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# Enhancing Curb Appeal on a Limited Budget

Presented By

CAA Peter Cardone & CMAA Lynn Dupree

NIAAA NADC 12/16/24

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# NIAAA Presentation Disclaimer

The views and opinions expressed in this workshop presentation are those of the speakers or authors and do not necessarily reflect or represent the views and opinions held by the National Interscholastic Athletic Administrators Association (NIAAA) and the National Federation of State High Schools Associations (NFHS).

# Motivational Video



# Agenda

- Alternative Funding & Grants
- Cost Effective Branding
- Alternative Revenue Streams & Sponsorships
- Cost Efficient Ways to Upgrade Facilities and Grounds

# ALTERNATIVE FUNDING & GRANTS



# Alumni Donations

- By building relationships with Alumni, this will open the door to Donations to offset the increase in cost of running your Athletic Program
- How to Incorporate Alumni in to Your Athletic Program
  - Host Annual Alumni Golf Outing
  - Alumni Games
  - Alumni Nights
  - Positive Alumni Role Models to Speak to Your Athletes
  - Alumni to Volunteer Coach

# Booster Club Donations

- Athletic Dept. Booster Club
- Sport Specific Booster Club
- Parent Teacher Organizations

All of these organizations will be more than happy to work with you on building an Amazing Athletic Program!

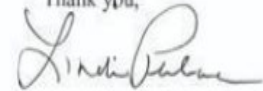
Their donations can allow you to reallocate your budget money to create great curb appeal projects!

Glen Cove Board of Education  
Dr. Maria L. Rianna  
154 Dosoris Lane  
Glen Cove, NY 11542

Dear Board Members and Dr. Rianna,

The Glen Cove High School Booster requests that you please accept a donation of \$5,000.00 to the Glen Cove School District for the purchase of two cameras from the NFHS Network for the Athletics Departments use to live stream their athletic events.

Thank you,



Linda Perlman  
Vice President Glen Cove HS Booster Club

# Grant Writing

- How Do You Acquire Grants for Your Athletic Department
  - Networking!!
  - Professional Social Media (Linked IN)
  - Google!
  - Call Local Businesses
  - Relationships, Relationships, Relationships

Here is an example.....



**Talk and Turn & Share What You Do In Your School!**

**\*Be Prepared To Share With The Group!**

# **COST EFFECTIVE BRANDING**

# Social Media

< Icafrisco\_athletics ...



413 posts

1,094 followers

222 following

**Legacy Christian Academy Athletics**

The official home of the Legacy Christian Academy Eagles.



[legacyeagles.rankonesport.com/Website/...](http://legacyeagles.rankonesport.com/Website/)

Follow

Message



theuknights v

+ ≡



491 posts

1,293 followers

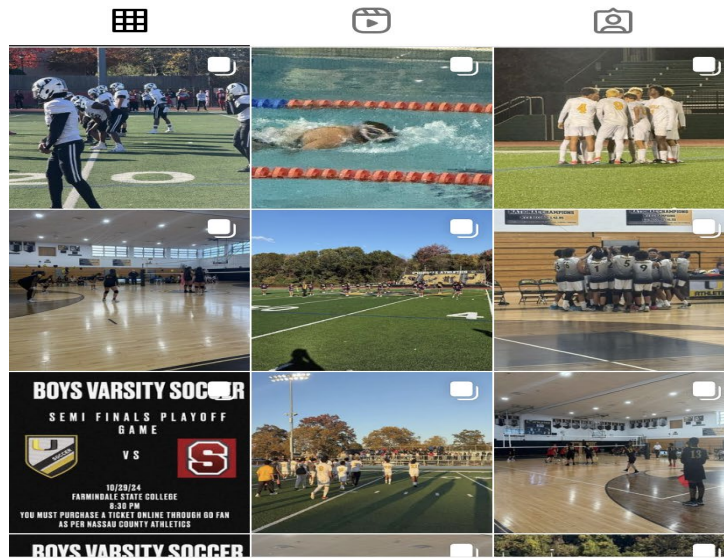
0 following

**Uniondale Athletics**

The Official Instagram Account of the Uniondale School District Athletic Department  
#WeAreTheU #Ustrong #KnightNation #TogetherWeRise

Edit profile

Share profile



# Banners



LEGACY CHRISTIAN ACADEMY  
**BOOSTER CLUB SPONSORSHIP  
 BANNERS**

|   |   |  |   |
|---|---|--|---|
| <b>WARRIOR<br/>FIELD<br/>5X7<br/>\$500<br/>BANNER</b> _____ | <b>WARRIOR DIAMOND<br/>5X7<br/>\$500<br/>BANNER</b> _____ | <b>DABNEY OR REC<br/>4X6 *NEW<br/>\$400<br/>BANNER</b> _____ | <b>DABNEY OR REC<br/>4X6 *RENEWAL<br/>OF EXISTING SIGN<br/>\$300<br/>BANNER</b> _____ |
|---|---|--|---|

**FOR EACH ADDITIONAL BANNER PURCHASED \$100 DISCOUNT**

|  |   |   |   |
|--|---|---|---|
|  <b>A</b><br>YOUR<br>SPONSORSHIP<br>HERE |  <b>B</b><br>YOUR<br>SPONSORSHIP<br>HERE |  <b>C</b><br>YOUR<br>SPONSORSHIP<br>HERE |  <b>D</b><br>YOUR<br>SPONSORSHIP<br>HERE |
|--|---|---|---|

SELECT LOCATION(S) OF BANNER & SELECT BANNER OPTION(S) OF A,B,C OR D.  
 SIGN SPECIFICATIONS 300 DPI, FILE FORMATE: PDF OR EPS



# Window Screens & Door Wraps





# Windscreens



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# Alternative Revenue Streams & Sponsorships



**SLG**  
SPORTS & LEISURE GROUP

**THE EAGLES  
HAVE LANDED**



# Logos on Scoreboards and Fields



# Ticket & Tournament Revenue

- The team and gate entry is a great way to generate revenue that can offset cost to increase curb appeal
  - Example of Wrestling Tournament Revenue:
    - Team Entry Revenue: \$3,000
    - Gate Entry Revenue: \$1,000
  
- Season Ticket Sales

# Announcements Made At Games

- This is a free way to make revenue for your program to offset cost!
  - Advertise local businesses on your PA System
    - Local Mom and Pop Shop
    - Local Franchise's
    - Local Events Hosted By Companies

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# **COST EFFICIENT WAYS TO UPGRADE FACILITIES & GROUNDS**

# Facility Upgrades





# Landscaping





# Painting





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**Thank You!**

**Peter Cardone**

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