

SDNB Enters 5-Year Naming Rights Sponsorship Agreement with New Berlin Based Manufacturer Optimum Crush

New Berlin, Wis. – New Berlin West Middle/High School will have the most aptly named softball field in southeastern Wisconsin after the School District of New Berlin and New Berlin-based Optimum Crush agreed on a 5-year, \$25,000 naming rights sponsorship agreement.

Optimum Crush will have name recognition on newly erected signage at what is tentatively being called Optimum Crush Field - Home of the Vikings.

“We are proud and fortunate to have another local company, Optimum Crush, step up to the plate to support our school district,” Superintendent Joe Garza said. “The financial impact is significant, but just as important, we look forward to working with Optimum Crush to explore other ways we can work together to benefit our students and schools.”

Optimum Crush, located at 16211 W. Lincoln Ave., New Berlin, is a leading manufacturer of interchangeable and custom-designed parts used in the mining and quarry industries. Their team of engineers also provides onsite troubleshooting and round-the-clock technical support for mine operators across North and South America.



“Our company is committed to supporting global communities with a goal of developing long-term relationships that are mutually beneficial,” said Optimum Crush president Jerrod Dulmes. “As a softball advocate, and with our roots right here in New Berlin, this was a natural fit. We are proud to have our company name on the school’s softball field, where the Vikings have enjoyed lots of recent success.”

The West softball team won the WIAA Division 2 state title in 2016 and is a three-time state qualifier, most recently in 2019.

This is the third naming rights sponsorship signed by the SDNB this school year. The district previously agreed to a 10-year deal with Drexel Building Supply for the naming rights to West’s fieldhouse, now known as Drexel Fieldhouse, and a 5-year deal with Aspen Orthopedic Specialists and Orthopaedic Hospital of Wisconsin for naming rights to West’s outdoor baseball and soccer complex.

The SDNB has a multitude of naming rights sponsorship opportunities available to interested partners. The district’s sponsorship guide showcases those opportunities in three categories: academics, the arts and athletics. Venues available for naming rights opportunities include the Performing Arts Center, indoor and outdoor athletic complexes and facilities, and many more, all the way down to individual classrooms and hallways. You can learn more about the district’s sponsorship opportunities by [viewing the guide](#) or contacting David Cotey at (262) 789-6225.

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