

**BEMIDJI AREA SCHOOLS
BEMIDJI, MINNESOTA**

DATE: AUGUST 19, 2024

TO: BOARD OF EDUCATION

FROM: ASHLEY EASTRIDGE, CPA, DIRECTOR OF BUSINESS SERVICES

SUBJECT: ADVERTISING PLAN FOR BEMIDJI HIGH SCHOOL VIDEO BOARD

COMMENTS:

During Fiscal Year 2023, with the help of the Bemidji Lumberjack Foundation, the District was able to purchase a video scoreboard that resides in the main gym at Bemidji High School. This video scoreboard has the capabilities to broadcast advertisements during activity events. There have been multiple organizations that have approached the activities department about advertising on the video board as a way to help support the activities program. Below is the proposed advertising plan for the Bemidji High School video board:

Bemidji High School Activities Department is authorized to provide advertisements on the BHS video board during indoor varsity regular season athletic events for Volleyball, Boys and Girls Basketball, Boys and Girls Wrestling and Dance. These advertising spots will consist of rotating logo exposures during pregame, in-game and post-game and/or additional spotlight options for specific actions, for example “ace”, “dunk”, etc.

All advertisements will be reviewed and approved by the High School Coordinator of Activities for compliance with school board policy.

Each entity will have the option to sign a one-year or two-year commitment for an advertisement spot that would run from July 1st through June 30th. In addition, with their advertisement they will receive one event pass which includes admission to all regular season varsity home athletic events.

All revenue generated from these advertisements will be used for the Bemidji High School activity programs as additional funds to support operations for all our activities offered, this includes athletics, fine arts, and clubs. A committee will be in place to review and approve requests as needed. Committee members will consist of the High School Coordinator of Activities, Activities Administrative Assistant, Director of Business Services, one coach from athletics, one advisor for fine arts, and one advisor for clubs. Revenues and expenses will be tracked separately in the accounting software and unspent revenue will be tracked in an assigned fund balance.

ACTION:

The motion was offered by _____, seconded by _____
and, carried () to approve the advertising plan for the Bemidji High School
video board.



Athletics

Fall Sports	Winter Sports	Spring Sports
Cheerleading - Football Boys Cross Country Girls Cross Country Football Boys Soccer Girls Soccer Girls Tennis Girls Swimming/Diving Volleyball	Boys Basketball Girls Basketball Basketball Cheerleading Dance Gymnastics Boys Hockey Girls Hockey Hockey Cheerleading Boys Nordic Ski Girls Nordic Ski Boys Swimming/Diving Wrestling (boys and girls) Wrestling Cheerleading	Baseball Boys Golf Girls Golf Softball Boys Tennis Boys Track Girls Track

Fine Arts

Fine Arts Activities
Band (3) Marching Band Choir (2) Show Choir (2) Debate Knowledge Bowl Math League Mock Trial Musical Orchestra (2) Robotics Speech

Clubs

Clubs - no payment/registration needed	External Affiliated Clubs
Art Club Lumberjack Productions Chess Club Environmental Club Fellowship of Christian Athletes Gay Straight Alliance Interact Club Model United Nation National Honor Society Outdoor Club Stage Crew Student Council Yearbook E Sports Gaming Club	Fishing Club Mountain Bike Club Trap Club Boys Volleyball Club

Before a student may practice with their respective activity, they must have completed:

Physicals: Physicals for all 7-12 athletes in Category I athletics are required every three (3) years. Physicals must be on file at the BHS or BMS Activity Office before practice starts.
No physical on hand, No practice!

Eligibility Form: Online registration form (which includes MSHSL Athletic Eligibility Brochure, MSHSL Annual Sports Health Questionnaire and Insurance Waiver) must be completed for all Category I and II activities before the student reports to the first practice.

Activity Fees:

Athletics Tier 1 - 1st Sport - \$190.00 Tier 2 - 1st Sport - \$150.00 Fine Arts Tier 1 - 1st Activity - \$110.00 Tier 2 - 1st Activity - \$90.00 Free/Reduced - \$30.00 per activity	2nd/3rd Sport - \$170.00 2nd/3rd Sport - \$130.00 2nd/3rd Activity - \$90.00 2nd/3rd Activity - \$50.00
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