with the business to create an advertisement that will include your business name, logo, slogan, graphics and desired message.

Sign Placement:

Memorial Stadium:

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- The East Façade area faces the spectators in the west grandstand and/of on the scoreboard. This area is visible for all the enter the stadium through the main entrance and sit in the west side bleachers

Great Falls High School Swarthout Fieldhouse:

- On the rafters at the north and south ends of the court.

CM Russell High School Fieldhouse:

- The Jumbotron advertisements will be located on the Jumbotron located in the fieldhouse.

Sponsor Receives:

PA Announcements:

- Sponsor name will be read during Great Falls High and CMR High School games.

Athletic Event Tickets:

- Sponsor will receive passes, as listed in the chart above, that will allow individuals to attend all Great Falls and CMR High School sporting events. These passes will not be honored for playoff or tournament events.

Roster Hand-outs:

- Sponsor name will appear on the roster hand-outs at Great Falls High and CMR High School athletic events.

First Right of Refusal:

- When this agreement ends, the sponsor has the right of first refusal to negotiate a new agreement.

This agreement is by and between _____ and the Great Falls Public Schools (GFPS).

GFPS agrees to display SPONSOR’S signage as described above.

GFPS agrees to be responsible for positioning, repositioning, or removal of signage. Signage will be visible for all games and events during the regular school year unless the Montana High School Athletic Association has prior contractual agreements.

1 SPONSOR agrees to pay GFPS package commitment payment in full prior to advertising. This
2 agreement is for the 2026-27 school year. The payment is due upon acceptance of this agreement.

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4 SPONSOR agrees to purchase the signage for display. All signage will adhere in content and
5 quality to Great Falls Public School Advertising District Policy. SPONSOR retains the right to
6 update their signage during the period of the agreement at SPONSOR'S expense. GFPS reserves
7 the right to reject sign design.

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9 The Board, in keeping with the contemporary standards of good taste subject to certain
10 restrictions, may approve these opportunities. Such advertising will seek to model and promote
11 positive values for the students of the District through proactive educational messages and not
12 just traditional advertising of a product.

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14 Either part for breach or neglect of duty may terminate this Agreement at any time if the
15 problem is not remedied within 30 days after written notice by either SPONSOR or GFPS. No
16 termination shall prejudice GFPS's rights for payment of services and agreements completed
17 before the effective date of termination. Payments will be prorated as per the date of termination.
18 This partnership will become null and void if the ownership of SPONSOR changes at any point
19 during the contract period set forth.

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24 _____
SPONSOR Signature Printed Name Date

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29 _____
J Luke Diekhans

30 GFPS Signature Printed Name Date

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33 Policy History:

34 Adopted on: May 26, 2026