

# Lawrence Recreational Center Sponsorship Program

April 1, 2014

# Issues/Challenges

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- ▶ Listed below are issues/challenges that need to be addressed
  - ▶ Status of facility name/brand?
    - Name/brand decision will have a direct impact on revenue generation
      - Development of a strong brand will attract the “right” corporate partners
      - Brand alignment is a key criteria for prospective corporate sponsors
      - Facility needs to be positioned differently than a traditional recreation center
      - To maximize revenue, facility needs viewed as an experience ... a place people want to go
    - Recommended name options
      - SportQuest or SportsPlex
      - Name needs to work well with an entitlement sponsor
  - ▶ When will facility be ready for a walk-through?
    - Arrange date/time to take photos so signage mock-ups can be created for prospective sponsors

# Facility Overview

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- ▶ Rock Chalk Park is located at 6th Street & George Williams Way
- ▶ Featured elements include:
  - ▶ 8 full-length basketball courts (84'x50')
    - 16 cross-court basketball courts (74'x50')
  - ▶ 16 full-size volleyball courts (60'x30')
  - ▶ Full-size turf field ((199'x81')
    - 3 cross-court soccer fields (81'x55')
  - ▶ Gymnastics room with foam pit
  - ▶ 1/8 mile running/walking track
  - ▶ Cardio room
  - ▶ Weight room
  - ▶ Aerobics room
  - ▶ 8 lighted outdoor tennis courts
  - ▶ 4 running/walking trails with 10' wide concrete paths
  - ▶ 1500 parking spaces
  - ▶ Concession area
  - ▶ 7,000' multipurpose room
  - ▶ Administrative offices and support services along with 2 meeting/birthday party rooms
- ▶ **Facility photos/renderings-TBD**

# Suggested Sponsorship Categories/Revenue Goals

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- ▶ Recruit 1 Title Sponsor and 2-3 Presenting Sponsors
  - ▶ Title Sponsor: \$95,000 to \$125,000
    - ▶ Fee will be dependent on final list of “**customized marketing assets**” included in agreement
    - ▶ Term: 7-10 years
  - ▶ Presenting Sponsor: \$40,000 to \$75,000 (2-3 sponsors)
    - ▶ Fee will be dependent on final list of “**customized marketing assets**” included in agreement
    - ▶ Term: 3-5 years
- ▶ Sponsorship Revenue Goal: \$225,000 per year
  - ▶ Stretch Goal: \$275,000 per year
  - ▶ Max Goal: \$350,000 (Title Sponsor and 3 Presenting Sponsors at max revenue)
  - ▶ **Note: Total cost of signage/installation will be deducted from gross revenue**
    - Reference “Signage Revenue & Expense Projections” matrix

# Suggested Sponsorship Approach

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- ▶ Recruit companies with a track record in promoting health/wellness
- ▶ Invite decision-makers to tour construction site
- ▶ Engage in a “world of the possible” discussion
- ▶ Work with sponsor decision-makers to create “customized” sponsorship packages
  - ▶ Build sponsorship package around “signature areas”
    - ▶ Gymnasium (includes basketball/volleyball courts and running/walking track)
    - ▶ Indoor soccer and sports area
    - ▶ Gymnastics area
    - ▶ Aerobics/fitness and cardio/weights area
    - ▶ Outdoor tennis courts and running/walking area
    - ▶ Concessions area
  - ▶ Design “customized” signage packages within approved guidelines

# Sponsorship Prospect Overview

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## ▶ Listed below are key sponsorship prospects/categories

### ▶ Grocery stores

▶ Prospects: Hy-Vee, Dillions, Checkers, Target, Wal-Mart

### ▶ Prospective categories

#### □ Beverages

□ Note: Pepsi has secured the facility vending contract

□ Sub-categories: Juice, water, sports drinks, energy drinks, teas

#### □ Nutrition

□ Cereal, nutrition bars, fruits/vegetables, nuts, yogurt

### ▶ Sports Medicine

▶ Prospects: Lawrence Memorial, OrthoKansas, Center for Sports Medicine at The University of Kansas Hospital

□ Chiropractors and physical therapy services

### ▶ Sporting Goods Stores

▶ Prospects: Dick's Sporting Goods, Jock's Nitch, Francis Sporting Goods, Gary Gribble's Running Sports

### ▶ Prospective vendors

□ Nike, Adidas, Asics, Reebok, Brooks, Fitbit, GoPro

# Suggested Signage Approach

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- ▶ Design “customized” sponsorship packages within approved guidelines
  - ▶ Premier would work with Miller Meiers to develop a comprehensive signage package with specific guidelines:
    - ▶ Photos/graphics would be sport appropriate for specific areas where signs would be installed (i.e., basketball, volleyball and track for the gymnasium; soccer for the indoor soccer fields)
    - ▶ Integrate health and nutrition themes
    - ▶ Integrate Lawrence/Kansas themes
    - ▶ Integrate relevant inspirational slogans
    - ▶ Integrate sponsor logos
  - ▶ Premier will use RD Huggins Sign Company of Olathe, KS to create/install signage placements (Premier has worked with Huggins on Arrowhead/Kauffman Stadium signage installations)
    - ▶ Signage placements will be designed in a cost-effective manner -- easily maintained/replaced

# Title Sponsorship

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## ▶ General

- ▶ Official facility name will become: “Title Sponsor Name” SportQuest at Rock Chalk Park (specific name TBD)
- ▶ Title Sponsor name and/or logo to be incorporated in official “SportQuest” logo
- ▶ Title Sponsor to be included in all printed/media references and name usages of “SportQuest”
- ▶ Rights to use “SportQuest” mark in all official Title Sponsor advertising and promotional activity
- ▶ **Development of a customized marketing partnership program based on the business objectives of both “SportQuest” and the Title Sponsor**

## ▶ Permanent Signage/Entitlement of Specific Areas

- ▶ Title Sponsor to be included in marquee sign at main entrance of facility
- ▶ Signage appropriate for Title Sponsor in lobby
- ▶ Entitlement of the “Gymnasium” (or other signature area): 8 full sized basketball courts, 16 full-sized volleyball courts and one-eighth mile running/walking track
  - ▶ Appropriate signage for Title Sponsor (specific details TBD)
- ▶ Appropriate inclusion in signage in areas entitled by Presenting Sponsors (2-3)
- ▶ Other entitled signature areas: Indoor soccer/sports, gymnastics, aerobics/fitness, cardio/weights, concessions and outdoor tennis courts/walking trails
- ▶ Inclusion in directional signage (TBD once plans are finalized by Miller Meiers and Gould-Evans)

## ▶ Marketing

- ▶ Details TBD once plans are developed with Miller Meiers

## ▶ Media/Advertising

- ▶ Title Sponsor to be included in all radio, TV, print, and web advertising campaigns
  - ▶ Comprehensive campaign will be created and developed in conjunction with Miller Meiers

## ▶ Facility Usage

- ▶ Details TBD

## ▶ Website

- ▶ Details TBD once plans are developed with Miller Meiers

## ▶ Social Media

- ▶ Details TBD once plans are developed with Miller Meiers

- ▶ Title Sponsorship Fee: \$95,000 to \$125,000 (final fee to be determined based on marketing assets and expenses included in agreement)

# Presenting Sponsorship

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## ▶ General

- ▶ Presenting Sponsor name will be used just before or just after the Title Sponsor
- ▶ Lawrence Parks & Recreation will use its best efforts to include the Presenting Sponsor(s) in all media/promotional campaigns
- ▶ Rights to use “SportQuest” mark in all official company advertising and promotional activity
- ▶ Lawrence Parks & Recreation will pursue two, but no more than three Presenting Sponsors
- ▶ **Development of a customized marketing partnership program based on the business objectives of both “SportQuest” and the Presenting Sponsor**

## ▶ Permanent Signage/Entitlement of Specific Areas

- ▶ Signage appropriate for Presenting Sponsor in lobby
- ▶ Entitlement of one of the following signature areas: Indoor soccer/sports, gymnastics and aerobic/fitness cardio/weights, concessions and tennis courts/walking trails
  - ▶ Appropriate signage for Presenting Sponsor (specific details TBD)
- ▶ Appropriate inclusion in signage in signature areas entitled by Title Sponsor and other Presenting Sponsors (2-3)

## ▶ Marketing

- ▶ Details TBD once plans are developed with Miller Meiers

## ▶ Media/Advertising

- ▶ Presenting Sponsor to be included in radio, TV, print, and web advertising campaigns whenever possible
  - ▶ Comprehensive campaign will be created and developed in conjunction with Miller Meiers

## ▶ Facility Usage

- ▶ Details TBD

## ▶ Website

- ▶ Details TBD once plans are developed with Miller Meiers

## ▶ Social Media

- ▶ Details TBD once plans are developed with Miller Meiers

- ▶ Presenting Sponsorship Fee: \$40,000 to \$75,000 (final fee to be determined based on marketing assets and expenses included in agreement)

# Premier Sports Management

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