

STADIUM SIGN POLICY

Division: WAYS & MEANS

Title/Description: Stadium Signs

Effective Date: May 30, 2008

PURPOSE: To establish a consistent, fair means of allowing Hanahan High School Band students to sell and renew Stadium Sign advertisements. This policy applies to ALL Hanahan High School Band Students in current good standing.

RESPONSIBILITY: Chairman of Stadium Signs, Chairman of Ways and Means, and Hanahan Band Booster Executive Board

DEFINITIONS:

- **Stadium Sign** - A 4' x 8' mylar plastic vinyl advertisement that supports Hanahan High School. Sign will be up by the 1st home football game through May 15th each year. The Stadium Sign Committee will have approval of sign content prior to painting or hanging.
- **New Sign** - A customer has requested a sign be created with their Logo or Ad and be placed in the Wylie Knight (Hanahan High School) Football Stadium.
- **Renewed Sign** - A past customer request for their sign to be put up for the school year with no changes. If renewal lapses for one (1) year, the sign is open to all students.
- **Revised Sign** - A past customer request their existing sign with minor changes be changed and then put up for the school year.
- **Hand-down Signs** - A sign sold by a student no longer in the Hanahan Band program.
- **“Off-Limits” Sign/Customer** - A customer who has a current sign and is to be contacted by either the person who originally sold the sign, a sibling of that person, or someone who received the sign as a Hand-down.
- **“Band Sign”** - A sign that is sold and proceeds go to the maintenance of the sign program.
- **“Eligible Band Student”** – Students on director’s class roster for the next year permitted to sell signs
- **“Contacted Business”** – A business that signed a contact card after being approached by a band student about buying a sign. This business becomes “off-limits.”
- **“Contact Card”** – A card provided by the sign committee to be used by students when contacting a business about buying a sign.

PROCEDURE:

- It is first the responsibility of the executive board to receive approval from the school/Principal's Office prior to starting another year/season of selling signs.
- Chair must meet with director in April, to determine roster of eligible band students for the next year. An eligible band student in April who receives a schedule change over the summer removing him/her from band, will lose rights to sell or save signs, and any money already earned will go into the general band fund.
- Upon approval, a list is made of existing available signs and students.

- Committee develops letters, pictures and whatever sales tools are required to be presented to the students at a called meeting in school prior to summer dismissal.
 - In limited circumstances, two (2) students may need to share a sign. The board must approve this sharing prior to the sale of the sign.
 - Hand-down signs first go to siblings of past members either as rising 8th, 9th, 10th, or 11th graders.
 - A list of rising seniors in alphabetical order is developed with the help of the Band Director.
 - After the sibling assignment, a list of available hand-down signs is developed.
 - The list of rising seniors and the list of Hand-down signs are then matched via a lottery. If there are not enough signs for all, names are put in a hat and pulled one at a time to match the available signs. Any remaining signs go in a Hardship list. This list is then given to the Band Director.
 - When renewing or selling new signs, students should contact a business in person and obtain a signature on a contact card. This signature signifies that a student is in negotiations with a business and other students should not contact that business. The student must turn in the contact card to the sign committee to get the business listed as “off-limits”.
 - On June 12th, if the stadium committee does NOT have confirmation that a renewal business has been contacted (marked with a “C” on hands-off list), signs will be open to all students. All checks and paperwork must be in no later than June 30th.
 - Due to space limits, each student will be allowed to earn credit for up to four (4) signs. Any signs sold over this limit will be credited to the general band fund. (Current students’ excess signs will be accepted until that student leaves the band program.) Rising seniors with four (4) signs will be awarded a hand-down sign in case one of their renewals doesn’t renew, but must understand that any money over the limit of four (4), will be credited to the general band fund.
 - Students who sell signs are expected to work on Sign Hanging Days.
 - Note - It is possible that the business that owns a hand-down sign may not accept the person awarded their sign. If that happens, Committee Chair is contacted and something may be done to help the situation. **Special Note** - There is nothing that says these hand-down signs are automatically going to be renewed. The business may not want to renew this year. There are NO GUARANTEES.
 - A meeting is scheduled for all band students at Hanahan, and for rising freshmen at all feeder Middle Schools. At these meetings, all paperwork is explained and distributed so that everyone has the same opportunity to sell New signs.
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- ***Note** - We cannot and will not accept lack of knowledge as an excuse for someone selling/renewing someone else’s sign. If that happens all monies go to the student that the sign belonged to.
 - If any situation occurs outside the basic parameters listed, the Executive Board will determine how to handle it.

BUSINESSES WANTING TRADE

If a contacted business wishes to make a trade of services for advertisement, that business should submit a bid listing services to be provided. Approval will be made by the Board. Student will receive consideration.

DOCUMENTATION:

A Renewal Form or New Sign Form will be used for every sign.

A customer will be entered into the allocated space file as soon as we have all of the following:

1. A check for the amount required for the sign or to hold a space made out to The Hanahan Band Boosters.
2. Artwork/logo/Ad Slick/Approval of Existing Sign.
3. Contact name and phone number, Business Name and phone number, Student Name and phone number. Chairman of Committee will keep a file/book record of each sign and student/contact information.

SIGN HANGING AND PLACEMENT:

Sign spaces are allocated according to the order in which the sign transaction is completed.