

May 29, 2024

To: MERSD School Committee

From: Michelle Cresta, Director of Finance & Operations

Copy: Pam Beaudoin, Superintendent of Schools

Re: Hyland Field Advertising Rate Schedule

As approved at a recent School Committee meeting, we are planning to move ahead with the advertising of banners at Hyland Field for the upcoming school year. The fee structure is being brought to you for consideration.

After a review of neighboring districts, the following fee structure is proposed:

Option	Fee
One Season Banner (Fall or Spring)	\$650
Full year Banner (Fall & Spring)	\$1,050

All banners will be uniform in appearance and will contain the name and logo of the organization. The banners will be ordered by the Athletics Department and will cost \$50 which will be offset by the banner fee being charged to the organization.

We will also be reaching out to Manchester Essex Youth Sports organizations and offering them an opportunity for a discounted banner for \$100. We want to support our youth programs and feel this is a great opportunity to elevate our students at all levels and build upon our relationship with the town organizations.

Suggested motion:

Motion to approve banner fees as \$650 for a single season, \$1,050 for two seasons, and a discounted rate of \$100 per season for Manchester Essex Youth Sports organizations.