



Sponsorship Program

Communication for Profit

Foreword

The Speed Lines and Refreshment Centers provided in the ServeSmart Program are designed as promotional platforms. Due to prominence of the units on school campuses, these units are ideal to communicate messages to the students. This, coupled with our video option, give school districts a new source of revenue from the sale of that space to acceptable “sponsors”. There are many acceptable “sponsors” willing to purchase the exterior space of the Speed Lines and Refreshment Centers and video “spots” to promote their message.

Key pointers to success

Sponsors

Acceptable sponsors include:

- Health and Welfare organizations
- Community Businesses
- Healthy Product Manufacturers
- College and Universities
- Non Profits
- Municipalities
- PTA
- Dept. of Agriculture

Management

ServeSmart includes sponsorship management services. This service can be turn-key for the school districts. Part of the ServeSmart Student Labor Program utilizes students to market and develop strategies to generate revenue in this program. This is the option of the school districts.

Background

The concept for this component of the ServeSmart Program was derived from the experience of Michael Barnhill, President of the parent company of ServeSmart, Icon Enclosures. After a long battle with bureaucracy, Michael successfully partnered the anti-tobacco division of the Department of Health Services with a high school. The Department of Health Services paid the school \$1000.00 per unit/year to place anti-smoking messages on the enclosures. This was of benefit to all organizations involved.



Marketing

The marketing of this component of the program will be accomplished from ServeSmart on a national level and the individual schools on a local level. Each entity will focus on acceptable sponsors and develop programs that suit their message. All materials will be approved by the districts prior to installation.

Student involvement

This program will be Business Marketing 101 for students. We strongly believe that involving students in all processes of the sponsorship program will provide invaluable work experience. Students will be responsible for:

- Marketing Plan Development
- Graphics Design
- Sales Process
- Scheduling
- Implementation