

MB/X BANNER POLICY

This policy provides description of the agreement and protocols for School Connected Organizations (SCOs), under the MB/X umbrella to place banners in venues at Mira Costa High School. MB/X and Mira Costa High School SCOs acknowledge that banners placed on fences, walls, and other structures are located on MBUSD property and are placed at the discretion and with the permission of the MBUSD Board of Trustees.

GENERAL

- Banners may be hung in the following Mira Costa High School venues:
 - Waller Stadium
 - Fisher Gym
 - Baseball Field
 - Softball Field
 - Tennis Courts
 - Aquatics Center
- Banners may be sold by:
 - School Connected Organizations (SCOs)/within designated venue
 - MB/X
- Sponsorship donations will be realized by:
 - SCOs – when sold by the SCO.
 - MB/X – when a part of a corporate sponsorship
 - If sponsor is an existing advertiser, intent will be to reimburse SCO to ensure no previous revenue is lost.
 - MBUSD – as visibility for large donations
 - If donor is an existing advertiser, intent will be to reimburse SCO to ensure no previous revenue is lost.
- Corporate sponsorship revenue distribution determined by joint agreement between MB/X, MCHS, and MBUSD.

MARKETING AND COST

- MB/X to provide specs and pricing guidelines, examples of marketing materials.
- SCOs may create banner sponsorship marketing materials:
 - Specify display dates including take down (i.e.season, full year)
 - Utilize standard MB/X pricing. Banners must NOT sell for less than the standard price for each venue.
 - Banners can be combined with other sponsorship elements
 - Banners can be sold for “In-Kind” donation with value documentation.
 - Provide production specs and contact information
 - Sponsorship checks should be made to MB/X with sport banner sponsorship in memo line and benefiting SCO.
 - Checks may be mailed to booster post office box or MB/X
 - Online sponsorship payments may be made at www.mbxfoundation.org with benefiting SCO noted in comments
- No banner may be placed in any MBUSD venue without either financial or documented “In-Kind” donation.

SOLICITATION OF SPONSORS

- SCOs solicit families and businesses
- SCOs sharing venues may arrange for sharing of revenues
- SCOs sharing venues, but not banner revenue:
 - Sponsorship relationship remains with previous SCO, with the opportunity for renewal expiring 1 month prior to season start.
 - Individual SCOs determine season dates.
 - Sponsorship relationship may change at the request of the sponsor, with written communication between SCO presidents and MB/X.
 - Disputes will be arbitrated by MB/X and MBUSD (if necessary) with input from involved entities.
- No banner may promote alcohol, tobacco or religious organization per CIF rules.

PRODUCTION AND INSTALLATION

- Printing of banners to be arranged by seller.
- MB/X is available to provide assistance with printing.
- Installation to be arranged by seller.
- Installations requiring ladders or special equipment must be pre-arranged with MCHS Athletic Department and/or MCHS Maintenance and Operations.

INVENTORY MANAGEMENT

- Banner sales must be reported to MB/X with revenue received.
- In the event that payment is “in-kind,” documentation of the agreement must be provided to MB/X
- MB/X to maintain a master list of banner sponsors by venue.