



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

ROCHESTER CUSD #3A ADVERTISING AND MARKETING PARTICIPATION AGREEMENT

This Agreement, entered into on this (insert day) of (insert month), (insert year), by and between *Rochester Community Unit School District #3A* (hereinafter referred to as "The District") and (insert company name) (hereinafter referred to as "The Partner"), collectively referred to as "the Parties," sets forth the terms of the agreement as follows:

1. Advertising Rights

The District grants advertising rights to The Partner, as specified in *Attachment A*.

2. Payment Terms

Payments are to be made to The District according to the following schedule:

- Agreement Year 1: From (insert start date) to (insert end date)
 - Payment 1: \$ ____ due on or before (insert date)
 - Payment 2: \$ ____ due on or before (insert date)
 - Payment 3: \$ ____ due on or before (insert date)
 - Payment 4: \$ ____ due on or before (insert date)
- Agreement Year 2: From (insert start date) to (insert end date)
 - Payment 1: \$ ____ due on or before (insert date)
 - Payment 2: \$ ____ due on or before (insert date)
 - Payment 3: \$ ____ due on or before (insert date)
 - Payment 4: \$ ____ due on or before (insert date)
- Agreement Year 3: From (insert start date) to (insert end date)
 - Payment 1: \$ ____ due on or before (insert date)
 - Payment 2: \$ ____ due on or before (insert date)
 - Payment 3: \$ ____ due on or before (insert date)
 - Payment 4: \$ ____ due on or before (insert date)

3. Term of Agreement

Suzanne Keller
Director of Educational Services

Dr. Kris Kahler
Director of Business Services

Dan W. Cox
Superintendent

Jennifer Shaw
Director of Special Education

Jon Hansen
Director of Communications



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

The initial term of this Agreement shall be (insert number of years) years, effective from (insert start date) to (insert end date).

4. Reliance by The District

In addition to The District's obligations hereunder, The Partner acknowledges that The District hereby takes action, and will take actions in the future, in reliance on The Partner making the payments as set forth in this Agreement, as well as The Partner performing all of its obligations hereunder. The payments hereunder will materially benefit and affect The District's future fiscal and budgetary plans, operational plans and initiatives, and capital facility plans and projects; and, The Partner acknowledges that The District will enter into other agreements with and incur obligations to third parties in reliance upon receipt of the revenues provided hereunder.

5. Right of Renewal/First Refusal

The Partner shall have the right of first refusal and/or renewal to extend this Agreement for an additional term of (insert number of years) years. The Partner must notify The District in writing no less than 180 days prior to the Agreement's expiration to exercise this right.

6. Assignment of Rights

This Agreement may not be assigned by The Partner to any third party without the prior written consent of The District.

7. Indemnification

The Partner agrees to indemnify and hold harmless The District, its officers, employees, and agents from any claims, actions, or damages arising from The Partner's activities under this Agreement, including, but not limited to claims for trademark or copyright infringement. This does not apply to claims arising from the sole negligence of The District or its agents. This Paragraph will survive termination or expiration of the Agreement.

8. Governing Law & Venue

Suzanne Keller
Director of Educational Services

Dr. Kris Kahler
Director of Business Services

Dan W. Cox
Superintendent

Jennifer Shaw
Director of Special Education

Jon Hansen
Director of Communications



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

This Agreement shall be governed by and construed in accordance with the laws of the State of Illinois without regard to choice of law principles. If any provision is deemed unenforceable, the remaining provisions shall remain in effect to the maximum extent permissible by law. Venue for any litigation between the Parties will be in the circuit court for the Seventh Judicial Circuit (Sangamon County), Illinois or the United States District Court for the Central District of Illinois.

9. Non-Discrimination

Both Parties agree that there will be no discrimination based on race, color, religion, national origin, gender, sexual orientation, age, or disability or on any other basis prohibited by state or federal law with respect to any of their respective activities under this Agreement.

10. Default and Termination

If The Partner fails to make any payment or otherwise defaults on their obligations under this Agreement, and such default continues for thirty (30) days after written notice, The District may terminate this Agreement. Either party may also terminate for failure to perform any other obligations, provided that the default is not cured within thirty (30) days after written notice.

In addition to its right to terminate this Agreement, The District may suspend advertising activities with respect to The Partner if The Partner's default continues for thirty (30) days after written notice by The District. In such event, The Partner will not be relieved of its obligation to pay the sums required by this Agreement or entitled to any rebate or offset during the period of suspension.

Upon termination, all rights and obligations under this Agreement shall cease, except as provided in this Agreement or otherwise provided by law. Time is of the essence in this Agreement.

11. Relationship Between the Parties

Nothing in this Agreement shall be construed or deemed to create a partnership, joint venture, agency relationship, or other relationship between the Parties other than a contractual relationship in accordance with the terms of this Agreement.

12. Execution of Agreement

Suzanne Keller
Director of Educational Services

Dr. Kris Kahler
Director of Business Services

Dan W. Cox
Superintendent

Jennifer Shaw
Director of Special Education

Jon Hansen
Director of Communications



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

On this (insert date) of (insert month), (insert year), the Parties hereto have executed this Agreement.

Partner Information:

Name: (insert name)
Contact Name: (insert contact)
Address: (insert address)
City, State, Zip: (insert city/state)
Phone: (insert phone)
Email: (insert email)

Authorized Signature: _____ Date: _____

District Information:

Name: Rochester CUSD #3A
Contact Name: (insert contact)
Address: (insert address)
City, State, Zip: Rochester, IL (insert zip code)
Phone: (insert phone)
Email: (insert email)

Authorized Signature: _____ Date: _____

Suzanne Keller
Director of Educational Services

Dr. Kris Kahler
Director of Business Services

Dan W. Cox
Superintendent

Jennifer Shaw
Director of Special Education

Jon Hansen
Director of Communications



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

ATTACHMENT A: TERMS AND CONDITIONS

Inventory List of Advertising Opportunities:

Marketing Advertising Plan for Rochester CUSD #3A Sponsorship Program

Objective

To generate substantial revenue for Rochester CUSD #3A through strategic sponsorships while providing valuable advertising opportunities for sponsors within the district's extra-curricular facilities. The sponsorship program is designed to maximize exposure for partners across various digital and static mediums, fostering long-term relationships that benefit both the district and the sponsors.

Sponsorship Tiers Overview

The sponsorship program is divided into four tiers: Platinum, Gold, Silver, and Bronze. Each tier offers varying levels of advertising exposure and benefits, with Platinum being the highest, followed by Gold, Silver, and Bronze.

1. Platinum Sponsor

- Investment: \$150,000 per year
- Placement: Large and center on all static signage, Gold through Bronze benefits.

2. Gold Partnership

- Investment: \$15,000 per year on a 5-year term (6 available)
- Total Revenue: \$450,000
- Benefits: Comprehensive digital and static signage, promotional opportunities, multi-media exposure, and hospitality perks.

3. Silver Partnership

- Investment: \$7,500 per year on a 5-year term (8 available)
- Total Revenue: \$300,000
- Benefits: Digital content, multi-media exposure, and hospitality perks with moderate visibility.

4. Bronze Partnership

Suzanne Keller <i>Director of Educational Services</i>	Dr. Kris Kahler <i>Director of Business Services</i>	Dan W. Cox <i>Superintendent</i>	Jennifer Shaw <i>Director of Special Education</i>	Jon Hansen <i>Director of Communications</i>
---	---	-------------------------------------	---	---

4 Rocket Dr. Rochester, IL 62563

Phone: (217) 498-6210

Fax: (217) 498-8045



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

- Investment: \$2,500 per year (unlimited availability)
- Term: 1 year
- Benefits: Basic digital content exposure within the stadium and gymnasium.

Sponsorship Fulfillment

1. Platinum Sponsor

- As the highest contributor, the Platinum Sponsor will be prominently featured at the center of all static signage across all athletic facilities.
- This sponsorship tier will include all the benefits of the Gold Partnership plus additional exclusive placement opportunities.

2. Gold Partnership

- Static Signage:
 - Football Display: One (1) backlit ad panel (4x6)
 - Softball Board: Two (2) non-lit ad panels (3x5)
 - Baseball Board: One (1) non-lit ad panel (3x5)
 - Main Gym Board: One (1) non-lit ad panel (3x5)
- Digital Content:
 - Football Stadium:
 - One (1) :30 sponsor commercial or PA announcement per game.
 - One (1) feature entitlement per game.
 - Pre-game, in-game, and post-game animated logos.
 - Honorary team captain opportunity for coin flip.
 - Gymnasium:
 - One (1) :30 sponsor commercial or PA announcement per game.
 - Feature entitlement, animated logos, and unlimited scorer's table exposure.
- Promotions:
 - One (1) game day sponsorship opportunity per season.
 - On-field recognition or promotion during halftime.
- Multi-Media:
 - Ads in team programs, logos on schedules, posters, and mailings.
 - Customized and grouped PA announcements.
 - Social media exposure.
- Hospitality:
 - Four (4) season tickets and two (2) parking passes to regular season games.

3. Silver Partnership

Suzanne Keller Director of Educational Services	Dr. Kris Kahler Director of Business Services	Dan W. Cox Superintendent	Jennifer Shaw Director of Special Education	Jon Hansen Director of Communications
--	--	------------------------------	--	--

4 Rocket Dr. Rochester, IL 62563

Phone: (217) 498-6210

Fax: (217) 498-8045



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

- **Digital Content:**
 - **Football Stadium:**
 - One (1) :30 sponsor commercial or PA announcement per game.
 - Digital static logos pre-game, in-game, and post-game.
 - **Gymnasium:**
 - One (1) :30 sponsor commercial or PA announcement per game.
 - Digital static logos pre-game, in-game, and post-game.
 - **Multi-Media:**
 - Ads in team programs, logos on posters, mailings, and the athletic website.
 - Grouped PA announcement per game.
 - Social media exposure and Rocket TV.
 - **Hospitality:**
 - Two (2) season tickets and one (1) parking pass to regular season games.
- 4. Bronze Partnership**
- **Digital Content:**
 - **Stadium:**
 - In-game ad exposure rotating in the right-zoned area.
 - **Gymnasium:**
 - In-game ad exposure and scorer's table placement.
 - **Other Exposure:**
 - Ads on Rocket TV.

Implementation Timeline

- Phase 1: Initial outreach to potential Gold and Silver sponsors, focusing on securing long-term commitments.
- Phase 2: Begin promotion of the Bronze tier to attract smaller businesses and community sponsors.
- Phase 3: Fulfillment of sponsorship agreements, ensuring that all digital and static advertising is in place for the start of the athletic season.

Evaluation and Reporting

- Track the effectiveness of sponsorship placements through digital metrics and attendance engagement.

Suzanne Keller
Director of Educational Services

Dr. Kris Kahler
Director of Business Services

Dan W. Cox
Superintendent

Jennifer Shaw
Director of Special Education

Jon Hansen
Director of Communications



Rochester CUSD #3A

4 Rocket Drive Rochester, Illinois 62563-9282, United States

- Provide regular reports to sponsors, detailing the visibility and impact of their sponsorship.
- Adjust the program based on feedback and results to maximize sponsor satisfaction and district revenue.

Conclusion

This sponsorship plan is designed to optimize revenue for Rochester CUSD #3A while offering valuable advertising opportunities to sponsors. By structuring the sponsorships in a tiered format, we can appeal to a wide range of businesses, ensuring broad community support and engagement.

Suzanne Keller
Director of Educational Services

Dr. Kris Kahler
Director of Business Services

Dan W. Cox
Superintendent

Jennifer Shaw
Director of Special Education

Jon Hansen
Director of Communications