



Board of Education

ACTION

TITLE: Consider Authorizing the Naming Rights and Sponsorships for District Stadium Turf Fields

DATE: July 20, 2026

RESPONSIBLE ADMINISTRATOR: Rusty Bush
Director of Athletics and Activities

BACKGROUND/CONSIDERATIONS:

Fort Smith Public Schools is committed to providing high-quality athletic facilities while being responsible stewards of district resources. To support the long-term maintenance and enhancement of our athletic facilities, the administration is requesting authorization to pursue corporate sponsorship opportunities for the naming rights of the two district stadium turf fields.

Naming rights partnerships would provide an opportunity to generate additional revenue dedicated to the improvement, maintenance, and sustainability of our athletic facilities without impacting district operating funds. Any proposed sponsorship agreement, including sponsor selection, contract terms, and naming rights, would be presented to the Board of Education for final approval prior to execution.

RECOMMENDATION:

The Administration recommends that the Board authorize the district to solicit and negotiate naming rights sponsorship opportunities for the two district stadium turf fields, with any final agreement requiring Board approval. If the board agrees, the motion would read:

Move to authorize the district to solicit and negotiate naming rights opportunities for the two district stadium turf fields, with final agreement requiring Board approval.