

Advertising Rights Sponsorship Proposal

Estill County Schools Athletics Advertising Rights Sponsorship

Proposal Issue Date: April 16, 2026

Response Due Date: May 14, 2026, at 4:00 PM (Local Time)

1. Introduction

The Estill County Board of Education is offering a unique ten (10) year advertising rights sponsorship opportunity for advertising rights on our athletics fields/gymnasium located on the campus of Estill County High School. This advertising rights sponsorship will provide the selected partner with prime visibility at Hoover Niece Field, the Estill County High School gymnasium, and/or the ECHS baseball/softball complex, located at one of the most highly attended venues in Estill County.

2. Advertising Rights Sponsorship Overview

Estill County Schools is seeking proposals for two (2) advertising rights sponsorship opportunities:

1) Comprehensive Advertising Rights Sponsorships:

- Number Available: One (1)
- Minimum Proposal: \$5,000 per year for ten (10) years or \$50,000 lump-sum payment
- Location: Hoover Niece Field, Estill County High School Gymnasium, and the ECHS Baseball/Softball Complex
- Minimum signage size: at least 3' x 6'

2) Individual Advertising Rights Sponsorships:

- Number Available: Three (3)
- Minimum Proposal:
 - \$2,000 per year for ten (10) years or lump-sum payment of \$20,000 at Hoover Niece Field
 - \$2,000 per year for ten (10) years or lump-sum payment of \$20,000 at the Estill County High School Gymnasium
 - \$1,000 per year for ten (10) years or lump-sum payment of \$10,000 at the ECHS Baseball/Softball Complex
- Location: Hoover Niece Field, Estill County High School Gymnasium, or ECHS Baseball/Softball Complex

- Minimum signage size: at least 3' x 6'

Advertising Rights Sponsorship Advertising Rights Details

- Advertising Rights Sponsorship Term: Ten (10) years (July 1, 2026–June 30, 2036)
- Location: Prominent Location at Hoover Niece Field, Estill County High School Gymnasium, and/or ECHS Baseball/Softball Complex
- Visibility: Advertising Rights Sponsor's name/logo permanently displayed for the full term of the sponsorship
- Audience Reach: Thousands of spectators annually at athletic and community events

Included Benefits

- Prominent brand display during all home games and special events
- Recognition in press releases, school announcements, and digital platforms
- First right of renewal for continued sponsorship after the ten (10) year term

3. Timeline

Proposal Issue Date: April 16, 2026

Proposal Submission Deadline: May 14, 2026, at 4:00 PM (Local Time)

Advertising Rights Sponsorship Selection / Award: Approximately May 22, 2026

Sponsorship Sign Installation Completion: Targeting July 31, 2026

4. Advertising Rights Sponsorship Proposal Submission Requirements

Interested sponsors must submit a proposal including:

- Company/Organization Information
- Statement of Interest explaining alignment with Estill County Schools' values
- Proposed Advertising Rights Sponsorship Investment Amount
- Logo Artwork and Branding Guidelines
- Contact Information for Authorized Representative

5. Evaluation Criteria

Advertising Rights Sponsorship proposals will be evaluated based on:

- Alignment with Estill County Schools' mission and community values
- Financial commitment and term proposal
- Advertising Rights Sponsor reputation and community involvement
- Proposed partnership ideas and promotional synergy

6. Submission Instructions

Proposals must be submitted no later than May 14, 2026, at 4:00 PM (Local Time).

The name and address of the vendor shall be labeled in the top left-hand corner of the envelope, and “RFP: Estill County Schools Athletics Advertising Rights Sponsorship” shall appear in the bottom left corner. Sealed Proposals may be mailed or hand-delivered to the address listed below.

Estill County Board of Education
253 Main St.
Irvine, KY 40336
Attention: Charlie Brock, Superintendent

Late submissions will not be considered.

7. Questions and Clarifications

All questions regarding this sponsorship opportunity must be submitted in writing to:
Charlie Brock, Superintendent
Email: charlie.brock@estill.kyschools.us
Deadline for questions: May 7, 2026

8. Terms and Conditions

The Estill County Board of Education reserves the right to accept or reject any advertising rights sponsorship proposal deemed not in the district’s best interest. All submitted proposals shall remain valid for 60 days following the submission deadline. The selected sponsor will enter into a formal Advertising Rights Sponsorship Agreement outlining payment schedule, logo use, signage specifications, and renewal terms. The sponsor is responsible for providing final approved artwork for installation. The district will maintain the display and ensure visibility for the full term of the agreement.

9. Recognition and Legacy

This advertising rights sponsorship provides a rare opportunity to make a lasting impact on Estill County Schools’ athletic facilities and community programs. The selected sponsor will become a visible and valued partner in supporting student success, athletic excellence, and community engagement for the next decade.

Submission Page

Company/Organization Name: _____

Authorized Representative: _____

Title/Position: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

Proposed Sponsorship Investment Amount: _____

Logo Artwork & Branding Guidelines:
(Please attach digital files to your submission.)

Authorized Representative Signature: _____

Date: _____