

Barton Sports Complex

Assurance of Commitment by Barton's Governing Body

Mission:

To build a premier facility that will meet local, regional, state, and national regulations for athletic events and in turn will assist in enhancing student recruitment, student retention, and future athletic successes; as well as promoting the greater Barton County region and its communities and citizens.

Background:

On September 16, 2008, the Barton Board of Trustees was presented with the designs and estimated costs of a proposed new track/soccer complex on the Barton County Campus. The Barton Athletic Department and Office of Institutional Advancement would like to launch the fundraising efforts to acquire the funding needed to pay for the construction of the proposed track/soccer complex. It is necessary for the Barton Board of Trustees to commit to the fundraising strategy described below and agree to specific obligations for sustainability of this project in order to assure donors that their contributions are used responsibly.

Strategy for Fundraising:

Through donor cultivation, Barton's Athletic Department/Institutional Advancement fundraising strategy for the Barton Sports Complex is to secure financial support from the following scope of diversified business environments:

1. Corporations
 - Apparel Vendors
 - Equipment Vendors
 - Food and Beverage Distributors
 - Financial Institutions
 - Utility Companies
 - Major Funding Foundations
 - Business Partnerships
2. Sponsors of Former Athletes
3. Alumni and Private Donors

Necessary Commitment for Donor Cultivation – College Obligations:

To assure donors that their monetary contributions for the sports complex are used responsibly and effectively, Barton will:

Commit that all funds donated for a sports complex be used for that purpose.

Fund donor cultivation so Barton personnel may visit and entertain potential donors.

Fund collateral material such as quality brochures, letters, contracts, phone calls, etc.

Authorize naming opportunities for facilities.

Give permission to apply for private, state, and federal grants.

Provide assurance of continued commitment to annual maintenance and repairs of facility as well as daily custodial and ground maintenance.

Fund the purchase and replacement of NJCAA required equipment for hosting events.

Upgrade IT and Audio/Visual equipment as needed.

Approve the use of the facility for events that are non-Barton athletic department related when necessary (i.e. Relay for Life, Special Olympics, youth athletic events, walking clubs, academic classes, etc.)

Grant permission to bid on NJCAA national tournaments and events.

Recommendation: It is recommended that the Board approves the Assurance of Commitment to the Barton Sports Complex as presented.