

## GENERAL ADVERTISING AGREEMENT

This Advertising Agreement ("Agreement") is entered into on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between:

Greenway Public Schools, ISD 316  
PO Box 227  
499 Powell Ave  
Coleraine, MN 55722  
("District")

and

Business/Organization Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
("Advertiser")

### 1. SCOPE OF SERVICES

The District agrees to provide advertising services to the Advertiser in accordance with the selected opportunities below:

*Purchased Advertising Package:* \_\_\_\_\_

- ☐ In-Game Announcements (e.g., "Timeout sponsored by..." during athletic events) No less than \_\_\_\_ per event
- ☐ Game/Activity Program Advertisements (printed materials at events) \_\_\_\_ Listing \_\_\_\_ 1/4 page Ad
- ☐ Digital Advertising (scrolling advertisements on TV, social media thank-you's)
- ☐ School Broadcast Advertising (Ad plays and/or school broadcast mentions)
- ☐ Segment Naming Rights (e.g., "Halftime Show presented by...")
- ☐ Other: \_\_\_\_\_

The District will ensure all advertising is presented in a professional, age-appropriate, and school-appropriate manner in alignment with district values and Minnesota State High School League (MSHSL) policies.

### 2. PAYMENT TERMS

Total Cost of Services: \$ \_\_\_\_\_

Payment Due Date: \_\_\_\_\_

Payments should be made payable to:

Greenway Public Schools, ISD 316  
P.O. Box 227  
Coleraine, MN 55722

Memo: "Advertising Annual Support Package— [Advertiser Name]"

Late/Nonpayment: If the Advertiser fails to make full payment within 30 days of the agreed-upon due date(s), the District reserves the right to:

- Suspend all advertising services immediately until payment is received.
- Upon termination for nonpayment, the Advertiser shall forfeit all rights to future advertising placements or benefits outlined in this agreement, without refund or credit for partial services already delivered.
- Reinstatement of services after termination may require full repayment and re-approval by the District.

### 3. INTELLECTUAL PROPERTY RIGHTS

- A) License to Use - Advertiser grants the District a limited, non-exclusive license to use its name, logo, and marketing content solely for the purposes outlined in this agreement.
- B) District-Created Content - All original content created by the District for advertising purposes shall remain the property of the District unless otherwise agreed upon in writing.
- C) Third-Party Created Content - In the event that any advertising content is created by a third party (e.g., a contracted designer, videographer, or media firm) at the request of the Advertiser for use in connection with this agreement:

- The Advertiser shall retain full ownership rights to that content, provided the Advertiser has fulfilled all payment obligations to the third-party creator.
- Upon delivery of such content to the District, the Advertiser grants the District a limited, non-exclusive license to use the content solely for the purposes outlined in this agreement and only for the duration of the agreement.
- The District shall not claim ownership, reproduce, or distribute the content beyond the scope of this agreement without the prior written consent of the Advertiser.

#### 4. TERM AND TERMINATION

Term: This agreement shall begin on \_\_\_\_\_, 20\_\_\_\_, and will continue through \_\_\_\_\_, 20\_\_\_\_, unless terminated earlier.

Termination: Either party may terminate this Agreement with 30 days' written notice. In the event of termination: Advertiser will be refunded a prorated amount for services not yet delivered. The District reserves the right to terminate immediately for violations of school policies or content deemed inappropriate per board policy.

#### 5. CONFIDENTIALITY

Both parties agree to maintain confidentiality of any sensitive information disclosed during the course of this agreement, including but not limited to agreed upon pricing and strategic plans.

#### 6. LIABILITY AND INDEMNIFICATION

Advertiser agrees to indemnify and hold harmless Greenway Public Schools, its employees, agents, and representatives from any claims, liabilities, or damages arising out of or related to the Advertiser's content or participation in this agreement.

The District is not liable for accidental errors, technical issues, or omissions in ad delivery but will make good faith efforts to correct any issue promptly.

#### 7. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota and district policy. The district will not accept advertising or advertising images for: 1. alcohol, tobacco, drugs or paraphernalia; 2. weapons; 3. obscene, pornographic or illegal materials; 4. other educational institutions, schools or faith-based organizations; or 5. images or advertising that the district believes (a) are in conflict with district policy or its mission; (b) inappropriate for inclusion; or (c) are false, misleading or deceptive.

#### 8. DISPUTE RESOLUTION

Any disputes under this Agreement shall first be resolved through informal discussions between the parties. If unresolved, disputes will be submitted to mediation in Itasca County, MN. If mediation fails, parties agree to binding arbitration in accordance with Minnesota law.

#### 9. ENTIRE AGREEMENT

This Agreement represents the entire understanding between the parties and supersedes any prior oral or written communications. Modifications must be made in writing and signed by both parties.

#### SIGNATURES

For Greenway Public Schools, ISD 316

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

For Advertiser

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_



# Greenway Raiders/GNK Titans Gameday Advertising Menu



## Annual Support Packages

The chart below outlines a range of advertising options & opportunities to 'get in the game' with our Greenway Raider and GNK Titan Activities.

| Option/ Package                      | Program/Perks   | Investment   |
|--------------------------------------|---|--------------|
| <b>Raider Recruit</b>                | <ul style="list-style-type: none"> <li>2-3 In-Game Radio-Style Advertisements at every Greenway/GNK event                             <ul style="list-style-type: none"> <li>Business Name Listed as sponsor in All Game Programs                                     <ul style="list-style-type: none"> <li>Social Media Thank-You Post (once annually)</li> </ul> </li> </ul> </li> <li>Digital Logo Display as a an activities sponsor on scrolling TV ads daily in Greenway High School lobby</li> <li>\$50 direct contribution to our 'Activities Access Fund' to support participation for students with demonstrated financial need or experiencing hardship.</li> </ul>   | \$500/year   |
| <b>Captain's Crew</b>                | <ul style="list-style-type: none"> <li>3-4 In-Game Radio-Style Advertisements at every Greenway/GNK event                             <ul style="list-style-type: none"> <li>Business Name Listed as sponsor in All Game Programs                                     <ul style="list-style-type: none"> <li>Social Media Thank-You Post (once annually)</li> </ul> </li> </ul> </li> <li>Digital Logo Display as a an activities sponsor on scrolling TV ads daily in Greenway High School lobby</li> <li>\$100 direct contribution to our 'Activities Access Fund' to support participation for students with demonstrated financial need or experiencing hardship.</li> </ul>  | \$1,000/year |
| <b>Iron Range All-Access</b>         | <ul style="list-style-type: none"> <li>4-5 In-Game Radio-Style Advertisements per event (football, volleyball, basketball, hockey)                             <ul style="list-style-type: none"> <li>1/4 page advertisement in All Printed Game Programs                                     <ul style="list-style-type: none"> <li>Social Media Thank-You Post (once annually)</li> </ul> </li> </ul> </li> <li>Digital Logo Display as a an activities sponsor on scrolling TV ads daily in Greenway High School lobby</li> <li>Customized advertisement or supportive message to students on weekly Greenway High School videocast (shown to entire school each Wednesday).</li> <li>\$150 direct contribution to our 'Activities Access Fund' to support participation for students with demonstrated financial need or experiencing hardship.</li> </ul>  | \$1,500/year |
| <b>Greenway/ GNK Champion's Club</b> | <ul style="list-style-type: none"> <li>Exclusive 'naming rights' to a game segment at all Greenway/GNK Activities with Radio-Style Advertising (Your Business 'Pregame', 'Intermission', 'Halftime', 'Postgame')</li> <li>4-5 In-Game Radio-Style Advertisements per event (football, volleyball, basketball, hockey)                             <ul style="list-style-type: none"> <li>Business Name Listed in All Printed Game Programs</li> <li>1/4 page advertisement in All Printed Game Programs</li> <li>Social Media Thank-You Post each activities season</li> </ul> </li> <li>Digital Logo Display as a an activities sponsor on scrolling TV ads daily in Greenway High School lobby</li> <li>Customized advertisement or supportive message to students on weekly Greenway High School videocast (shown to the entire school each Wednesday).</li> <li>\$250 direct contribution to our 'Activities Access Fund' to support participation for students with demonstrated financial need or experiencing hardship.                             <ul style="list-style-type: none"> <li>Opportunity to help financially support and present an award of your business/group's choice annually at a Greenway/GNK Activities banquet (3 Sport Athlete, Character Award, Leadership Award, etc.)</li> </ul> </li> <li>Opportunity for a representative of your business or group to be an activity partner/supporter, and as possible/available also contribute mentorship or advice to members of our RISE Student Activities Leadership Council</li> </ul> | \$2500/year  |

## Where is our support going?

Your sponsorship dollars will make a world of difference for Greenway/GNK activities participants. Advertising revenue will support everything from needed weight room and fitness equipment upgrades to supporting programming for student-athletes via enhancing activities budgets, supporting supplies purchases, providing scholarships to support student participation when financial or other need exists, or providing opportunities to enhance leadership training and development for both students and/or coaches/advisors.

## Let's Get Started!

Purchase any advertising packages by contacting Greenway AD Will Floersheim.

Questions? Contact Will Floersheim – Activities Director

[wfloersheim@isd316.org](mailto:wfloersheim@isd316.org) | (218) 245-6516

Let's make your business or group part of the Raider & Titan Teams!