

# DRAFT - CRC Sponsorship/Fundraising Plan

## Plan Components

- A. *Sponsorship opportunities for individual donors, local business/organizations and corporate sponsors*
- B. *Fundraising Activities*
- C. *Fundraising Events*
- D. *Grants*
- E. *Coordination with Partner Organizations*
- F. *Parks and Recreation Department Sponsorship Policy*

## CRC Working Group

- |                        |                                       |
|------------------------|---------------------------------------|
| 1. Stuart Brown (TOML) | 5. John Urdi (MLT)                    |
| 2. Kat Kelly (TOML)    | 6. Paul Geffre/Patrick B (MLYH)       |
| 3. Betsy Truax (RC)    | 7. Andrea Colasardo (member at large) |
| 4. Sean Turner (RC)    | 8. +1                                 |

## **A. Sponsorship opportunities for individual donors, local business/organizations and corporate sponsors**

### ***Individual Donor and Local Business Sponsor Opportunities:***

- Dasherboard Sponsor (30" x 144") – see Exhibit B
- Buy a Street Sign (auction old Town wooden street signs) – see Exhibit C
- Donations – see fundraising Activities

## **Deliverables:**

- a) **Sponsor Deck:** Create a digital/print sponsor catalog with new renderings from HMC showing location of the sponsorship assets, value, costs, terms, etc.



## Corporate Sponsor Opportunities

### DASHER BOARD GRAPHICS

Dasher boards are the most common area for sponsor graphics. AMI's proprietary adhesive dasher board graphic, DashMax™, is built to last against the rigors of the game, as well as changes in building temperature, and will keep your rink boards looking fresh all season long.



### UNDER ICE LOGOS

Brand center ice with your team logo and facility name, and provide your sponsors with prime visibility with under ice logos! Available in easy to install mesh or as a stencil to be chalked and painted, under ice graphics can help bring your branding and sponsorship game to center stage.



### ICE RESURFACER WRAP

Give your plain ice resurfacer a fancy new look with a custom wrap. Whether highlighting a sponsor or promoting your own brand, ice resurfacer wraps can be simple with just a few logos or detailed enough to make it look like a lawnmower, garbage truck, electrical plug, off-road vehicle, and more!



### SCOREBOARD SIGNAGE

The second most viewed area of your arena after the actual ice surface, the scoreboard is a great place for sponsor signage and general team branding. Options for scoreboard signage range from decals, to backlits, to vinyl banners, and more!



### COLUMN & ELEVATOR WRAPS

Take advantage of the typically blank space on the elevator doors and columns around your arena with adhesive elevator and column wraps. Like wall murals, these wraps can dramatically change the look and feel of the area without the cost of a major renovation.



### WALL MURALS

Dress up bare walls around your concourse or in your suites with adhesive wall murals. These are a great way to create the impression of a renovation in an area at a lower price point than a major construction project.



## Sponsorship Inventory

CRC Naming Rights	1
Center Ice Logo	1
In-ice logos	4
Scoreboard Sponsor (18" X 120")	1
Ice Groomer Wrap	1
Locker room door wraps	4
Front door/window wraps	2
SportCourt on-floor logo (end of each court)	3

### A. Fundraising Activities

#### Deliverables:

- a) **Solicitation letter:** Letter to Mono County property tax list (includes second homeowners) residing in 93546. Includes introduction to CRC, facility amenities, and community/visitor benefits. QR code link to fundraising platform to make a donation and to dedicated CRC page for more information.
  - **Timing:** Summer
  - **Production:** in-house
  
- b) **Fundraising Platform:** Investigate donor platforms for use (<https://betterworld.org/>). Would also be used for TCSF donations and Facility Amenities program.
  - **Timing:** Spring
  - **Production:** in-house
  
- c) **Donor Recognition:** How do we want to recognize donors and at what level? In-house digital recognition on displays and/or placement of sign inside of building showing level of donations. See sign example below...
  - **Timing:** Spring
  - **Production:** TBD

Example: Donor Wall



Example: LED Video Wall



## **B. Fundraising Events**

Create community-centric events to generate interest and awareness of the program and to raise funds for enhanced programming, facility amenities and sustainable operations.

### **Deliverables:**

- a) **“1<sup>st</sup> Ice”:** Purpose is to:
  - i. Recognize and acknowledge all entities, individuals, donors, supporters, and organizations who helped bring this facility to life.
  - ii. Fundraise for needed programming amenities – ticket fee, live/silent auction items, buy street signs, etc.
  - iii. Provide opportunity for local youth sporting organizations to introduce their programs to community
  - iv. Be the first to skate on the ice before public opening.

#### **Event Details:**

- i. Ticketed event with invitations – estimated 200+ people
- ii. Fee includes passed food, hosted bar, skate rentals and gift?
- iii. Scheduled for evening before ribbon cutting ceremony
- iv. Support from event planner?

#### **b) Ribbon Cutting Ceremony:**

- i. Scheduled mid-afternoon after the “1<sup>st</sup> Ice Event @ 3pm (30-45 minute event)
- ii. Invite dignitaries, sponsors, supporters, etc.
- iii. Media/community invites
- iv. Location in front of CRC entrance

#### **c) Free Skate Night:**

- i. Scheduled immediately after Ribbon Cutting Ceremony (approx. 4-6pm)

- ii. Free admission and skate rentals (Subject to availability)
- iii. Free giveaways for the community.

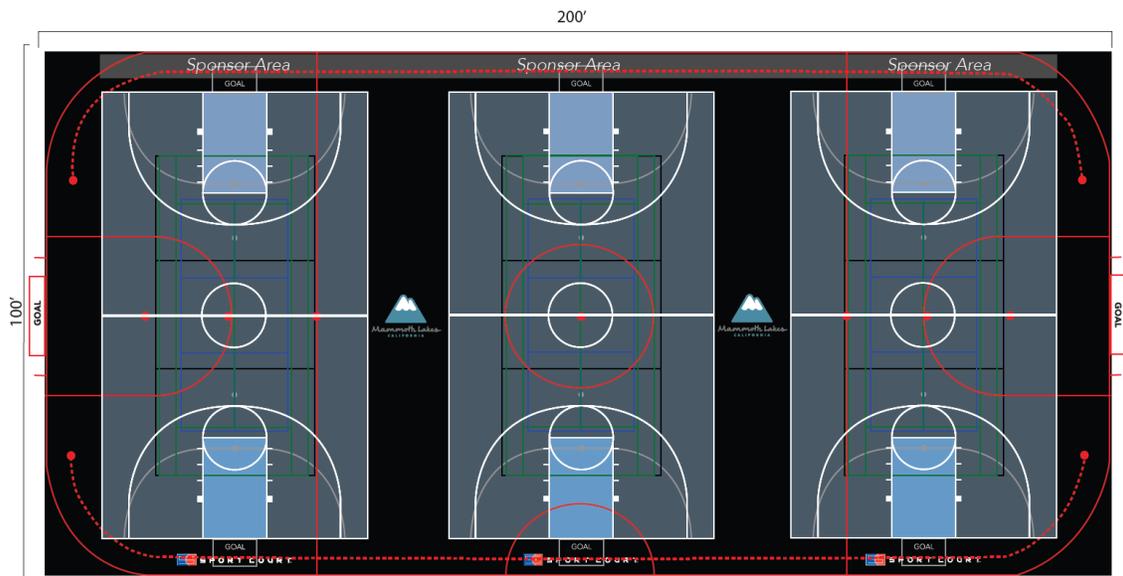
**C. Grants**

- Review handout

**Prop 68**

The Prop 68 [Per Capita Program](#) allocation for the Town of Mammoth Lakes is \$177,952<sup>1</sup>. The project must be completed by December 2023.

**SportCourt Layout with Sponsor Placement:**



**Sport Court of Southern California**  
 21 W. Easy Street, Ste 107  
 Simi Valley, CA 93065  
 800-296-5566

COURT COLOR LEGEND	
KEY COLOR:	SILVER BLUE
FIELD COLOR:	GRAPHITE
BORDER COLOR:	BLACK

LINE COLOR LEGEND	
ARENA SOCCER:	RED
BASKETBALL:	WHITE
BADMINTON/ PICKLEBALL:	BLUE
VOLLEYBALL:	BLACK
FUTSAL:	GRAY
40' TENNIS/ POP TENNIS:	GREEN

\*\*Authorized for Sport Court® use only\*\*

**D. Coordination with Partner Organizations**

To achieve community-wide support for the new CRC and to generate donor interest or solicit funding, it will be important to engage and partner with other like-minded and mission-based organizations.

*Question: What level of involvement are we asking of our partner organizations?*

<sup>1</sup> [https://www.parks.ca.gov/pages/1008/files/AllocationTable\\_Guide\\_accessible.pdf](https://www.parks.ca.gov/pages/1008/files/AllocationTable_Guide_accessible.pdf)

List of potential partner organizations:

- Mammoth Lakes Youth Hockey
- Mammoth AYSO
- DSES
- Mammoth Club Volleyball
- Mono County Little League
- Others

**E. Parks and Recreation Department Sponsorship Policy**

The Parks and Recreation Department Sponsorship Policy was approved by Town Council on June 16, 2021. It is the policy of the Parks and Recreation Department to seek sponsorships for its events, programs, parks, and valued amenities from individuals, foundations, corporations, non-profit organizations, service clubs, and other entities. The purpose of such sponsorship is to increase the department’s ability to maintain facilities, deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the Town’s general fund.

In appreciation of such support, it is the policy of the Parks and Recreation Department to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the Town’s parks, facilities and programs. In addition, such recognition shall not detract from the user experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists between the donor and the Town.

Organizations are not eligible for sponsorship if they relate to any of the following:

- Companies whose business is substantially derived from the sale of alcohol (excludes businesses that serve prepared food on site), tobacco, marijuana, firearms or pornography.
- Organizations with noncommercial messages, such as religious or political institutions.
- Any business regarded as an “Adult” business.
- Any depiction which gives the appearance or impression that a product or business is endorsed or recommended by the Town or its officers, agents, or employees.
- Sponsorship that creates a conflict of interest or policy with the Town.

**Sponsorship Categories**

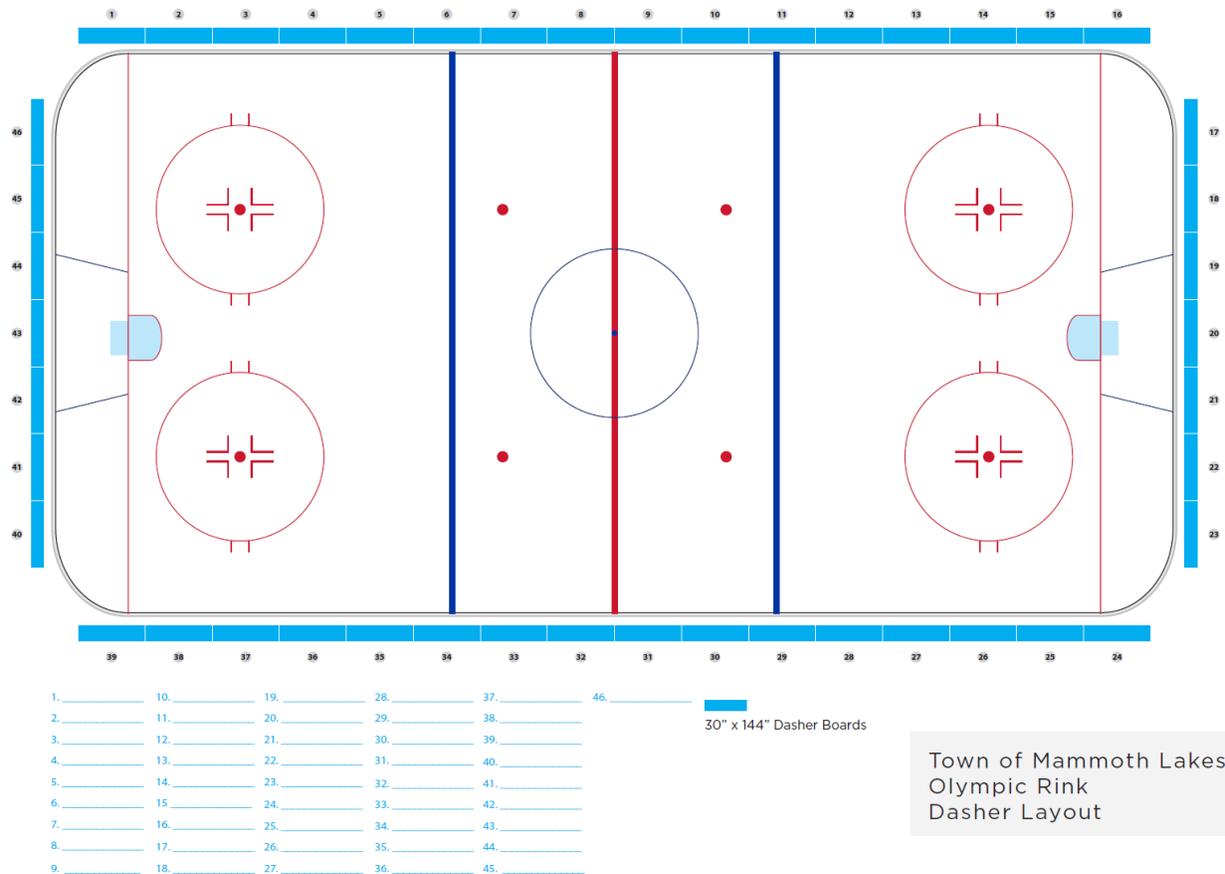
Sponsorships are appropriate for the following broad types of activities and required approvals:

- A. Events – financial or in-kind support for an event organized by the Parks and Recreation Department on Town-owned or managed property. Examples include: Community Easter Egg Hunt and Play Day or the Halloween Skate Party.
- B. Recreation Programs – financial or in-kind support that facilitates the ongoing delivery of a particular town-wide or site-specific recreation program. Examples include: Little Sluggers, Adult Curling League, Adult Soccer or Volleyball League or summer camps.
- C. Naming Rights - A significant sponsorship that will add considerable value to Mammoth Lakes’ parks and recreation amenities. This level of sponsorship can include the naming of a new or existing park and/or recreation facility for a period of typically five years or more. This level could be contingent upon jurisdictional partner approval. As a guideline, the threshold for considering the naming of a park and/or recreational facility will typically include one or more of the following:
- A contribution by the sponsor of an amount agreed upon by the Recreation Commission and approved by Town Council relative to the value of the recreation amenity.
  - Provision of a minimum 5-year agreement with the sponsor for the continued maintenance and/or programming of the recreation amenity.
- D. Community Sports Teams – Organizations or businesses may sponsor community adult/youth sports teams. The sponsorship of a community youth sports team is subject to the Sponsorship Policy, however, the sponsorship of a community adult sports team is not subject to the Sponsorship Policy.

**Exhibit A - CRC Amenity List**

<b>CRC Amenity Worksheet</b>				
<b>Project Details - Community Recreation Center</b>	<b>Unit Cost</b>	<b>Qty.</b>	<b>Cost Estimates</b>	<b>Funded</b>
<b>Winter Equipment</b>				
Scoreboard	\$ 14,000.00	1	\$ 14,000.00	\$ 16,479.30
Sound system	\$ 25,000.00	1	\$ 25,436.00	\$ 25,436.00
Cubby Benches	\$ 2,500.00	4	\$ 10,000.00	
8 foot benches with no seat back	\$ 500.00	12	\$ 6,000.00	
High lobby tables and stools for concession area	\$ 800.00	8	\$ 6,400.00	
Skate storage racking system	custom	1	\$ 10,000.00	
Rink Divider	\$ 10,000.00	1	\$ 10,000.00	
Stick racks for locker rooms	\$ 300.00	4	\$ 1,200.00	
			<b>\$ 83,036.00</b>	<b>\$ 41,915.30</b>
<b>Project Details - Community Recreation Center</b>				
<b>Project Details - Community Recreation Center</b>	<b>Unit Cost</b>	<b>Qty.</b>	<b>Cost Estimates</b>	<b>Funded</b>
<b>Summer Equipment</b>				
Sport Court PowerGame+ tile with painted lines and 2 TOML logos	\$ 175,000.00	1	\$ 175,000.00	\$ 177,952.00
VB Adapt - Freestanding Volleyball Net System with Ref Stand	\$ 7,500.00	3	\$ 22,500.00	
Spalding indoor portable hoops (2000 model)	\$ 18,000.00	3	\$ 54,000.00	
Arena soccer goals	\$ 3,000.00	1	\$ 3,000.00	
Portable pickleball nets on wheels	\$ 250.00	3	\$ 750.00	
Portable futsal goals	\$ 1,200.00	3	\$ 3,600.00	
Custom Court Dividers	\$ 5,000.00	2	\$ 10,000.00	
Balls, racquets, equipment trolleys, etc.			\$ 5,000.00	
			<b>\$ 273,850.00</b>	<b>\$ 177,952.00</b>
<b>Project Details - Community Recreation Center</b>				
<b>Project Details - Community Recreation Center</b>	<b>Unit Cost</b>	<b>Qty.</b>	<b>Cost Estimates</b>	<b>Funded</b>
<b>Facility Amenities</b>				
Stadium seating for 100+ people above locker rooms	\$ 500,000.00	1	\$ 500,000.00	
Elevated Community Room (2,000 sq. ft)	\$ 2,000,000.00	1	\$ 2,000,000.00	
			<b>\$ 2,500,000.00</b>	

## Exhibit B – Dasherboard Layout



## Dasherboard Inventory

Location	Qty	# Sponsors
Center Ice (30"x 144")	8	8
Blue Line (30"x144")	24	24
Goal/rink ends (30"x144")	14	14
	<b>46</b>	<b>46</b>

## Program

BUY A BOARD – BUILD A COMMUNITY!

Reach approximately 30,000 locals and visitors annually with a custom banner at the new Community Recreation Center. Your custom business message\* will be prominently displayed year-round on a solid vinyl DashMax 30" x 144" dasher board professionally printed by AMI Graphics.

### A. RED LINE SPONSOR (CENTER ICE) \$XXXX/YEAR

- 4 VIP annual CRC Transferable Season Passes (Admission only – excludes rentals and programs/league play)

- One 50% discount facility rentals (redeemable per year)
- 8 banner locations available

**B. BLUE LINE SPONSOR (OFFENSIVE/DEFENSIVE ZONES) \$XXXX/YEAR**

- 2 VIP annual CRC Transferable Season Passes (Admission only – excludes rentals and programs/league play)
- One 50% discount facility rental (redeemable per year)
- 24 banner locations available

**C. GOAL LINE SPONSOR (BEHIND GOALS): \$XXXX/YEAR**

- 1 VIP annual CRC Transferable Season Pass (Admission only – excludes rentals and programs/league play)
- One 50% discount facility rental (redeemable per year)
- 14 banner locations available

**Sponsorship Details:**

- 3-year agreement (pay upfront or annually)
- 25% multi-banner discount
- Custom banner can include multiple graphics and text - Share with a business!

\* Only banners bearing messages of a commercial nature will be accepted; banners with non-commercial messages or content will not be accepted. Each donor is responsible for providing a logo and content will be approved by the Town. Banner locations are limited and subject to availability.

**RESERVE YOUR CUSTOM DASHER BOARD TODAY!**

Contact Katrina Kelly, Recreation Supervisor at (760) 965-3697 or [kkelly@townofmammothlakes.ca.gov](mailto:kkelly@townofmammothlakes.ca.gov) to secure your custom banner at the new Community Recreation Center!

**BUY A BOARD – BUILD A RINK!**

Buy a board and your support will help us build a new rink at Mammoth Creek Park.

Reach thousands of annual visitors with a custom banner at the existing Mammoth ice rink. Your custom business message\* will be prominently displayed on a solid vinyl DashMax 30" x 96" dasher board professionally printed by AMI Graphics.

**A. RED LINE SPONSOR (CENTER ICE / EASTSIDE OF RINK): \$1,000/YEAR**

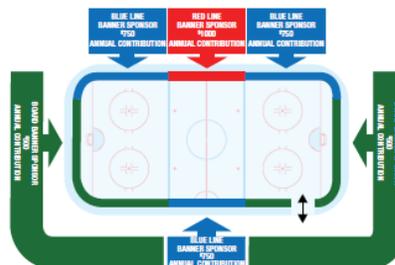
- 2 VIP annual Mammoth Ice Rink Transferable Season Passes
- One 50% discount facility rental (redeemable per year)

**B. BLUE LINE SPONSOR (OFFENSIVE ZONE / CENTER ICE): \$750/YEAR**

- 2 VIP annual Mammoth Ice Rink Transferable Season Passes
- One 50% discount facility rental (redeemable per year)
- Buy 2 dasher boards and save \$250 off the second

**C. BOARD SPONSOR (BEHIND GOALS & WESTSIDE OF RINK): \$500/YEAR**

- 1 VIP annual Mammoth Ice Rink Transferable Season Pass
- Buy 2 dasher boards and save \$125 off the second



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**RESERVE YOUR CUSTOM DASHER BOARD TODAY!**

Contact Katrina Kelly, Recreation Supervisor at (760) 965-3697 or [kkelly@townofmammothlakes.ca.gov](mailto:kkelly@townofmammothlakes.ca.gov) to secure your custom banner and help build a rink!

### **Exhibit C – “Buy a Street Sign” Program**

The Town has a large collection of olden wooden street signs. Based on demand, we could sell (set price) or auction off the signs to the general public with the goal of raising funds for needed programming equipment.

Details:

- Sell online or at CRC 1<sup>st</sup> Ice Event