

OKEMOS ATHLETIC BOOSTERS

Stadium Sponsorship Program

Rules & Policies Manual

Last revised: Sept, 2026

This manual lists and describes the operating rules for the OAB Stadium Sponsorship Program and is intended to guide consistent administration of sponsorships, signage, revenue sharing, renewals, and special situations.

1. Purpose

The Okemos Athletic Boosters ("OAB") Stadium Sponsorship Program provides businesses, organizations, families, and other community supporters with opportunities to financially support Okemos High School athletic programs while receiving appropriate public recognition for that support.

The goals of the program are to:

- Generate financial support for Okemos athletic teams and the Athletic Dept.
- Develop long-term relationships between Athletics at Okemos and the surrounding community.
- Provide consistent and professional recognition of community sponsors.
- Operate the program in accordance with OAB policies, Okemos Public Schools policies, and applicable laws and regulations.

The Stadium Sponsorship Program is administered by OAB in cooperation with the Okemos High School Athletic Department.

2. Program Administration

OAB serves as the primary administrator of the Stadium Sponsorship Program. OAB responsibilities include:

- Communicating with prospective and current sponsors.
- Collecting sponsorship payments and maintaining sponsorship records.
- Coordinating artwork, proofs, production, and installation of signage.
- Maintaining the inventory of sponsor signs and coordinating renewals.
- Distributing the designated sponsorship share to athletic teams.
- Working with the Okemos High School Athletic Department regarding approval and placement.
- Ensure sponsorship recognition is appropriate for a school environment.
- Maintain consistent pricing, approval, placement, and administration of sponsorships.

The OAB Board may designate a Sponsorship Coordinator or committee to administer the day-to-day operation of the program.

No coach, team, parent group, or individual may independently promise a sponsor a particular sign location, price, sign size, sponsorship term, discount, or other benefit without authorization from OAB.

3. Venues

The Stadium Sponsorship Program will offer signage at these Okemos High School venues:

Venue	Sign Location	Cost	Sponsor-Share Amt (to sports team of your choice)	Sign Size (Width x Height)
Gymnasium	Gym Wall	\$1,000	\$500	4'x4'
Gymnasium	Digital	\$1,000	\$500	768x192 pixels
Football/LAX/Track Stadium	Small fence	\$1,000	\$500	7'x40"
Football/LAX/Track Stadium	Hulett Rd Fence	\$1,500	\$750	8'x4'
Soccer Stadium	Large fence	\$600	\$300	8'x4'
Baseball	Outfield fence	\$600	\$300	8'x3'
Softball	Outfield fence	\$400	\$200	7'x40"
Tennis Court	OHS Tennis	\$300	\$150	5'x3'
Natatorium	Bleacher wall	\$300	\$150	5'x3'

4. Sponsorship info and answers to FAQs

- All Sponsorships are for one (1) school year.
- Printing and installation will be paid for and coordinated by OAB.
- If a sponsor sign gets installed significantly into or after the main sports season for the venue, the OAB may choose to extend the sponsorship an additional school year.
- Unless otherwise established by the OAB Board for a specific sponsorship opportunity, 50% of the standard sponsorship price shall be designated for the Okemos High School athletic team or teams selected by the sponsor.
- The sponsor may designate its team share to one or two Okemos High School athletic teams, with the team share divided equally between multiple teams.
 - The team receiving the sponsorship share does not need to use the facility where the sponsor's sign is displayed.
- Renewal sponsorships:
- Multi-Venue Sponsor Discount available: Details below, however, discounts described below, do not reduce the amount allocated to the sponsor's sponsor-share to their sport(s) of choice.

5. Sponsorship Finances, explained

- First year of sponsorship
 - Sponsor-share will be given to sport teams monthly
 - At the beginning of the month following when the Sponsorship was paid
 - The remaining costs will be used by the OAB to cover the printing, installation, and maintenance of the sign.
 - Any remaining money will be used in the OAB general fund.
- Renewal Sponsorships
 - Sponsor-share will be given to sport teams monthly.
 - At the beginning of the month following when the Sponsorship renewal was confirmed and paid.

- The remaining costs will be split 50/50 with the OHS Athletic Dept and the OAB general fund.

6. Sign Content

The Stadium Sponsorship Program is intended to recognize financial supporters of Okemos Athletics rather than provide unrestricted commercial advertising. Per the IRS, there is a difference between Sponsorship signs and Advertising signs. OAB program will only display Sponsorship signs.

- Sponsorship sign may generally include:
 - Business or organization name.
 - Logo.
 - Website address.
 - Telephone number or basic contact information.
 - Recognition language, such as "Sponsored by..."
 - Generic celebratory statements, such as "Go Wolves!", "We love Okemos", etc.
- Signs may not include:
 - Prices or discounts.
 - Coupons or sales promotions.
 - Comparative advertising, such as "Best in Okemos", or "Top xx in the area".
 - Calls to action such as "Call Now," "Buy Now," or "Visit Today."
 - Claims regarding products or services.
 - Similar promotional or commercial messages.
- OAB may require changes to artwork or wording before approving a sign.
- All sponsorship recognition must comply with applicable Okemos Public Schools policies. Sponsorship recognition may not contain unlawful, misleading, obscene, sexually explicit, violent, disruptive, or age-inappropriate material.
- Sponsorships promoting tobacco, vaping products, alcohol, cannabis/marijuana, illegal drugs, or related products are prohibited.
- Sponsors are responsible for having the legal right to use all names, trademarks, logos, photographs, and other intellectual property submitted to OAB.
- Acceptance of sponsorship funds does not automatically guarantee approval of a proposed sign or recognition. All sponsor recognition is subject to final approval by OAB and the Okemos High School Athletic Department.
- OAB and/or the Athletic Department may reject or require modification of a proposed sponsorship recognition when its content, appearance, location, or sponsor is inconsistent with OAB policies, Okemos Public Schools policies, applicable law, the educational environment, the purpose of the program, or the best interests of Okemos Athletics.

7. Standard Sign Approval Process

The normal sponsorship process is:

1. Sponsor completes online registration (<https://okemosathleticboosters.com/sponsor>) which provides payment, contact information, requested sponsorship venue, team designation, and logo/artwork.
2. OAB confirms availability, pricing, and sponsorship details.

3. OAB provides the sponsor's logo/artwork to the approved sign vendor to create a proof.
4. Proof is reviewed and approved by the sponsor and Okemos High School Athletic Department.
5. The sign is produced and OAB coordinates installation.
6. OAB records and distributes the appropriate team sponsorship share.

Sponsors should normally expect approximately three to four weeks between submission of complete information and installation. This timeframe is an estimate and is not guaranteed.

8. Multi-Venue Sponsor Discount

Sponsors who participate in the Stadium Sponsorship Program at three (3) or more different athletic venues are eligible for a Multi-Venue Sponsor Discount of \$100 per sign.

- The \$100 discount applies to every qualifying sign, including the first sign.
- The discount is applied to the regular sponsorship price of each qualifying sign.
- The discount does not reduce the amount allocated to the sponsor's designated sport or sports.
- The entire discount is deducted from the OAB portion of the sponsorship.
- Separate sponsorship signs within the same athletic venue do not qualify as separate venues.

Example

If a sign normally costs \$1,000 and provides \$500 to the sponsor's designated athletic team, the Multi-Venue Sponsor price is \$900. The designated team still receives the full \$500, and OAB retains \$400.

A sponsor may select the same sport for each sponsorship or may designate different sports for different signs, subject to the normal team-designation rules.

Existing Sponsors Adding a Venue

If an existing sponsor adds a qualifying third or additional venue during its current sponsorship term, the \$100 discount applies only to the newly added sign or signs. No retroactive refund or credit is provided for signs purchased earlier in the current sponsorship term.

At the sponsor's next annual renewal, all qualifying signs receive the Multi-Venue Sponsor Discount.

9. Sign Ownership, Placement, and Relocation

All signs produced through the Stadium Sponsorship Program remain the property of OAB.

OAB determines installation, removal, relocation, storage, and disposition of sponsorship signs in cooperation with the Athletic Department. Purchase of a sponsorship does not create an ownership interest in any sign location or school property.

Sign locations are subject to availability and approval. OAB and the Athletic Department retain authority to determine exact placement, orientation, spacing, dimensions, installation method, length of display, and relocation when necessary.

A sponsor's previous use of a location does not create a permanent right to that location.

10. Reprinting Recently Produced Signs

The Multi-Venue Sponsor Discount does not include the cost of unnecessarily replacing recently produced signage.

If a sponsor requests or requires a new sign and its existing sign was printed during the previous sponsorship year, the sponsor is responsible for the actual cost of reprinting the sign.

This includes reprints requested because of changes to the sponsor's logo, artwork, business name, contact information, branding, or other sponsor-requested changes.

OAB will continue to cover normal sign production costs when a new sign is reasonably required due to ordinary wear, deterioration, damage not caused by the sponsor, or as otherwise determined by OAB.

Any sponsor-paid reprinting charge is in addition to the annual sponsorship fee and does not affect the amount distributed to the sponsor's designated athletic team or teams.

11. Exceptions and Policy Interpretation

Situations not specifically addressed by this manual shall be reviewed by the OAB Sponsorship Coordinator, OAB Board, and/or Athletic Department as appropriate.

Exceptions to established pricing, revenue distribution, sponsorship terms, discounts, or other material program policies should be documented and approved by the OAB Board or its authorized representative.

The OAB Board retains authority to interpret, amend, or supplement these policies as the Stadium Sponsorship Program develops.

12. Policy Items for Future Development

The following operational areas should be addressed in future revisions as OAB establishes specific practices:

- Definition of the annual sponsorship term and expiration date.
- Renewal deadlines and whether existing sponsors receive priority for their current locations.
- Payment due dates, refunds, cancellations, and non-payment.
- Procedures when multiple sponsors request the same location.
- Placement of competing businesses near one another.
- Treatment of signs that remain displayed after sponsorship expiration.
- Policies for sponsors that do not designate a sport.
- Detailed sign-damage and replacement procedures.
- Recordkeeping, sign inventory, and financial-control procedures.