



Deep Creek Winter Sports Team

Renovated Team Building Naming & Donor Program and Policy

PURPOSE:

The purpose of this policy is to establish the “Naming-Rights” and donor opportunities associated with the renovation of the DCWST “Race Shack” building located at the bottom of the Squirrel Cage and Face slopes at Wisp Resort.

BACKGROUND

The “Race Shack” building is the property of Wisp Resort which currently allows the team to use the structure to conduct team related activities (e.g. race-day timing operations, equipment storage, coaches meetings, etc.). The current arrangement is informal in nature and has been in place since the founding of the team in 2003 at no cost.

As part of the current relationship, DCWST has undertaken periodic maintenance efforts (e.g. door replacements, basement storage and flooring upgrades, trim painting) at its own expense. Additionally, the team has been permitted to place sponsorship signage on the exterior of the building as part of its fundraising program to acknowledge donors at various levels.

In December 2017, the DCWST Board of Directors approved the DCWST Strategic Plan, which among its requirements identified the need to renovate the existing structure as high priority. In spite of routine maintenance efforts, the building (originally constructed in 1980s) was simultaneously in need of a major renovation and expansion to meet team requirements for current and future generations.

In March 2018, DCWST began a capital fundraising campaign, initially projected to last 5 to 7 years (through the 2024 winter season), with the purpose of raising capital to support the high priority requirements identified in the Strategic Plan. Renovation of the “Race Shack” was among the top priorities.

Since the start of these fundraising efforts, DCWST has been in consultation with Wisp Resort management to coordinate its actions with respect to the building renovation. Various fundraising opportunities have been created to help reach the financial goals required to

execute the project. Among these opportunities are “Naming-Rights” associated with the renovated structure. \$55,000 has been raised to date through team fundraising efforts over several years. Recently, a new opportunity has presented itself to perhaps raise a significant amount of funding through naming rights and a gift “match” program. These funds could allow the team to begin renovation construction as early as 2021.

RENOVATED BUILDING USAGE

Prior to begin of the actual building renovation, a long-term lease and usage agreement will be formalized between DCWST and the resort operators, Everbright Pacific (dba Wisp Resort) and/or EPT Ski Properties (owner of the Wisp Resort land and infrastructure). This usage agreement will establish the exact time frame covering team use of the building; it is expected that any “naming-rights” awarded as part of this program will run concurrent with the length of the future usage agreement.

NAMING OPPORTUNITIES

The following naming opportunities are available for sponsorship at the levels indicated:

1. **Principal Building Naming Opportunity**: Awarded to the cornerstone donation in the amount of \$50,000. The name, subject to the final approval of DCWST and Wisp Resort, shall be in a manner similar to the following options:
 - a. (Insert Family Name) Ski and Snowboard Training Center
 - b. (Insert Family Name) Alpine-Racing Operations Center
 - c. (Insert Family Name) Winter Sports Training Center
 - d. (Insert Family Name) Race Center

The cornerstone sponsor will be consulted on the naming selection process to ensure their gift is appropriately acknowledged. Until the renovation is completed, a sign indicating their sponsorship will be affixed along with the other high-donor sponsors on the existing donor acknowledgement board. This signage will remain in place for the duration of the current Strategic Fund campaign but may require relocation to accommodate future construction.

Once the renovation project has been completed, the appropriate building name and DCWST (name/logo) signage will be affixed to the building exterior walls either facing the Squirrel Cage slope and/or the Wisp base lodge. The exact location will be determined after construction depending on the final location of doors and windows and other exterior structures such as the score board and the existing Strategic Fund Donor acknowledgement board.

2. **Other Building Naming Opportunities:** Various additional naming opportunities are available which will allow the greater DCWST Family (current members, alumni, past and present sponsors) to express their continued long-term support for the team. These opportunities will run concurrent with the building usage agreement and be acknowledged with appropriately named, sized and designed signage depending on the location. The signage will be installed upon completion of building construction.
 - a. Main Interior Timing Room – available for \$6000
 - b. Exterior Scoreboard Structure- available for \$5000
 - c. Coaches Room – available for \$4000
 - d. Race Administration Room – available for \$3000
 - e. B-Net Storage Facility – available for \$1000
 - f. Donor Wall “Tile Recognition” – available for either \$250 (large tile) or \$100 (small tile). The exact location and tile sizing is to be determined.

TO PARTICIPATE AND DONATE

Anyone interested in these naming opportunities is encouraged to contact the DCWST Board of Directors for additional information through the **Contact** tab on the team website at www.dcwst.org