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SPORTSPLEX
HOPKINSVILLE

# WHY BECOME A SPONSOR?

**Using athletics as our common denominator, the Hopkinsville Sportsplex creates an atmosphere where people of all different 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**

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# WHY MARKET WITH US?

**At the Hopkinsville Sportsplex, we believe 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 in 2019:

- Overall foot traffic totaling 100,000+ visitors
- 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, Clarksville Soccer Club, AAU, etc.
- 30-40 birthday parties, meetings, clinics, etc. inside the multipurpose room on site
- Robust monthly newsletter that will circulate digitally
- Daily social media posts and occasional blasts/promoted content
- Arrival of 104-room Luxury Holiday Inn hotel next door
- Agreements with The Bruce Convention Center to expand events through "co-hosting" initiatives

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# ANNUAL SPONSORSHIP OPPORTUNITIES

## GOLDEN GOAL PACKAGE
$15,000 (SOLD OUT!)

- Exclusive naming rights to the 185'x80' indoor soccer turf field
- Business logo displayed at center wall & above both goals
- Logo and name of court/field included online, in all materials
- Complete list of additional benefits included ahead

## SLAM DUNK PACKAGE
$10,000

- Exclusive naming rights to ONE of 3 basketball courts
- Business logo displayed at all times with mid-court sticker
- Logo and name of court/field included online, in all materials
- Complete list of additional benefits included ahead

## BUMP, SET, SPIKE PACKAGE
$8,000

- Exclusive naming rights to ONE of 6 volleyball and jr. b'ball courts
- Business logo displayed at all times with on-court sticker
- Logo and name of court/field included online, in all materials
- Complete list of additional benefits included ahead

## BULLS EYE PACKAGE
$5,000 (SOLD OUT!)

- Exclusive naming rights to the Sportsplex party/meeting room
- Free corporate use of the space once per quarter
- Signage on outside/inside of space; logo on promo materials

## HOME RUN PACKAGE
$2,500 (THREE REMAINING!)

- Logo included on one 3'x8' banner on the wall of Sportsplex
- Logo on a dasher board around the 80' x 185' turf field
- 30-second spot/logo on scoreboard TV monitors

## TOUCHDOWN PACKAGE
$1,000 (EIGHT REMAINING!)

- Logo included on one 3'x8' banner on the wall of Sportsplex
- Logo included on loop of 65-inch TV screen scoreboard
- Quarterly mention/promo inside monthly Sportsplex newsletter

**Questions? Call Marketing Coordinator Chris Jung at 270-985-1700 or email chris.jung@hopkinsvilleky.us.**

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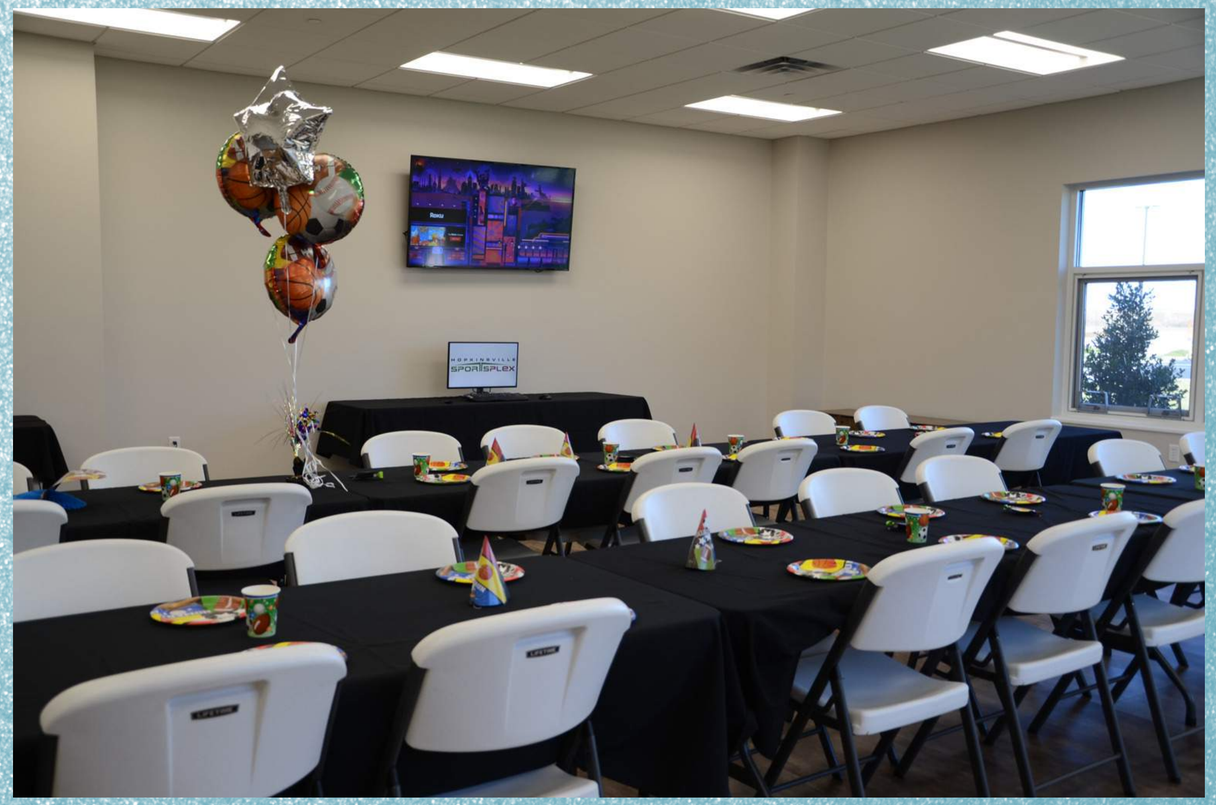
# ALL PACKAGE BENEFITS

**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 use of the party room (Touchdown/Home Run NOT included; schedule permitting)
- 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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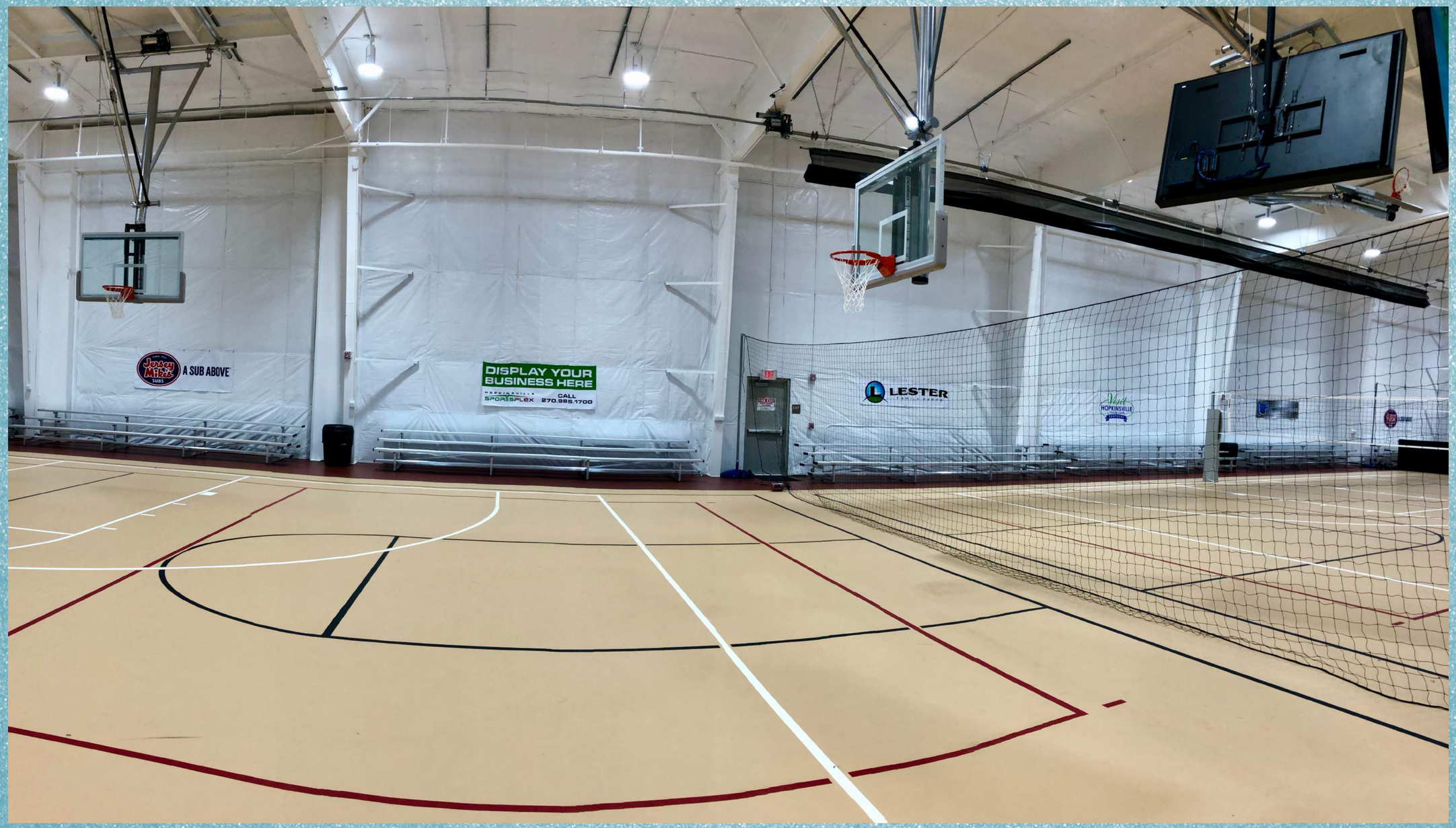
# BANNER OPPORTUNITIES

**Display your company or business logo up to a year on a custom 2'x8' vinyl banner on the walls of the Sportsplex for $500. 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.**