

Three Rivers Local School District: Naming Rights Committee Minutes  
Athletic Boosters Fitness/Training Center Building Project  
August 21, 2023 - 6:30 PM in the CT Young District Board Room

Attendees: Dr. Mark Ault, Teri Riesenber, Dr. Stephanie Stafford, Aaron Marshall, Jeremy Snell, Zach Stakely, Paige Steinbeck and Mark Smiley

The committee reviewed the meeting minutes from August 1, 2023.

The Goals/Objectives for this meeting are to A) Establish the naming rights cost for each appropriate interior space of the building  
B) Establish the giving levels and recognition methods for donations below the naming rights amounts

The naming right for the exterior/building is approximately 35% of the \$1 -million project or \$350,000 for 10 years from the completion of the project. The interior of the project will secure approximately 40% of the \$1 million cost or \$400,000.

The committee discussed the following interior spaces available for sponsored Naming Rights and assigned the following values to each area. It is estimated that donations of \$400,000 or higher would be required in this area for which the committee landed on the following:

The turf area = \$200,000

The weight room space = \$120,000 (possibly 12 racks @ \$10,000 each?)

The cardio space = \$80,000 (It was also suggested renaming this space to the fitness & rehab area.)

The golf simulator room = This room was removed from the assigned areas and will only receive consideration in the event there is a sponsor for the cost of the equipment.

~~The athletic trainer rehab room~~ This item was removed from the list of potential interior space.

~~The strength coach's office~~ This item was removed from the list of potential interior space.

It was also discussed at length how sponsors of these areas would be recognized in the space. There were several options discussed included a donor plaque; placement of a logo onto the turf either by painting or by projecting an image from the ceiling onto the turf; plaques on individual machines or pieces of equipment.

Other: Levels of Giving (Recognition: Name of Plaque at Entrance). Dr. Stafford made the suggestion to create a "founding donor" board. Each donor in the following areas would have their names on the plaque. It was also discussed what would be appropriate amounts for those levels and decided on the following levels

**\$5,000** or higher (including gifts in kind);      **\$2,500** or higher;      **\$1,000** or higher;

For donations received that are less than these amounts, the donor would be acknowledged in the program and ribbon cutting event but it would not be an ongoing listing. When the time is appropriate to go out to the community for these donations, the committee will determine and recommend what those levels would be called

Miami Township involvement? Dr. Ault updated the committee on his conversation with the township to gauge interest in partnering with the district on the project. (Dr. Stafford and Garyne Evans will contact and set up meeting with trustees).

The next steps for the project were discussed. Craig Weiss will be invited to a future meeting to discuss and answer questions. The committee will also begin to work on marketing, identifying potential donors, refining the "ask", etc. to get the project rolling.

The next meeting of the Naming Rights Committee will be on Tuesday, September 5, 2023 at 6:00 in the CTY board room.