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**Re: Everett School Board Candidates and Members**

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**From** Anna Marie Laurence <amlaurence2025@gmail.com>

**Date** Tue 9/2/2025 3:56 PM

**To** john martin <jmartinnoj@hotmail.com>

Dear Mr. Martin,

Thank you for reaching out and sharing your thoughts on the naming rights for Everett Memorial Stadium.

At this time, there are still many unknowns regarding what the situation will look like in 2027 when the current lease expires. While the school board will eventually play a role in reviewing any proposed agreements, there are currently no action items before the board, and therefore the board is not currently involved in conversations regarding potential scenarios for the Everett Memorial Stadium for 2027.

That said, I do believe the board should proactively consider all opportunities to increase district revenue as part of the long term planning, while ensuring any decisions align with the best interests of our students and community. I have shared your thoughts with district administrators.

I will continue to keep students at the center of all decisions that I make. I appreciate your engagement, advocacy, and support for the students of Everett Public Schools.

Best,  
Anna Marie Laurence

On Mon, Sep 1, 2025 at 6:00 PM john martin <[jmartinnoj@hotmail.com](mailto:jmartinnoj@hotmail.com)> wrote:

Anna Marie Jackson Laurence  
Everett School Board Member and Candidate  
[amlaurence2025@gmail.com](mailto:amlaurence2025@gmail.com)  
206-856-4573

Dear Anna Marie Jackson Laurence,

This is a follow-up to my telephone message of September 1, 2025.

I hope the following information is useful to you:

What do you actually get when you buy "naming rights"?

A naming rights deal is about intangible assets, some of which include:

The right to specify the name of the stadium

The right to have the stadium name used in all official press releases of the stadium's home team

The right to have the in-game announcer say the stadium name and/or other sponsored messages about your company a certain number of times throughout every home game

The right to have your company logo and/or name on the backdrop of certain press conferences held at the stadium

The right to use certain retail or vendor spots within the stadium and/or adjacent buildings

The right to exclude anyone else from advertising on or within certain parts of the stadium

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Naming rights are almost never actually "purchased" — they are rented.\*\*\*\*\*

A brief one page history of the current Everett School Board naming rights agreement is attached.

Thank you again for your time.

Best Regards,  
John E. Martin  
425-361-2854  
[jmartinnoj@hotmail.com](mailto:jmartinnoj@hotmail.com)

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<https://axiomalpha.com/the-economics-of-stadium-names/>

Asset	Total Return Multiplier (2013-2022 : 9 years)	Average Annual Return
FE (FirstEnergy)	1.4579	4.28%
NEE (NextEra Energy)	6.6209	23.37%
DUK (Duke Energy)	2.3366	9.89%
D (Dominion Energy)	2.1137	8.67%
EXC (Exelon)	2.6667	11.51%
XLU (Utilities Select Sector SPDR Fund)	2.7098	11.71%
SPY (SPDR S&P 500 ETF)	3.8753	16.24%

The Economics of Stadium Names: Sell your stock in (most) companies that buy them - Axiom Alpha

"That's a pretty interesting result to anyone running a hedged long/short investment portfolio, especially with energy prices so high. It also means that if I personally held any private stock

[axiomalpha.com](http://axiomalpha.com)

**From:** john martin <[jmartinnoj@hotmail.com](mailto:jmartinnoj@hotmail.com)>

**Sent:** Monday, September 1, 2025 1:30 PM

**To:** [amlaurence2025@gmail.com](mailto:amlaurence2025@gmail.com) <[amlaurence2025@gmail.com](mailto:amlaurence2025@gmail.com)>

**Cc:** William Geschke <[william.geschke@heraldnet.com](mailto:william.geschke@heraldnet.com)>; Michael Whitney <[michael.tribune@snoho.com](mailto:michael.tribune@snoho.com)>; Teresa Wippel <[teresa@myedmondsnews.com](mailto:teresa@myedmondsnews.com)>

**Subject:** Everett School Board Candidates and Members

Anna Marie Jackson Laurence  
Everett School Board Member and Candidate  
[amlaurence2025@gmail.com](mailto:amlaurence2025@gmail.com)  
206-856-4573

Dear Anna Marie Jackson Laurence,

I wish to call your attention to something that is the responsibility of the Everett School District -- the name of the Everett Memorial Stadium baseball field.

The current lease for the Everett Memorial Stadium baseball field expires in 2027 and must be renegotiated for 2028.

If elected, you, along with the rest of the Everett School Board, will be responsible for renegotiating the Everett Memorial Stadium baseball field naming rights.

Contract language is advocated that results in The Everett School District receiving (100) one hundred percent of the net proceeds of the naming rights agreement and retaining an exclusive license during each Season.

In the first season alone, this would increase projected revenue to the Everett School District from \$34,500 to \$227,000. Over a 30 year period, that amounts to at least \$6.8 million.

Do you support the advocated contract language noted above?

Do you think the School Board should be proactively negotiating naming rights?

Do you think naming rights and negotiations should be included in short and long term planning?

I look forward to hearing your opinion.

Best Regards,

John E. Martin  
425-361-2854  
[jmartinnoj@hotmail.com](mailto:jmartinnoj@hotmail.com)

No Frogs Downtown

CC:  
Everett Herald Reporter William Geschke

Snohomish County Tribune Editor Michael Whitney

Mountlake Terrace News Editor Teresa Wippel