

PSG Overview of 2018/19 CHSEF Banner Program

The CHSEF Banner Program is designed to help all students of CHS fundraise money to help their different activities. Below is an overview of how the banner program works, the breakdown of the cost and fees associated with the banner program and other questions you might have with the program. This can and should be shared with anyone involved in receiving donations via the CHSEF Banner Program.

*Temecula Valley Unified School District neither endorses nor sponsors the CHSEF Banner Program, CHSEF organization or activity represented in this document.

This is for the 2017/18 School year. The Banner program will be reevaluated at the end of each school year.

1. HOW TO SELL A BANNER: Banners can be currently sold in three locations at CHS. The Baseball/Softball field fence line facing Winchester Road, the CHS GYM and the CHS Stadium fence under the scoreboard. To sell a banner you must have your sponsor fill out the CHSEF BANNER SPONSORSHIP ORDER FORM and send it to the CHSEF Board. CHSEF will collect donation and work with sponsor to create and install their banner.

2. HOW MUCH DOES A BANNER SELL FOR: Banners in the past have been sold in various sizes. Currently the CHSEF Board only offers 3-5 sizes (depending on location) to new sponsors. Here is the size and the price the sponsor will pay (PSGs may not offer discounts or bartering for services in exchange for a banner without pre-approval by CHSEF).

Selling Prices (Sizes are in height times width.)

Winchester Fence

\$800.00 for our Winchester 5x8 Banner Sponsorship
\$1500.00 for our Winchester 5x10 Banner Sponsorship
\$1800.00 for our Winchester 5x15 Banner Sponsorship
\$3000.00 for our Winchester 10x10 Banner Sponsorship
\$4100.00 for our Winchester 15x15 Banner Sponsorship

Gym

\$400.00 for our Gym 5x8 Banner Sponsorship
\$550.00 for our Gym 5x10 Banner Sponsorship
\$750.00 for our Gym 5x15 Banner Sponsorship

Stadium

\$500.00 for our Stadium 5x5 Banner Sponsorship
\$750.00 for our Stadium 5x10 Banner Sponsorship
\$1000.00 for our Stadium 5x15 Banner Sponsorship

3. HOW LONG DOES A BANNER STAY UP: All banners are sold for a 12 month period starting on the day that they are installed. At the end of the 12 month period, Banners are either renewed and remain up or removed.

Continued next page.

PSG Overview of 2018/19 CHSEF Banner Program

4. HOW MUCH DOES THE GROUP THAT IS BEING SPONSORED RECEIVE FROM THE BANNER SPONSORSHIP:

The sponsorships breakdown as the following:

CHSEF Banner Program Donation Chart

Winchester Fence

<u>Size</u>	<u>Selling Price</u>	<u>PSG Portion</u>	<u>CHSEF Portion</u>
5x8	\$800	\$475	\$300
5x10	\$1500	\$1025	\$425
5x15	\$1800	\$1250	\$500
10x10	\$3000	\$2050	\$850
15x15	\$4100	\$2950	\$1000

Gym*

<u>Size</u>	<u>Selling Price</u>	<u>PSG Portion</u>	<u>CHSEF Portion</u>
5x8	\$400	\$175	\$200
5x10	\$550	\$200	\$300
5x15	\$750	\$350	\$350

Stadium*

<u>Size</u>	<u>Selling Price</u>	<u>PSG Portion</u>	<u>CHSEF Portion</u>
5x5	\$500	\$225	\$250
5x10	\$750	\$400	\$300
5x15	\$1000	\$475	\$475

*CHSEF Portion are adjusted based off of selling price and maintenance cost.

PSGs WILL RECEIVE THIS DONATION AMOUNT IN FULL AND INCUR NO ADDITIONAL COST. EVER!

5. WHERE DOES THE EXTRA MONEY FROM THE DONATION GO:

CHSEF Banner Program Fee

CHSEF will have a banner program fee that is taken out of each donation to cover cost associated with the banner program. The cost include but are not limited to Printing, Installation, Removal, Insurance, Licensing, Marketing, Maintenance and Banner Director Fee.

****Banner Director Position:** Works directly with business/sponsor to ensure online and paper request forms are complete, artwork is received and in appropriate format, assist with design if necessary (additional fee to sponsor) coordinate with printer on banner approval, printing, scheduling install/removal/moving, and additional banner maintenance as needed. Banner renewals, banner tracking, phone calls, collection of payments, invoicing and sponsor tax forms. Also, works with CHS administration for banner approvals and/or issues that arise. PSG just gets the sponsors and provides contact info.

Flat Fee:	5x5 & 5x8	\$25	
	5x10 & 5x15	\$50	
	10x10	\$100	
	15x15	\$150	Design fees \$35/hour paid by business

PSG Overview of 2018/19 CHSEF Banner Program

Currently, CHSEF has an agreement with STITCH 'N PRINT, a local printer near CHS to print, install, remove and maintain banners. The cost breakdown is as follows.

Printing Cost:

<u>Size</u>	<u>Cost for Printing</u>
5' x 5' Banner	\$100.00
5' x 8' Banner	\$150.00
5' x 10' Banner	\$200.00
5' x 15' Banner	\$300.00
10' x 10' Banner	\$450.00
15' x 15' Banner	\$750.00

Installation Cost:

Installation Costs are \$50 per banner for any of the sizes offered by CHSEF. Banners will be fixed to the Fence using galvanized metal ties and a scissor lift. If they must provide a lift, an additional \$250 will be charged to cover the cost of the lift.

Removal Costs:

Removal Costs are \$25 per banner for any of the sizes below. If they must provide a lift, an additional \$250 will be charged to cover the cost of the lift.

Renewals

Renewals will operate at the same price/fees as a new banner.

The fees associated with the banner program are firm and are taken out of every banner agreement, no matter if it is a new banner agreement, a renewal banner agreement or a Trade for services agreement. This is to maintain and cover any cost that the banner program may have and that may occur during the life of the banner.

6. WHAT ARE THE ADDITIONAL COSTS MENTIONED IN THE EXAMPLES ABOVE: The additional costs CHSEF see currently are maintaining and adding a windscreen that helps keep the banners from unnecessary wear and prevents them from tearing, providing a dark cover over the white backing of the banners that is needed for both baseball and softball to contrast the white ball used in games. These funds go to the removal of banners at the end of the sponsorship and to any necessary replacements of the banner that CHSEF are responsible for. The funds also cover the insurance that is needed that TVUSD asked CHSEF to carry in order to operate the Banner Program. CHSEF also needs to carry a California Business License and file taxes in order to operate the Banner Program.

7. THE SPONSOR WANTS THEIR BANNER IS A CERTAIN SPOT ON THE FENCE, CAN THEY GET THAT: The location of banners are solely up to CHSEF. Sponsors may request locations and may incur additional fees. If sponsor does wish to move a banner, sponsors will be responsible for all fees associated with the moving process. Those fees are quoted to the sponsor before moving and are based on the total amount of work. All fees must be made to CHSEF prior to moving of banner.

PSG Overview of 2018/19 CHSEF Banner Program

8. IS THE PSG WHO RECEIVED THE SPONSORSHIP RESPONSIBLE FOR THE BANNER IF IT GETS DAMAGED: No. The PSG that received the donation is not responsible in any way to fix or replace a banner. CHSEF or the Vendor who prints and installs the banner is not responsible for any damage to the banner that was not result of manufacturer defects in printing or installation. Any form of theft, vandalism and or natural acts of weather that makes the banner unusable will be taken down and the sponsor will be charged for reprinting and installation of a new banner at cost. Banners that are deemed unusable will be re-printed and re-installed within 14 days after sponsor makes payment to CHSEF for the cost of the new banner. 14 days may be delayed in re-displaying after such rare occurrences such as extreme weather or construction that does not allow the vendor access. CHSEF assumes no responsibility for banners that are not displayed due to these issues.

9. IS THERE A LIMIT TO THE NUMBER OF SPONSORSHIPS ONE GROUP RECEIVES: No, a group may receive unlimited sponsorships as long as spots are available on the designated display areas. All sponsorships and banners must be approved by both the CHSEF Board and CHS Admin.

10. WHO HANDLES THE RENEWALS OF BANNERS: Each banner is tracked by the CHSEF with dates associated with renewals. Also, each banner is printed with the start month date and what group the sponsor is donating towards. The PSG group that originally sold the banner will be notified that their banner is up for renewal and they have 30 days to secure a renewal. After the 30 days the sponsor may be contacted by another group including CHSEF.

11. CAN A SPONSOR DONATE TO TWO DIFFERENT GROUPS: Yes, a sponsor may support as many groups at CHS as they like. One sponsor may split their donation up to two groups per banner. All banners must be approved by CHSEF and CHS Admin.

12. HOW LONG CAN A BANNER STAY UP: A banner sponsor theoretically can stay up as long as the sponsor wants to keep renewing their banner. CHSEF and CHS Admin must approve all banner sponsors. In order to maintain quality and safety, a new banner will be printed after 36 months of being displayed.

13. ALL DONATIONS ARE NON-REFUNDABLE. Please make this clear when selling a banner to a sponsor, that this is a non-refundable transaction and CHSEF and parties under the umbrella of CHSEF do not take on further responsibility other than stated in this document.

15. WHEN CAN MY PSG EXPECT TO HAVE FUNDS TRANSFERRED OVER TO THE PSG BANK ACCOUNT? CHSEF will transfer funds within Ten (10) business days of the sponsor check clearing.

If you have you have any additional questions about the CHSEF Banner Program please email the CHSEF board at chsefboard@gmail.com. The CHSEF Board looks forward to helping each program raise much needed funds for the students of CHS.

Sincerely,

CHSEF Board
Barbara Brosch, President
Karin Henningson, Vice President
Laura Sanchez, Tresurer

PSG Overview of 2018/19 CHSEF Banner Program

Denaye Diaz-Narte, Secretary