

STADIUM SIGN POLICY

Division: WAYS & MEANS

Title/Description: Stadium Signs

Effective Date: April 1, 2009

PURPOSE:

To establish a consistent, fair means of allowing Wando High School Band students to sell and renew Stadium Sign advertisements. This policy applies to ALL Wando High School Band Students in current good standing.

RESPONSIBILITY:

Chairman of Stadium Signs, VP of Ways and Means, and Wando Band Booster Executive Board

DEFINITIONS:

- **Stadium Sign** - A 4ø x 8ø corrugated plastic board advertisement that supports Wando High School. Sign will be up by the 1st home football game through at least May 15th each year. The Stadium Sign Committee will have approval of sign content prior to painting or hanging.
- **New Sign** - A customer has requested a sign be created with their Logo or Ad and be placed in the Wando High School Football Stadium.
- **Renewed Sign** - A past customer request for their sign to be put up for the school year with no changes. If renewal lapses for 1 year, the sign is open to all students.
- **Revised Sign** - A past customer request their existing sign with minor changes be made and then put up for the school year. In some cases the sign will need to be replaced.
- **Renewal with Replacement Sign** ó A sign that is due to be replaced either because of condition or changes. Signs are inspected throughout the year and a determination will be made before the start of the Sign Sale. Cost to customer will be determined by market prices at that time. Life expectancy of a sign is 3-4 years.
- **Hand-down Sign** - A sign sold by a student no longer in the Wando Band program.
- **“Off-Limits” Sign/Customer** - A customer who has a current sign and is to be contacted by either the person who originally sold the sign, a sibling of that person, or someone who received the sign as a Hand-down.
- **“Band Sign”** - a sign that is sold and proceeds go to the maintenance of the sign program.
- **“Eligible Band Student”** ó Students on directorø class roster for the next year permitted to sell signs
- **“Contacted Business”** ó A business that signed a contact card after being approached by a band student about buying a sign. This business becomes “off-limits”
- **“Contact Card”** ó A card provided by the sign committee to be used by students when contacting a business about buying a sign. The contact card must be filled out and signed by authorized individual for each business contacted. This card is used to determine ownership of sign.
- **“Not Interested Business”** - A business which has been approached by a student and has said “No thanks.”

POLICIES AND PROCEDURES:

- It is the responsibility of the Wando Band Booster Executive Board to receive approval from the Principal's Office prior to starting another year of selling signs.

- The Stadium Sign Chair will meet with the Director in April, to determine the roster of eligible band students for the next year. An eligible band student, who receives a schedule change over the summer, removing him/her from band, will lose rights to sell or save signs; and any money already earned will go into the general band fund.
- A list of signs owned by graduating and non-returning students, approved by Band Director, will be compiled and given to Sign Committee.
- Committee develops letters, pictures and whatever sales tools are required to be presented to the students at a called meeting in school prior to summer dismissal.
- A sibling may inherit signs from graduating and non-returning members. Eligible siblings are rising 8th, 9th, 10th, or 11th graders.
- In the case of a rising 8th grader, who will not be an active Wando Band member for one year, the older sibling/family member should contact that business for the renewal. The sign will be held for them until they are active in the band or for one year.
- After the sibling assignment, 5% of available hand-down signs will be reserved for hardship scholarships. A list will then be developed for lottery.
- 50% of the available hand-down signs will go into a lottery open to all eligible rising 10th, 11th, and 12th graders. Each eligible student will receive 1 chance in a drawing for a hand-down sign. If a student who receives a lottery sign has more than 4 signs at the end of the Sign Sale, credit for that sign will go into the sign capital fund. The student will retain ownership of the sign while an eligible band student, but the 4 sign limit will remain in effect. Fair Share credit will only be given for up to 4 signs.
- 50% will be allotted to the middle schools; Each Middle School will receive one sign for hardship, the balance will be put into a lottery of all known rising 9th grade students. Siblings who are due to inherit a hand-down sign are not eligible.

*The above percentages are guidelines; actual division will depend on number of signs available. (i.e. rounding up or down may be necessary as a half a sign cannot be awarded)

This list is then given to the Band Director.

- **THERE ARE NO GUARANTEES ON LOTTERIED SIGNS** - It is possible that the business that owns a hand-down sign may not accept the person awarded their sign. There is also no guarantee that the sign will be renewed. Special Note - There is nothing that says these hand-down signs are automatically going to be renewed. The business may not want to renew this year. There are NO GUARANTEES.
- When renewing or selling new signs, students should contact a business in person and obtain a signature by an **authorized individual** on a contact card. This signature signifies that a student is in negotiations with a business and other students should not contact that business. The STUDENT must turn in the contact card to the sign committee to get the business listed as "off-limits". A "not interested" business may only be approached by another student with permission from the Stadium Sign Chair; failure to obtain permission will result in the Executive Board determining the ownership of the sign. (See example B).
- **ALL PAPERWORK SHOULD BE RETURNED TO THE POST OFFICE BOX (P.O. Box 927, Mt. Pleasant, SC 29465). Please do not put anything in the safe or give to Mr. Rush, Mr. McGrew or Ms. Radecke.**
- Paperwork for Renewal Signs will be given out mid April or when band and guard rolls are determined and students have exclusive rights until May 30th to secure the renewal. This pre-sale gives the businesses that have supported the band program priority on sign placement. Paperwork for New Signs Sale will be available on or about May 1st.

- Signs are inspected throughout the year. Any renewal sign needing replacement will be so marked on the hands off list. It is the selling students responsibility to make sure that the correct charge is explained to the business.
- If the stadium sign committee does NOT have confirmation that a renewal business has been contacted (marked with a "C" or "Contacted" on hands-off list) by May 30th the signs will be opened to all students. **Ownership of these signs will be based on signed and dated contact cards.** (See example D).
- Stadium Sign Sale for New Signs begins on May 1st. A meeting will be scheduled for all band members at Wando, including the rising freshmen at feeder Middle Schools. At this meeting all rules and paperwork will be explained, and selling tips offered, so that everyone has the same opportunity to sell new signs.
- **A total of 200 signs can be placed.** The sale will end June 30th or when the 200th sign is placed. All checks and paperwork must be in no later than June 30th. The June 30th date applies to both renewals and new signs.
- Due to space limits, a student will be allowed to earn credit for up to 4 signs. Any signs sold over this limit will be credited to the general band fund with the student retaining ownership of said sign. **Signs given to Corporate Sponsors do not count against the 4 sign limit.**
- A sign may be shared by two students. This will only apply to a new sign and any yearly renewals will remain in the name of those students. Ownership of the sign will pass to the student(s) as co-owners until they become ineligible or graduate. Sibling hand-downs apply as usual. At no time may a student "give" a sign to another student.
- All students who sell signs are expected to work on Sign Hanging Days and on any called emergency days. (e.g. weather emergencies).
- ***Note - We will not accept lack of knowledge as an excuse for someone selling/renewing someone else's sign. If that happens all monies go to the student that originally "owned" the sign. Contact cards should be obtained from all businesses.**

DISPUTES

- Disputes over ownership are going to come up. Every effort will be made to solve them in a fair and equitable way and in accordance to this written policy.
- If any situation occurs outside the basic parameters listed, the Wando Band Booster Executive Board has final determination of the situation.
- At no time will the Band Boosters award Booster funds to a student account.

COSTS and CREDITS

- The price of new signs and renewal signs is determined each year and may change the following year. Price of a sign covers ó cost of sign, credit to student and a capital fund for maintenance and repairs
- Signs are routinely inspected and will be replaced as needed. This ensures that the signs remain in good condition for the customers. The life expectancy of the signs is 3-4 years. Renewal cost with replacement of a sign will be determined by market costs, but will be lower than the new sign price.
- Corporate Sponsor signs are not renewed at the lower rate.

- Students will receive credit to their Fair Share account for new and renewed signs. If a sign is shared, it will be divided equally between those students sharing the sign.

BUSINESSES WANTING TRADE

If a contacted business wishes to make a trade of services for advertisement, that business should submit a bid listing services to be provided. Approval will be made by the Board. Student will receive compensation.

DOCUMENTATION:

A Contact Card 6 signed by authorized person, dated and received by committee.

A Renewal Form, Renewal Form w/ Replacement or New Sign Form will be used for every sign.

A customer will be entered into the allocated space file as soon as we have all of the following:

1. A check for the amount required for the sign or to hold a space made out to The Wando Band Boosters.
2. Artwork/logo/Ad Slick/Approval of Existing Sign.
3. Contact name and phone number, Business Name and phone number, Student Name and phone number.

Chairman of Committee will keep a file/book record of each sign and student/contact information.

SIGN HANGING AND PLACEMENT:

Sign spaces are allocated according to the order in which the sign transaction is completed. A business may request a 6lower7 placement, but not a 6higher7 one. The highest Corporate Sponsorships have placement priority.

Placement begins on the bleacher fence above the visitor stands; next visitor7s side 40-yard line and goes to each end of fence; next space in right side of field fence (behind goal); next is the left side of the field (behind goal); then the second fence on the right side of the field; then the fence surrounding the parking lot around concession stands; last parking lot around bus parking lot.

SCENARIOS

Example A: Student A has a sibling in 8th grade; he has 4 signs and has the opportunity to get a 5th. Credit would go into the General Band Fund for that year and sibling could get ownership and credit the next year.

Example B: Student A contacts a business and is told they are not interested in a sign, listed as 6rejected7 on hand-off list. Student B7s father plays golf with owner and believes that the owner would purchase a sign from him. He contacts the Chair and receives permission to contact the business and gets the sign. Ownership would go to Student B.

Example C: Student A and Student B work well together and decide to work as a team in selling signs. Student A has a sign that is renewing from last year, they sell 3 new signs together. Student A has a total of 2 1/2 signs, Student B has 1 1/2 signs. When Student A graduates next year her shared 1 1/2 signs will revert to Student B, unless there is a sibling coming up; her 1 sign (the original renewal) would become a hand down sign.

Example D: Student A has a renewal sign, but the contact card is never returned. Student B contacts the business after the renewal cut-off date and gets contact card signed and returns it to committee. Ownership of sign would go to Student B.