



**Norristown Area School District
Naming Rights for New Athletic Complex
Guidelines
May 2011**

The Norristown Area School District Board (“School Board”) has voted to accept offers to purchase the naming rights for various portions of the new athletic facility at Norristown Area High School. Once an offer is submitted with respect to a portion of the new athletic facility, a notice will be posted on the Norristown Area School District’s website notifying any and all interested parties that any additional offers for that particular portion of the athletic facility will be accepted for a period of thirty (30) days only.

At the end of the thirty (30) day period, the Norristown Area School District NAHS Athletic Project Ad-Hoc Committee (“Athletic Project Committee”) will review all submitted offers and will make a recommendation to the School Board as to whether the Athletic Project Committee believes the offers are acceptable based on the guidelines outlined below. After receiving such recommendation from the Athletic Project Committee, the School Board will make a determination whether to accept or reject the offer based on the guidelines outlined below, though the School Board is not bound by the recommendation of the Athletic Project Committee. If all offers are rejected, the Norristown Area School District will reopen the offering process to all potential sponsors.

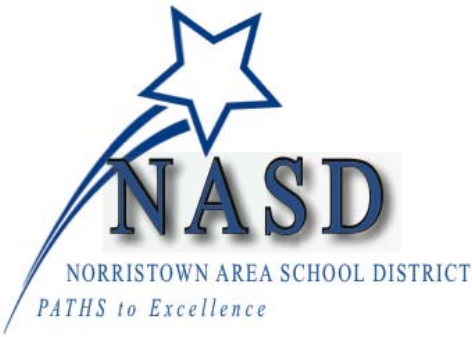
If multiple offers are submitted, than the Norristown Area School District Board will select the highest acceptable offer, based on the guidelines outlined below.

All offers must be submitted in writing on the attached District form, which must be completed in full, and are subject to the following general guidelines in order to be given consideration:

1. All offers must be consistent with the educational mission of the Norristown Area School District.
2. Offers will not be accepted from any person, organization, corporation or other entity whose primary purpose is to advance or whose name is primarily associated with a religious, political, ethical or moral agenda, viewpoint or message.
3. Norristown Area School District reserves the right to reject any final name selection which tends to favor or promote any particular religious, political, ethical or moral agenda, viewpoint or message, regardless of the neutrality of the individual, organization, corporation or other entity that may have purchased or offered to purchase naming rights.
4. Norristown Area School District reserves the right to reject any final name selection which is otherwise inappropriate considering the basic educational mission of the school district.
5. Any person, organization, corporation or other entity submitting an offer understands that, due to the length of the contract for the purchase of naming

rights, circumstances may in the future arise which are unforeseeable to either the Norristown Area School District or the purchaser of the naming rights that may render the selected and approved name of a portion of the athletic facility inappropriate or objectionable, and that Norristown Area School District reserves the right to revoke any agreements made.

6. Norristown Area School District reserves the right to reject all offers and begin the process of accepting offers anew, if no acceptable offers are received.
7. Norristown Area School District reserves the right to reject all offers and decline to accept any new offers if either no acceptable offers are received or the Norristown Area School District Board believes that the sale of naming rights to portions of the athletic facility is not appropriate at that time.
8. Norristown Area School District will provide equal consideration to all individuals, organizations, corporations or other entities that comply with the guidelines articulated above.
9. **All successful sponsors will be provided signage on site to acknowledge and recognize the sponsorship. Norristown Area School District will work with successful sponsors to determine the appropriate signage to be placed on the new site, and will also work to actively promote and market the naming partnership.**



NORRISTOWN AREA SCHOOL DISTRICT

**OFFER TO PURCHASE NAMING RIGHTS
AT NEW NAHS FACILITY**

This offer is submitted in order to purchase the naming rights for (check one):

- Team Benches (4 benches which can be named individually or collectively)
(approximate cost to NASD = \$ 1,000 each)
- Individual Row of Grandstand / Bleacher Seating Per Section
(approximate cost to NASD = \$ 3,000)
- Scoreboard
(approximate cost to NASD = \$ 25,000)
- Press box
(approximate cost to NASD = \$ 50,000)
- Synthetic Track
(approximate cost to NASD = \$ 250,000)
- Synthetic Multi-Sport Field
(approximate cost to NASD = \$ 350,000)
- Grandstand / Bleachers
(approximate cost to NASD = \$425,000 - \$300,000 for home and \$125,000 for visitors)
- Concession Building (which is the only building on site; includes ticket area and restrooms)
(approximate cost to NASD = \$ 1.2 million)

Name of person/corporation/organization/entity that is submitting an offer:

I understand that Norristown Area School District reserves the right to approve all name selections, subject to the attached guidelines. Subject to the approval of the Norristown Area School District, the name I have selected to be given to the above selected portion of the athletic facility is:

The term of the offer I am submitting is for (select one)

_____ 5 years

_____ 10 years

_____ Other: (please specify) _____

The total amount of the offer I am submitting is: _____

This amount will be paid as follows (select one):

_____ lump sum payment upon approval of name selection by Norristown Area School District

_____ Annual installments of \$_____ per year over the length of the contract term

_____ Other (specify): _____

By affixing my signature below, I certify that I have read the attached Guidelines, and agree to comply with all terms set forth therein. I certify that no representations have been made to me or anyone acting on my behalf contrary to the terms indicated in the attached Guidelines. I understand that, if my offer is selected, Norristown Area School District reserves the right to terminate the terms of any agreement should the name selected and/or the person, corporation, organization and/or other entity on whose behalf this offer is submitted becomes unacceptable due to future unforeseeable circumstances, given the educational mission of the school. I understand that, if this offer is accepted by Norristown Area School District, that Norristown Area School District and/or its officers, agents and/or employees will prepare a contract memorializing the terms contained herein. Norristown Area School District reserves the right to ask that the payment terms of this offer be changed, though I am not required to agree to any changes. I further agree that this offer, once signed and submitted, is final, and that no subsequent changes and/or modifications will be permitted.

By (Signature): _____

Printed Name: _____

Name of corporation/organization/entity (if applicable): _____

Title: _____

Address: _____

Phone / Fax / Email: _____

Dated: _____