

SAMSPA Community Sign Board Shared Earnings Project

As Stewards of the Community, the St. Albert Men's Slowpitch Association is providing community groups and third-party sources the opportunity to partner with SAMSPA to sell advertising at the SAMSPA diamonds known as Meadowview Ball Park. In return, these third parties will receive an attractive incentive. The goal would be to partner with third parties and community groups to generate additional revenue.

Revenue, after production and administration costs, for **new** signboard sales will be shared equally between the third party and SAMSPA. The incentive will be the same for all third parties.

PROGRAM HIGHLIGHTS

Single Signboard (3-year term)	Four Signboards (3-year term)	Bleacher Board (3-year term)	Diamond Naming (5-year term)
\$1,275 per board <u>(-\$475) costs</u> \$800 sharing	\$4,800 for boards <u>(-\$1,675) costs</u> \$3,125 sharing	\$2,075 per board <u>(-\$725) costs</u> \$1,350 sharing	\$10,000 diamond <u>(-\$2,000) costs</u> \$8,000 sharing
\$400 to Seller	\$1,562.50 to Seller	\$675 to Seller	\$4,000 to Seller

Current Signboard Financial Breakdown

The following are examples using approximate figures based on current board pricing for new signboard sales:

1. Sale of one signboard:

Advertising Revenue: \$1,275.00 per Board, for 3-year term

Production Costs: \$475.00

- \$75.00 admin (Operations Coordinator).
- \$300.00 board production
- \$100.00 installation (transportation to pick up sign and contractor to install).

Shared Earnings: \$800.00

Revenue Sharing: Split revenue 50/50 so third party receives \$400 and SAMSPA receives \$400.

2. Sale of four signboards:

Advertising Revenue: \$4,800.00 for 4 boards, 1 per diamond, for 3-year term.

Production Costs: \$1,675.00

- \$75.00 admin
- \$1200.00 board production
- \$400.00 installation

Shared Earnings: \$3,125.00

Revenue Sharing: Split revenue 50/50 so third party receives \$1,562.50 and SAMSPA receives \$1,562.50.

3. Sale of Bleacher Signage

Advertising Revenue: \$2,075.00 for 1 board, option of 4 diamonds, for 3-year term.

Production Costs: \$725.00

- \$75.00 admin
- \$500.00 board production & plexiglass
- \$150.00 installation

Shared Earnings: \$1,350.00

Revenue Sharing: Split revenue 50/50 so third party receives \$675.00 and SAMSPA receives \$675.00.

4. Diamond Naming Rights

Advertising Revenue: \$10,000, 1 per diamond, for 5-year term.

Production Costs: \$2,000.00

- \$300.00 admin
- \$1200.00 board production
- \$500.00 installation

Shared Earnings: \$8,000.00

Revenue Sharing: Split revenue 50/50 so third party receives \$4,000.00 and SAMSPA receives \$4,000.00.

Sign Board Q & A

1. Once a company identified by an individual or group, how does the board sale proceed?

The person would complete the contract/invoice with the company. The signed contract/invoice would be submitted to the SAMSPA League Operations Coordinator. The League Operations Coordinator would work directly with the company finalizing artwork proof and approval, ordering sign through Topline Signs, picking up product and delivering to SAMSPA Maintenance crew for installation. League Operations Coordinator would implement advertising on website and url link to company. Once the invoice paid, salesperson/group would receive a credit for the sale. Payments would be issued mid August, in typical transactions.

2. How do renewals work?

The individual who sold original board would approach company to renew and would receive the same dollar incentive as was awarded originally ie. \$400 if one sign for three years or \$1,562.56 if four boards over three years. Contact with expiring advertisers would need to be made by original seller within 4 weeks of expiry date to honour remuneration. Should original seller choose not to approach advertiser, SAMSPA would then approach on their own behalf.

3. Why would SAMSPA share advertising revenue?

- It is a win win for all involved.
- To provide the opportunity to be good stewards of the community.
- There is an opportunity to participate in revenue generation.
- Shows SAMSPA values community partnerships.
- We have the inventory space available, and this inventory is currently under utilized.
- SAMSPA currently has no one within our organization actively selling fence boards.