



**The School District of Palm Beach County**  
DEPARTMENT OF COMMUNICATIONS AND ENGAGEMENT

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## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

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### **School District Announces Business Partnership Initiative for Stadium Naming Rights**

**WEST PALM BEACH** - The School District of Palm Beach County announces a new business partnership initiative to allow for company naming rights of select high school stadiums. The initiative will generate revenue for the high school and other high schools throughout the District.

"Through this opportunity, businesses can show the community their support of public education in Palm Beach County while building brand recognition with thousands of potential customers," said Superintendent Donald Fennoy. "Most importantly, the students will ultimately be the ones who benefit both in the classroom and on the field."

The stadiums immediately available for naming rights are Palm Beach Lakes Community High School, Atlantic Community High School and Palm Beach Central Community High School.

The cost and terms of the naming agreement varies by school. The branding will be seen by players, parents, visitors and students during sporting events throughout the year.

The School District has partnered with Tebo & Associates to coordinate this business arrangement. Tebo has negotiated high school naming rights deals for other Florida school districts such as Orange and Lee counties.

"We are excited to work with Palm Beach County schools on this new initiative," said Brian Siatkowski, Managing Partner, Tebo & Associates. "Between the high traffic volume for these stadiums and the impressive attendance numbers for events in these stadiums, we believe this will be a lucrative partnership between the District and businesses."

The goal is to begin naming stadiums this football season.

For more information about how your business can benefit from this new initiative contact Brian Siatkowski, managing partner of Tebo & Associates at [brian@tebopartnerships.com](mailto:brian@tebopartnerships.com) or at (410) 960-1089.