

Avon Local Schools and Joe Firment Chevrolet announce naming rights partnership for high school football stadium

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FOR IMMEDIATE RELEASE

AVON LOCAL SCHOOLS AND JOE FIRMENT CHEVROLET ANNOUNCE NEW NAMING RIGHTS PARTNERSHIP FOR FOOTBALL STADIUM

Avon, Ohio July 8, 2014

Avon Local School District today announced a long-term partnership with Joe Firment Chevrolet for the naming rights to the Avon High School football stadium. The new name effective today will be **Joe Firment Chevrolet Stadium**.

“Joe Firment Chevrolet has a long standing relationship of supporting the Avon Local Schools and this new partnership is further evidence of their valued commitment to the district and the Avon community.” said Avon Local Schools superintendent Mike Laub. The deal is potentially worth up to \$300,000 to the district, at \$30,000 per year on a five year agreement with a mutual option for an additional five years.

“Our district is very appreciative of the relationship we have formed with Joe Firment Chevrolet,” Laub said. “We are excited to have them as the sponsor of our stadium. The revenues received from this naming rights sponsorship will allow us to do so many great things for the students of Avon. This is money we don’t have to ask our taxpayers for that is incremental to our operating budget”

Joe Firment Chevrolet is an Avon, Ohio based Chevrolet dealership serving all of northeast Ohio. The family owned dealership started in 1981, is the longest standing dealership in Lorain County.

“It’s a privilege to partner with Avon Local Schools,” said Joe Firment Chevrolet Vice President, Jim Firment. “It’s our way of making a commitment to the community we serve and a decision we make from the heart. ”

Jim's brother, Paul Firment added, "Avon has been great to us. As Avon supports us, we can support Avon. It's a win-win." Paul is also a Vice President at the dealership.

Schools and businesses are finding out that working together on mutually beneficial partnerships has an exponential effect on not only the school, but also gives the company deep roots into the community that they're serving," said Larry Jaeger, Vice President of Marketing for Hunter Education Capital, a company that specializes in naming rights valuation and who helped facilitate this agreement. "Naming Rights sponsorships have become an invaluable component of a companies marketing strategy"

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