

# Planters Bank • Jennie Stuart Health

## SPORTSPLEX

### HOPKINSVILLE

## WHY BECOME A SPONSOR?

Using athletics as our common denominator, Planters Bank-Jennie Stuart Health Sportsplex Hopkinsville creates an atmosphere where people of all ages and backgrounds can benefit from physical development in an array of sporting events and recreational activities, forming a stronger bond in our community. Instilling confidence, character, discipline, and a strong work ethic in the young men and women of our community, while affording unique opportunities through the capitalization on the sports tourism industry, the Sportsplex helps build a thriving community with sports as a leading force.



**Follow us: @HopSportsplex**



**Sign up for news and updates: [HopkinsvilleSportsplex.com](https://HopkinsvilleSportsplex.com)**



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## **WHY MARKET WITH US?**

**At the Sportsplex, our afforded sponsorship opportunities will help you:**



- Build positive associations through beloved events, experiences, traditions and memories-made at the Hopkinsville Sportsplex
- Drive sales for new and existing business
- Create/enhance corporate community engagement
- Influence consumer perceptions
- Position your company as a forward-thinking, community leader
- Expose your brand to a cross-section of demographic, geographic and lifestyle market segments
- Build frequency through thousands of impressions and exposures to your brand every year
- Build engaging relationships



# What to expect from Hopkinsville Sportsplex:

- Overall foot traffic of 250,000+ continuing to grow
- 10-12 leagues (in various sports) that will include age range from youth to seniors
- 20-30 tournaments, events and festivals that will create local and regional buzz
- Partnerships with area organizations like YMCA, Valor Soccer Club, Clarksville Soccer Club, etc.
- 30-40 birthday parties, meetings, clinics, etc. inside the multipurpose room on site
- Robust monthly newsletter that will circulate digitally
- Social media posts and occasional blasts/promoted content
- 104-room Luxury Holiday Inn hotel next door





## ALL PACKAGE BENEFITS

**Purchasing any of the packages entitles you to receive these additional benefits:**

- Logo included on one 3'x8' banner on the wall of Hopkinsville Sportsplex
- Logo included on Sportsplex website and digital properties
- One social media blast every month as preferred Hopkinsville Sportsplex partner
- Additional logo on all ten 65-inch scoreboard TV monitors during daily scrolls
- One annual mention in monthly digital newsletter
- Logo (and subsequent landing page link) included on website

**NOTE: Touchdown Package and Home Run Package only include ONE banner.**





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# SPORTSPLEX

H O P K I N S V I L L E

## BANNER PROGRAM

Display your company or business logo for up to a year on a custom 2'x8' vinyl banner on the walls of the Sportsplex for \$600 (annually). This does not include additional benefits but is a great way to show your community support and get in front of thousands of sets of eyes.

