

TOWN OF Danvers

High School Athletic Complex S P O N S O R S H I P P A C K A G E





DANVERS HIGH SCHOOL ATHLETIC COMPLEX IMPROVEMENT PROJECT | 2015



STADIUM PROJECT SPONSORSHIP

OVERVIEW

At the November 2009 Town Meeting, construction funds for a major renovation and expansion of the Danvers High School was approved. As part of many key strategic decisions identified prior to this approval, the Town was able to defer the costs associated with improving the exterior athletic fields and facilities to a later time as part of a separate initiative. Our community was then able to focus attention on financing the critical renovations and improvements to the school building.

Dr. Charles F. Deering Stadium was originally built in early 1960s and is home to the Danvers Falcons. Though the stadium has served the Town of Danvers well, many of the needed updates and repairs were able to be addressed in the new athletic complex improvement project. Most notably, the following were identified as imminently in need of repair:

- The track was not regulation.
- The soccer field was directly beside the track such that the track surface formed the field's boundary.
- The track was old and required resurfacing.
- The press box was old and was not handicap accessible.
- The baseball field did not meet regulation size.
- There were no permanent rest rooms.
- The lighting was inefficient.
- The bleachers were in need of repair or replacement.
- The concession stand needed remodeling.

Having successfully completed the High School renovation and expansion project, Wayne Marquis, Town Manager, appointed the "Danvers High School Facilities Committee" on July 2, 2013.

The Committee's charge was to:

1. Review the Preliminary Athletic Complex Master Plan.
2. Establish and prioritize field and facility needs.
3. Review the cost of improvements and funding options.
4. Evaluate whether to submit a PARC Grant application to the Commonwealth of Massachusetts to offset certain costs.
5. Provide formal recommendations to the Board of Selectmen and School Committee.

IMPROVEMENT PLAN

While the new stadium is home for the Danvers Falcon football team, soccer teams, lacrosse team and the school band, it also serves the Danvers community. Ample opportunities for youth athletic teams, summer recreation programs, High School athletic programs, and open areas for Danvers citizens to walk are now available.

"This new facility will generate excitement and enthusiasm amongst our student-athletes and fans. It demonstrates the passion and commitment the Town and the [School] have for athletics in this community. The turf will allow our teams to benefit from more productive practices as weather becomes less of a concern. As a school, we want what is best for our student-athletes, and this new facility will be one of the nicest in the area."

-Andy St. Pierre, Danvers High School Athletic Director

Improvements to the Danvers High School Athletic Complex were a community-based endeavor aimed at creating a state-of-the-art athletic and recreation complex to be enjoyed by all.



FIELD SPONSORSHIP

J. ELLISON MORSE FIELD



Phillip H. Morse, a Danvers native and 1959 Holten High School graduate, has pledged \$2 million toward the construction of Danvers High School's new athletic complex. Mr. Morse is a retired and successful entrepreneur in the medical device field, and he is Vice Chairman and one of the owners of the Boston Red Sox. In August 2016, he made a \$1 million gift to the Town in support of construction of the fields. He has pledged another \$1 million to Danvers in the form of a 2-for-1 match as an incentive to local businesses and individuals to support this \$6.45 million project.

Mr. Morse's generous donation was announced by Town Manager Steve Bartha, who echoed the sentiments of Selectman Chair Diane Langlais when she stated that "I continue to be amazed at the generosity of businesses and individuals... that Mr. Morse and his family have chosen to give back." Mr. Morse's older brother Jim, who still resides in Danvers, expressed his pride that "even though Phil hasn't lived here in over 55 years, he always comes back. He's very generous and we're proud of him."

The complex, to be known as the "Morse Athletic Complex at Danvers High School," will include the "J. Ellison Morse Field at Dr. Deering Stadium." The field is being named in honor of Mr. Morse's father – James Ellison Morse, Jr. (Ellie) – a long-time Danvers resident, dedicated elected official, and sports enthusiast. The stadium itself will retain its dedication to the memory of esteemed local physician, Dr. Charles Deering. Ellie's hands-on involvement selling food and beverage at Danvers High School football games raised money that kept the Danvers Twilight League thriving well into the 1980's. He was also a founder and fund raiser for the annual Danvers Businessmen's Community Christmas Party, an event that brought together the public and private sectors in a spirit which continues to this day. Mr. Morse has also commissioned and is contributing a bronze sculpture of a falcon to be displayed near the stadium entrance.

Since 1969, Phil and his family have lived in Glens Falls, New York, but it is clear that he and his brothers, Jim and Dick, have great fondness and appreciation for the Town in which they were raised. To show his support for other community-based initiatives, such as DEEP (Danvers Educational Enrichment Partnership) and Friends of Danvers Recreation, \$400,000 of the Morse gift will be directed to these charitable organizations and their programs.

Mr. Morse's generosity has also extended to his adopted home of Glens Falls. In 2005, he turned 43 acres of woodlands into an athletic complex with a field house, eight tennis courts, baseball, softball, soccer and lacrosse fields, and then donated it to the Glens Falls High School. Now a resident of Jupiter, Florida, Mr. and Mrs. Morse have three daughters, all of whom live or work in the greater Boston area. It is clear that the Morse ties to this area run deep, and we consider ourselves fortunate that he has chosen to memorialize his father's commitment to Danvers in this extraordinary way.



OTHER SPONSORSHIP OPPORTUNITIES

The Town of Danvers has constructed a multi-use stadium with an artificial turf field and track, natural turf fields, full size baseball fields, five tennis courts, grandstand and press box, sports lighting, concession stand, and other important related site improvements. Construction costs were approximately \$6.5 Million.

Improvements to the new athletic complex is a partnership between the taxpayers of Danvers and private donations. The installation of energy efficient lighting was contributed by Danvers Electric (\$350,000), and a portion of the cost of the water irrigation re-use system was contributed by the Town Water Use Mitigation Program (\$225,000). The Town seeks to maximize the generous \$2 million dollar Morse donation by maximizing funds through private donations and other town sources.

THIS IS WHERE YOU COME IN!

Please review this project handbook and consider the various options for sponsorship. Participating in this community-based endeavor will create state-of-the-art sports and recreation facilities to be enjoyed by Danvers High School student athletes, youth sports groups and all Danvers residents. Your donation will be appreciated every day by the groups that utilize the new complex. These donations can be spaced over multi-year periods.

SPONSORSHIP OPTIONS

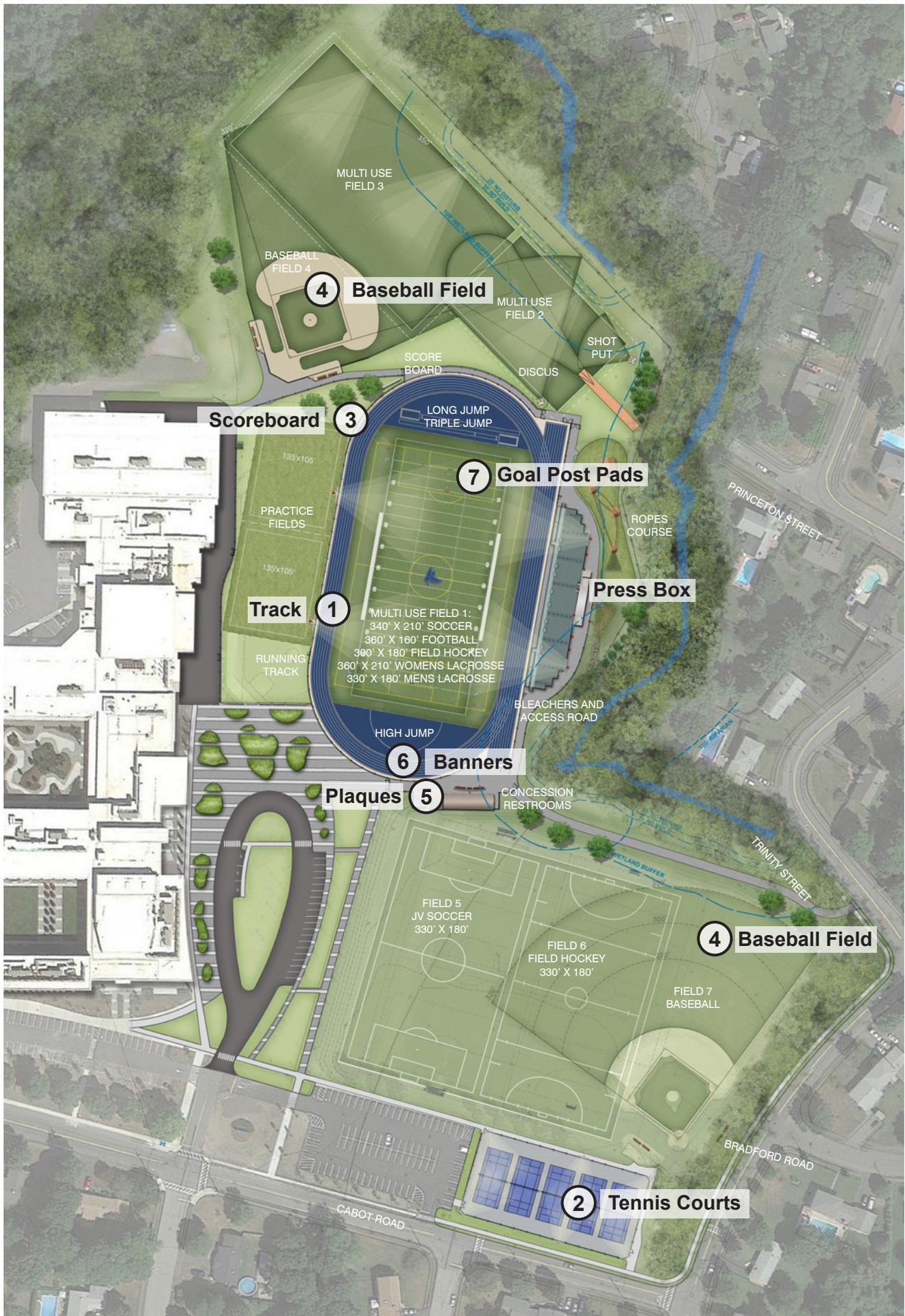
As noted in their respective locations on the map to the right, the items for sponsorship are as follows:

1. Track
2. Tennis Courts
3. Scoreboard
4. Baseball Field
5. Plaques
6. Banners
7. Goal Post Pads

DANVERS HIGH SCHOOL FACILITIES COMMITTEE

Chairperson:	Michael Powers
Board of Selectmen:	Diane Langlais
Finance Committee:	John Mroszczyk
School Committee:	Arthur Skarmeas
Recreation Committee:	Tom Delaney
Finance Committee:	Paul Pawlak
Community Representative:	Janet Gargan
School Department:	Keith Taverna
School Department:	John Sullivan
Recreation Department:	David Mountain
Department of Public Works:	David Lane
Athletic Director:	Andy St. Pierre





DANVERS HIGH SCHOOL ATHLETIC COMPLEX LAYOUT

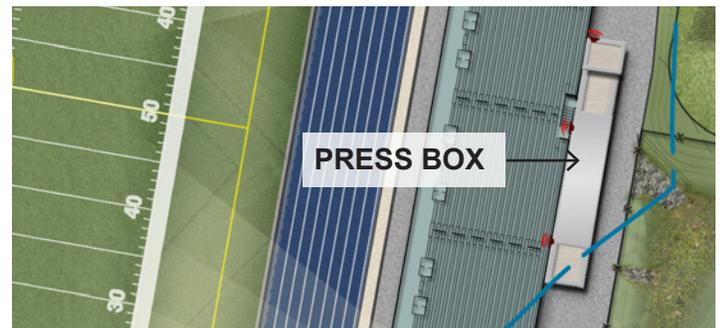
PRESS BOX SPONSORSHIP PEOPLE'S UNITED COMMUNITY FOUNDATION



People's United Bank is donating \$250,000 for naming rights to the press box. People's United has been a proud local employer and steadfast supporter of community organizations in Danvers for years, including the YMCA, the Food Pantry, and myriad educational initiatives within the community.

FEATURES

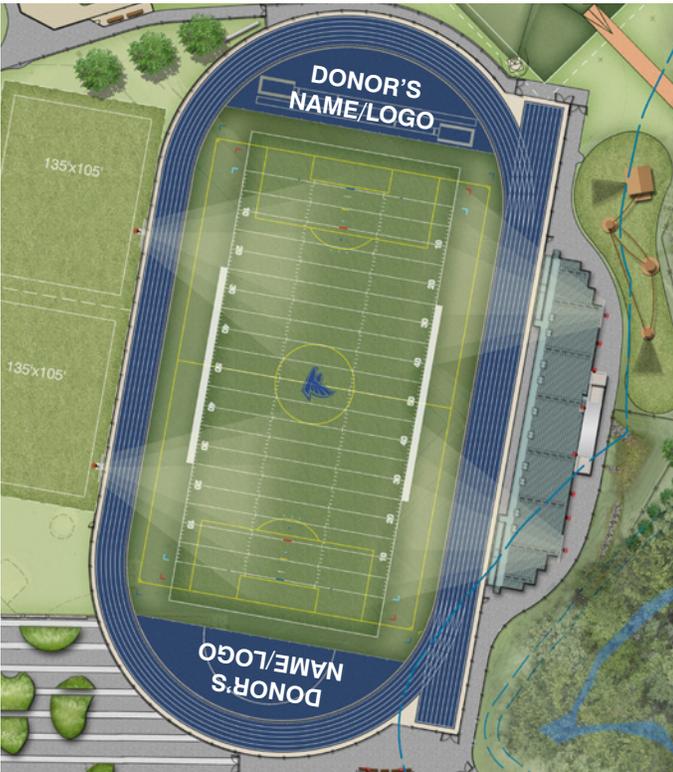
The new press box will provide state of the art facilities for coaching observation, stadium announcements and play by play on videotaping of events. Additionally, the installation of an elevator will make the press box fully accessible.



BENEFITS

The People's United Community Foundation's donation towards the press box will provide the Town of Danvers with an exceptional, state-of the art facility. A press box will not only support the high school athletic program and inspire younger generations to play on this field, but enable the Town to host regional, college and semi-professional teams at a high level.

TRACK SPONSORSHIP ①



The donor's name or logo may be painted on the track.

FEATURES

A state-of-the-art outdoor running track will consist of a six-lane running oval and an eight-lane straight. The track is constructed of a high-tech paved-in-place monolithic polyurethane-bound surface. The color for the track is falcon blue.

BENEFITS

This new outdoor track consists of a wide variety of athletic programs at Danvers High School. The track is also open to Danvers residents and town-wide youth athletic programs, fitness programs and special events.

② TENNIS SPONSORSHIP



Signs of the donor's name may be hung at the tennis courts.

FEATURES

A state-of-the-art tennis complex is comprised of five new courts, including new posts and nets and new perimeter fencing. The courts have been constructed with har-tru with color sealcoat.

BENEFITS

This new tennis complex supports the boys and girls tennis teams, as well as the physical education program at Danvers High School. The tennis courts are also open to Danvers residents and town-wide youth and adult tennis programs.





Sponsorships will be located at the top and bottom corners of the scoreboard.

FEATURES

The new scoreboard for the Danvers High School Falcons includes sponsorship panels, as shown above. It is located strategically across from the stadium grandstands and press box in the northwestern corner of the stadium, outside of the track.

BENEFITS

Donations under this item will help the Town to install this scoreboard for the facility. The new scoreboard provides the opportunity for up to five sponsorships.

④ BASEBALL FIELD SPONSORSHIP



A sign or plaque may be hung at the baseball field.

FEATURES

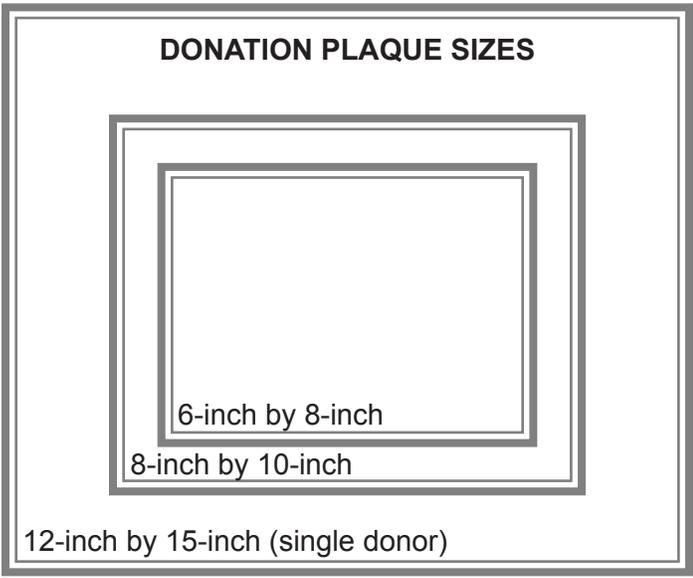
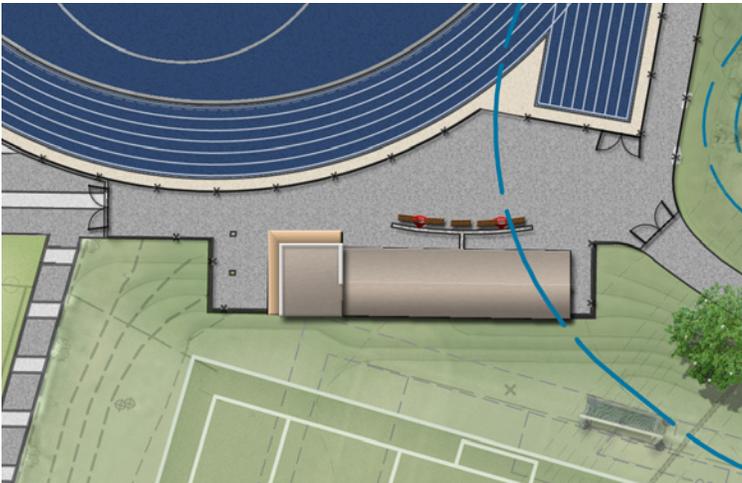
The new baseball field includes a new infield, backstop, natural turf, proper drainage system and appropriate ballfield netting.

BENEFITS

Donation to the new baseball field will help to support the Danvers High School Boy's Baseball Team, as well as provide all additional equipment necessary for the field to function as a competition athletic facility.



SPONSORSHIP DONATION PLAQUES 5



A plaque or wall of plaques of recognition listing donors in a manner similar to that at the new senior center.

BENEFITS

Donations made in the form of a plaque will help to support the construction and detailing of the entire facility. These plaques will be prominently displayed near the main entrance of the athletic complex.

⑥ BANNERS ON POLES SPONSORSHIP



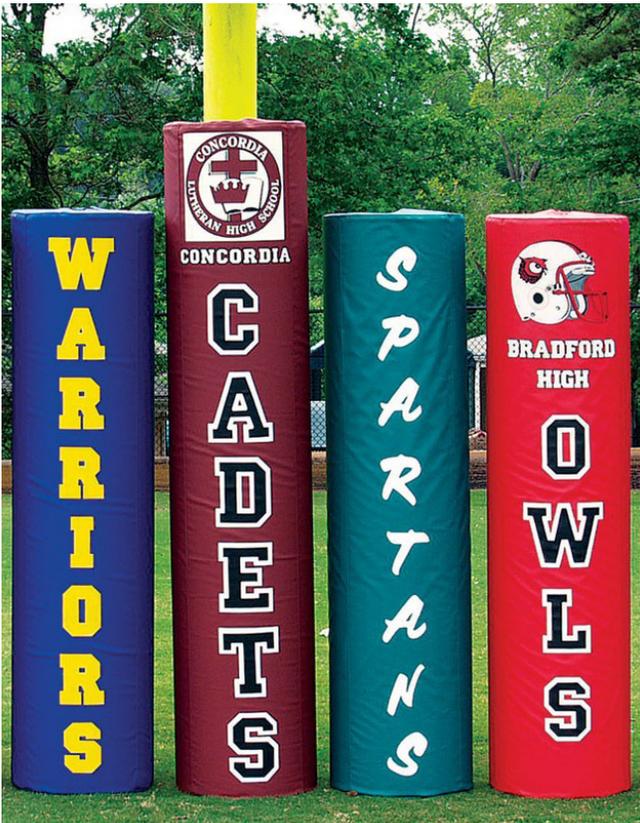
Banners will be hung in strategic locations throughout the stadium to recognize donors. Ten banner poles have been installed at the perimeter track fence for this donation opportunity.

BENEFITS

Donation of a banner will help to support the overall costs of the project.



GOAL POST PADS SPONSORSHIP 7



A name or logo on the goal post pads may be offered.

FEATURES

Goal post pads will meet NCAA and NFHS Safety Standards. They will be comprised of heavy-duty, double sided, 18 ounce vinyl covers and decorated with the Danvers Falcon colors and logo.

BENEFITS

Donation of a goalpost pad will help ensure the safety of student athletes, and will be located in a highly visible area of the field.