



Knoxville Community School District

Knoxville, Iowa 50138

Activities Director: Ryan Paulsen • ryan.paulsen@kcsd.k12.ia.us
PH. 641-842-3717 • FAX 641-842-2066

August 2, 2021

To Whom It May Concern:

The Knoxville Community School District is requesting proposals to sponsor district spaces.

The spaces that are available for entities to sponsor include:

- High School Gym
- Baseball Field
- Softball Field
- (new) Middle School Gym
- (new) Middle School/High School Weight room

The documents attached to this letter indicate the different spaces and sponsorship levels available for entities to bid on.

Bids need to be submitted in a sealed envelope with the name of the district space to be bid on clearly indicated on the outside of the envelope. Please address envelopes to the Attention of Craig Mobley, 309 West Main, Knoxville, IA 50138 and deliver by 4 PM on the final day bids are accepted.

The following bid schedule will be used for these different district spaces:

- High School Gym: accepting bids September 1 - 15.
 - Bids will be opened and awarded sometime between September 16-22.
 - High School Gym sponsorship begins on January 1, 2022.
- Baseball Field: accepting bids October 1 - 15.
 - Bids will be opened and awarded sometime between October 16-22.
 - Baseball field sponsorship begins on May 1, 2022.
- Softball Field: bids open November 1 - 15.
 - Bids will be opened and awarded sometime between November 16-22.
 - Softball field sponsorship begins on May 1, 2022.
- Middle School Gym and Middle School/High School Weight room: to be determined based on expected opening date of these spaces.

Any questions can be directed to Cassi Pearson or Craig Mobley at the Knoxville Administration Building or Ryan Paulsen at Knoxville High School.

Ryan Paulsen

Activities Director
Knoxville Community Schools
641.842.3717



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Memorandum of Understanding between Knoxville Community School District and (*Business*)

Knoxville Community School District (KCS D) will contract with (*Business*) for the Primary Sponsorship rights of the Knoxville High School Gym.

The Primary Sponsorship to the Knoxville High School Gym includes:

- Two highly visible logos of your business on the court.
 - The annual cost of this logo decal creation is the responsibility of the business.
 - The size of the decal will be approximately 30-40 square foot - negotiable on final dimensions.
- Two highly visible logos/signs of your business under each score-board
 - The cost of this is the responsibility of the business.
 - The size of each sign will be approximately 30-40 square foot - negotiable on final dimensions.
- Two 30-second video spots per home event for games/contests that we live stream in the Knoxville High School Gym
 - The creation of this video is the responsibility of the business.
- Two 30-second audio spots for Varsity games/contests in the Knoxville High School Gym
 - The information to be read by school personnel is the responsibility of the business.
- Your company's logo will be included on game-day social media posts for games/contests in the Knoxville High School Gym
- The business has the opportunity to offer one Promo Night per sport for each of the following: volleyball, girls/boys basketball, and wrestling; where social media publicity, audio, video, game programs, and additional approved visibility options (give-aways, contests, booth in the Commons, etc.)
- This agreement does not include exclusivity over the advertising board along the north. A third party solicits and operates that venture and area businesses will continue to have the opportunity to advertise there.

KCS D grants (*Business*) the Primary Sponsorship rights to the Knoxville High School Gym for the following (business' choice):

- _____ 3 year agreement for \$_____ per year (\$5,000 minimum)
- _____ 5 year agreement for \$_____ per year (\$4,000 minimum)

Board President, Knoxville Community School District

Date

Authorized agent of (*Business*)

Date



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Memorandum of Understanding between Knoxville Community School District and (*Business*)

Knoxville Community School District (KCSD) will contract with (*Business*) for the Primary Sponsorship rights of the Knoxville Baseball Field.

The Primary Sponsorship to the Knoxville Baseball Field includes:

- Two highly visible logos of your business at the baseball complex
 - The cost of this logo decal creation is the responsibility of the business.
 - The size of this will be approximately 30-40 square foot - negotiable on final dimensions.
- One highly visible logo/sign of your business displayed on the baseball score-board
 - The cost of this is the responsibility of the business.
 - The size of the sign will be approximately 30-40 square foot - negotiable on final dimensions.

KCSD grants (*Business*) the Primary Sponsorship rights to the Knoxville Baseball Field for the following (business' choice):

- _____ 3 year agreement for \$ _____ per year (\$4,000 minimum)
- _____ 5 year agreement for \$ _____ per year (\$3,500 minimum)

The Secondary Sponsorship to the Knoxville Baseball Field includes:

- One highly visible logo/sign of your business displayed on the baseball score-board
 - The cost of this is the responsibility of the business.

KCSD grants (*Business*) the Secondary Sponsorship rights to the Knoxville Baseball Field for the following (business' choice):

- _____ 3 year agreement for \$ _____ per year (\$1,000 minimum)
- _____ 5 year agreement for \$ _____ per year (\$750 minimum)

Cassi Pearson, Superintendent, Knoxville Community School District

Date

Authorized agent of (*Business*)

Date



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Knoxville, Iowa 50138

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Memorandum of Understanding between Knoxville Community School District and (*Business*)

Knoxville Community School District (KCS D) will contract with (*Business*) for the Primary Sponsorship rights of the Knoxville Softball Field.

The Primary Sponsorship to the Knoxville Softball Field includes:

- Two highly visible logos of your business at the softball complex
 - The cost of this logo decal creation is the responsibility of the business.
 - The size of this will be approximately 30-40 square foot - negotiable on final dimensions.
- One highly visible logo/sign of your business displayed on the softball score-board
 - The cost of this is the responsibility of the business.
 - The size of the sign will be approximately 30-40 square foot - negotiable on final dimensions.

KCS D grants (*Business*) the Primary Sponsorship rights to the Knoxville Softball Field for the following (business' choice):

- _____ 3 year agreement for \$ _____ per year (\$4,000 minimum)
- _____ 5 year agreement for \$ _____ per year (\$3,500 minimum)

The Secondary Sponsorship to the Knoxville Softball Field includes:

- One highly visible logo/sign of your business displayed on the softball score-board
 - The cost of this is the responsibility of the business.

KCS D grants (*Business*) the Secondary Sponsorship rights to the Knoxville Softball Field for the following (business' choice):

- _____ 3 year agreement for \$ _____ per year (\$1,000 minimum)
- _____ 5 year agreement for \$ _____ per year (\$750 minimum)

Cassi Pearson, Superintendent, Knoxville Community School District

Date

Authorized agent of (*Business*)

Date



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Memorandum of Understanding between Knoxville Community School District and (*Business*)

Knoxville Community School District (KCSD) will contract with (*Business*) for the Primary Sponsorship rights of the Knoxville Middle School Gym.

The Primary Sponsorship to the Knoxville Middle School Gym includes:

- Two highly visible logos of your business on the court.
 - The cost of this logo decal creation is the responsibility of the business.
 - The size of the decal will be approximately 30-40 square foot - negotiable on final dimensions.

- One highly visible logo/sign of your business displayed in the gym.
 - The cost of this is the responsibility of the business.
 - The size of the sign will be approximately 30-40 square foot - negotiable on final dimensions.

KCSD grants (*Business*) the Primary Sponsorship rights to the Knoxville Middle School Gym for the following (business' choice):

- _____ 3 year agreement for \$ _____ per year (\$2,500 Minimum)

- _____ 5 year agreement for \$ _____ per year (\$2,000 Minimum)

Board President, Knoxville Community School District

Date

Authorized agent of (*Business*)

Date



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Memorandum of Understanding between Knoxville Community School District and (*Business*)

Knoxville Community School District (KCS D) will contract with (*Business*) for the Primary Sponsorship rights of the Knoxville Middle School/High School Weight Room.

The Primary Sponsorship to the Knoxville Middle School/High School Weight Room includes:

- One highly visible logo/sign of your business in the hallway right outside the weight room
 - The cost of this logo decal creation is the responsibility of the business.
 - The size of the sign will be approximately 30-40 square foot - negotiable on final dimensions.
- One highly visible logo/sign of your business in the weight room that will still be seen by hallway traffic.
 - The cost of this is the responsibility of the business.
 - The size of the sign will be approximately 30-40 square foot - negotiable on final dimensions.

KCS D grants (*Business*) the Primary Sponsorship rights to the Knoxville Middle School/High School Weight Room for the following (business' choice):

- _____ 3 year agreement for \$ _____ per year (\$4,000 minimum)
- _____ 5 year agreement for \$ _____ per year (\$3,500 minimum)

Board President, Knoxville Community School District

Date

Authorized agent of (*Business*)

Date



WHAT SPACES ARE AVAILABLE?

High School Gym

Accepting bids September 1-15. Bids will be opened and awarded in late September 2021. Sponsorship begins January 1, 2022.

Includes:

- Two highly visible logos of your business on the court
- Two highly visible logos/signs of your business under each scoreboard
- Two 30-second video spots per home event for games/contests that we live stream in the gym
- Two 30-second audio spots for varsity games/contests in the gym
- Your company's logo will be included on game-day social media posts for games/contests in the gym
- Your business has the opportunity to offer one Promo Night per sport for each of the following: volleyball, girls/boys basketball, and wrestling; where social media publicity, audio, video, game programs, and additional approved visibility options (give-aways, contests, booth in the Commons, etc.)

Baseball Field

Accepting bids October 1-15. Bids will be opened and awarded in late October 2021. Sponsorship begins May 1, 2022.

Primary Sponsorship Includes:

- Two highly visible logos of your business at the baseball complex
- One highly visible logo/sign of your business displayed on the baseball scoreboard

Secondary Sponsorship Includes:

- One highly visible logo/sign of your business displayed on the baseball scoreboard

Softball Field

Accepting bids November 1-15. Bids will be opened and awarded in late November 2021. Sponsorship begins May 1, 2022.

Primary Sponsorship Includes:

- Two highly visible logos of your business at the softball complex
- One highly visible logo/sign of your business displayed on the softball scoreboard

Secondary Sponsorship Includes:

- One highly visible logo/sign of your business displayed on the softball scoreboard

Middle School Gym

Bid schedule to be determined based on the expected opening date of the space.

Includes:

- Two highly visible logos of your business on the court
- One highly visible logo/sign of your business displayed in the gym

Middle/High School Weight Room

Bid schedule to be determined based on the expected opening date of the space.

Includes:

- One highly visible logo/sign of your business in the hallway right outside the weight room
- One highly visible logo/sign of your business in the weight room that will still be seen by hallway traffic

*Note: The cost of logo decal creation and signage is the responsibility of the sponsor.



HOW TO SUBMIT YOUR BID

Please place your bid in a sealed envelope, with the name of the district space you would like to sponsor indicated on the outside of the envelope. Please address envelopes to:

Attr: Craig Mobley
309 West Main
Knoxville, IA 50138

All envelopes should be delivered by 4:00 p.m. on the final day bids are accepted for each space.

QUESTIONS? Contact:

Cassi Pearson, KCSD Superintendent
641-842-6551

cassi.pearson@kcsd.k12.ia.us

Craig Mobley, KCSD Business Manager
641-842-6551

craig.mobley@kcsd.k12.ia.us

Ryan Paulsen, KCSD Activities Director
641-842-3717

ryan.paulsen@kcsd.k12.ia.us



SPONSOR A SPACE IN KNOXVILLE SCHOOLS!

The Knoxville Community School District invites local businesses and organizations to sponsor spaces throughout our schools and athletic facilities. It's a great opportunity to promote your business, support our students and play a critical role in the success of our athletics and activities programs!



309 W. Main St., Knoxville, Iowa
50138