



provo
**RECREATION
CENTER**

**Helping the underprivileged use
the new Provo Recreation Center**

INSIDE: A ONCE-IN-A-GENERATION OPPORTUNITY TO
ASSIST UNDERPRIVILEGED YOUTH AND SENIORS.

provo
WELCOME HOME

We need funds to help underprivileged youth and seniors use the Provo Recreation Center

Provo has more than 6,000 school-age children living in lower-income homes, and about 500 seniors living below the poverty level. These youth and seniors cannot use the Provo Recreation Center unless something is done to help them.

City leaders have decided that the best way to provide such help is to establish an endowment fund for such purposes. Only the income from the fund will be used to help the underprivileged. Help will be based upon family income. (Some have suggested that recipients could do community service in return for such help.)

A PLAN FOR RAISING THE MONEY

The municipal council has approved a plan whereby 47 specific facilities in the Provo Recreation Center would be named to recognize those who donate to the endowment fund.

SEE INSIDE BACK COVER FOR OTHER NEEDS OF THE PROVO RECREATION CENTER

OTHER ALTERNATIVE PLANS WERE CONSIDERED

The Provo Municipal Council and Mayor John Curtis have studied various options for making the Provo Recreation Center and its many programs available to those who cannot afford them.

The following were discussed:

Option #1—Give underprivileged youth and seniors free or discounted memberships based upon family income. To do this, raise the membership fees for all others.

Option #2—Give youth and seniors free or discounted memberships by scaling back special classes and workshops or by increasing the fees for swimming lessons, art classes, sports leagues, and other offerings.

These options were discarded in favor of asking donors to help.

provo RECREATION CENTER

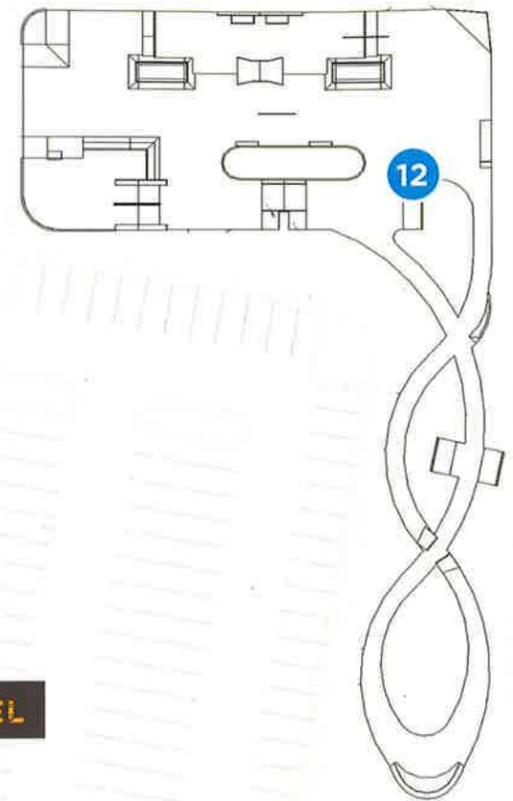
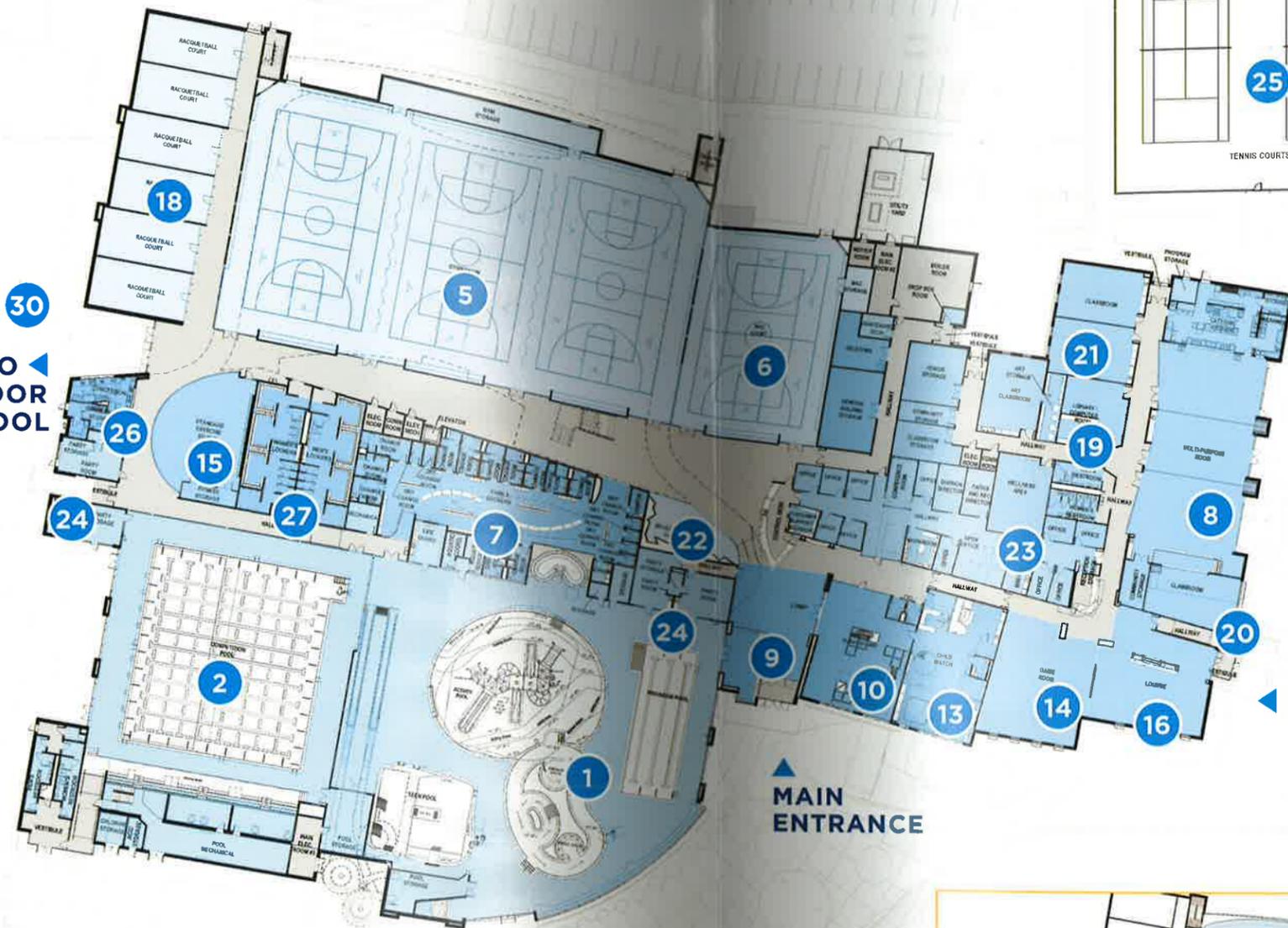
PROVO CITIZENS VOTED OVERWHELMINGLY FOR A NEW RECREATION CENTER

In November, 2010, Provo citizens voted overwhelmingly in favor of a \$39 million bond to build a new community recreation center. Every voting precinct in the city voted in favor except one, and in that precinct the measure lost by only six votes.

THE RECREATION CENTER WAS PLANNED FOR PROVO BY PROVO CITIZENS

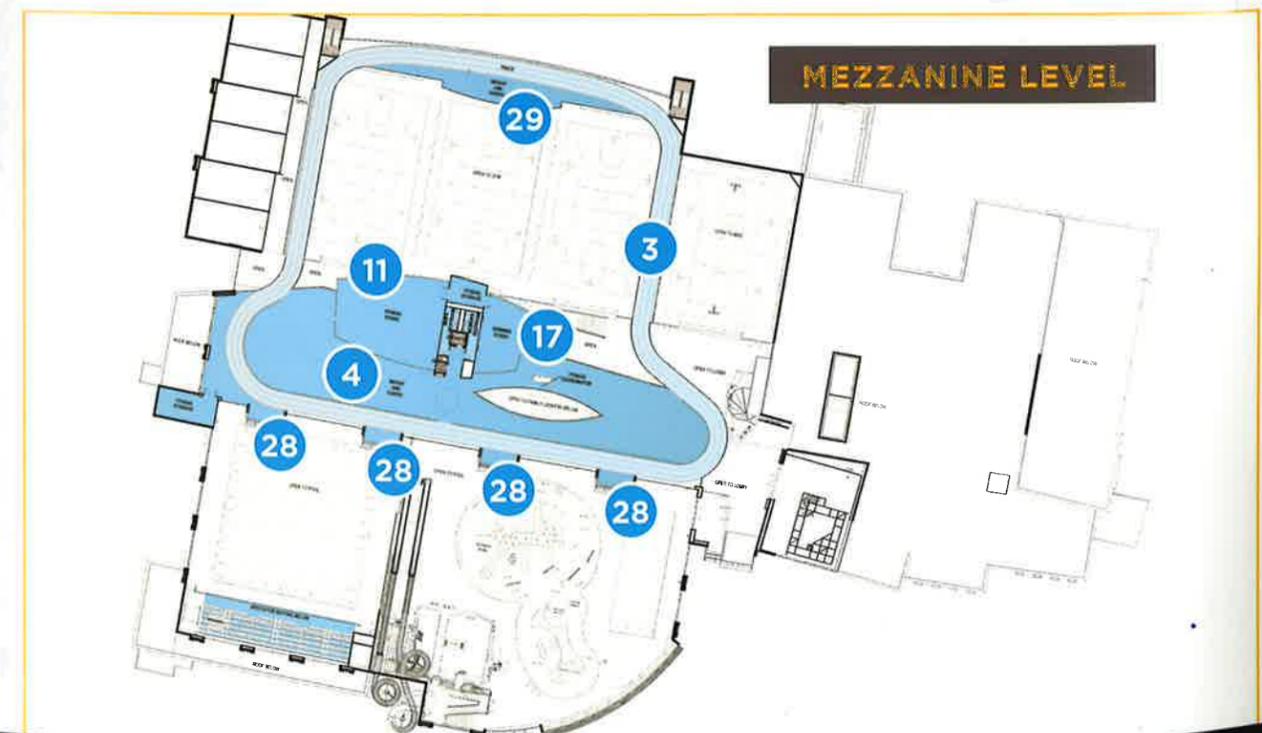
Hundreds of Provo citizens worked for more than 10 years in researching, planning, and receiving input about a facility that would be "right" for Provo. This has been a citizens-driven initiative from the very beginning.

The Provo Recreation Center contains about 162,000 square feet, plus outdoor tennis courts, swimming pool facilities, and a skateboard park. This is modest for a city the size of Provo. It has been carefully planned to include only those facilities requested by our citizens. It has been planned by citizens who have felt that our neighborhoods and friends needed a place to improve their health and wellness. Consultants have said it is in the top 3% of the best-planned recreation centers in the nation.



THE RESULTS HAVE EXCEEDED OUR HIGHEST EXPECTATIONS

Based on attendance at other recreation centers, our consultants told us that we could expect to sell about 4,300 memberships the first year. We sold more than 10,000, and that number has increased by nearly 40% each year since then. We were also told that we could expect about 5,000 "daily walk-ins" (those who pay for one day) per month. We have averaged about 18,000 per month. Total attendance averages more than 125,000 per month—more than 4,000 every day. Our citizens love the Provo Recreation Center.



Facilities Available for Naming Rights

The amount of a donation will vary according to the size of the facility and its construction cost. Donors will typically be asked to pay about one-half the cost of construction. Such donations will range from \$10,000 to \$2,000,000, and may be paid over a period of three years.

Forty-seven facilities are included in the plan, raising a total of \$8-\$10 million for the endowment.

# on Map	Facility	Sq. Feet	Construction Cost	Naming Price
1	Aquatic Area	19,285	\$4,802,000	\$2,000,000
2	Competition Pool	12,454	\$2,280,000	\$1,000,000
3	Walking/Jogging/Running Track	10,962	\$1,842,000	\$1,000,000
4	Weights/Cardio Area	8,941	\$1,502,000	\$500,000
5	Gymnasium (3 courts)	20,517	\$3,611,000	ea \$300,000
6	Multi-Activity Court	5,609	\$987,000	\$300,000
7	Family Locker Lounge	4,600	\$694,000	\$350,000
8	Multi-Purpose Room	4,106	\$619,000	\$250,000
9	Main Lobby	3,311	\$500,000	\$250,000
10	Indoor Playground	2,299	\$435,000	\$100,000
11	Fitness Studio	2,307	\$388,000	\$100,000
12	Skate Park		\$360,000	\$200,000
13	Child Watch/Activity Area	2,037	\$354,000	\$100,000
14	Game Room	1,972	\$298,000	\$100,000
15	Program Studio	1,568	\$263,000	\$100,000
16	Senior/Community Lounge	1,381	\$208,000	\$100,000
17	Spinning Studio	855	\$144,000	\$75,000
18	Racquetball Courts (6)	4,978	\$836,000	ea \$50,000
19	Library and Computer Room	965	\$146,000	\$50,000
20	Classroom/Stage	1,019	\$154,000	\$50,000
21	Classrooms (3)	2,429	\$366,000	ea \$50,000
22	Bouldering Wall	779	\$131,999	\$50,000
23	Senior/Community Wellness Area	755	\$114,000	\$50,000
24	Party Rooms (4)	1,380	\$208,000	ea \$25,000
25	Outdoor Tennis Courts (2)		\$175,000	ea \$50,000
26	Café Lounge		\$40,000	\$15,000
27	Men's and Women's Locker Rooms (2)		\$40,000	ea \$10,000
28	Mezzanine Fitness Pods (4)		\$20,000	ea \$10,000
29	Large Mezzanine Fitness Pod		\$50,000	\$20,000
30	Outdoor Pool Blue Pavilion			\$10,000

Benefits for Donors

1. Donor's name will be before the public for the life of the facility.

This is an unusual opportunity for a donor to contribute to a facility that will serve the entire community for many generations.

2. Donor's name will be at the entrance of the room (or area) to be named.

In most cases, the room or area will carry the name of the donor as well as a room number. For example, it would be known as the "Blank Library/ComputerRoom."

3. Biographical or historical information about the donor will be posted inside the room (or area) to be named.

A special inscription will be mounted on a wall inside the room or area, giving biographical or historical information about the donor, donor's family, or business.

4. Name of the donor will be placed on a large permanent display in the main lobby.

A large permanent plaque in the main lobby will display the names of the architect, contractor, city officials, committees, and donors.



1 Aquatics Area

Splash pool, lazy river, deep water pool with climbing wall, water slides, warm water spa, and a program pool



This is one of the most exciting indoor aquatic facilities in the West. The 20,000-square-foot leisure pool complex includes a splash pool with themed interactive water play, a lazy river, a deep water pool with an aquatic climbing wall, and two indoor/outdoor water slides. In addition to these recreational pools, the area also features a program pool and warm water spa. This area is located near the front entrance of the Provo Recreation Center and the large curved glass exterior wall gives visitors a preview of the fun as they arrive in the parking lot. The pools are all stainless steel, designed and manufactured by Myrtha in Italy, with cushioned surfaces for absolute comfort. This entire area is designed around a tree-house and park environment theme.



It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$2,000,000



2 Competition Pool

Ten lanes of competition swimming and training, plus spectator seating



A twenty-five yard by twenty-five meter Myrtha all-steel pool provides the venue for a programming mixture of beginning swimming lessons to the most advanced athlete. A full ten lanes of swimming capacity will make this area a vibrant hub of activity. Spectator seating is strategically located for the best views of competitions. This pool is utilized by the local school district swim teams, a private swim club, university athletes, and Provo fitness enthusiasts. The technology is in place to make this the fastest swimming venue in Utah. Starting blocks, anti-wave advancements, and many other modern competition improvements make it attractive to both beginners and serious swimmers.

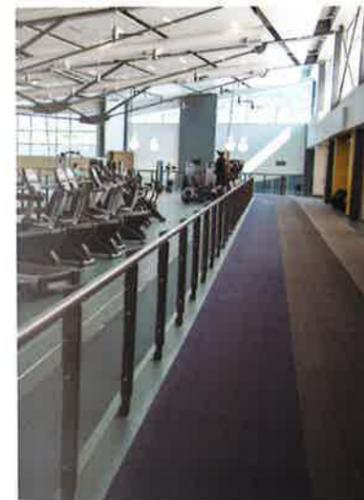
It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$1,000,000



3 Walking/Jogging/Running Track

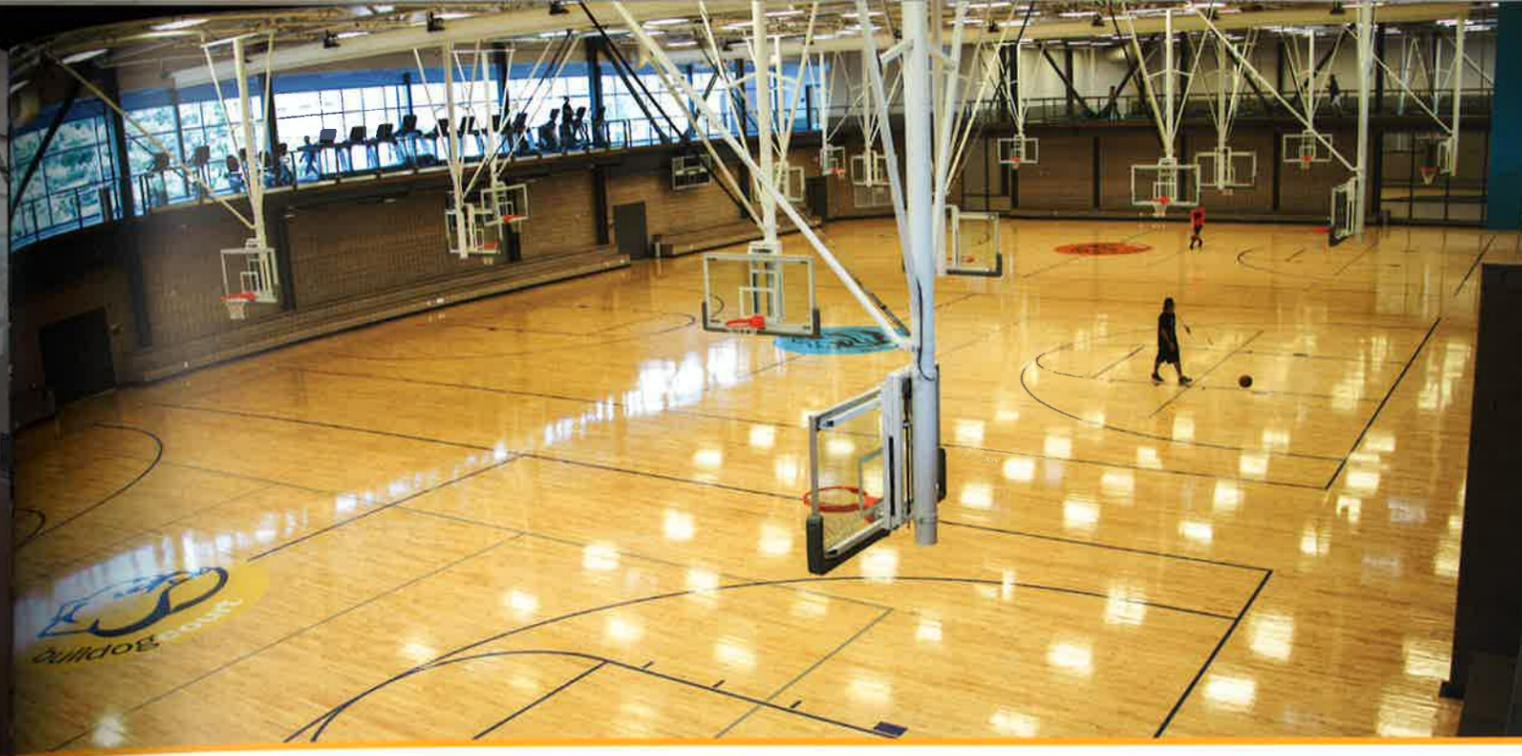
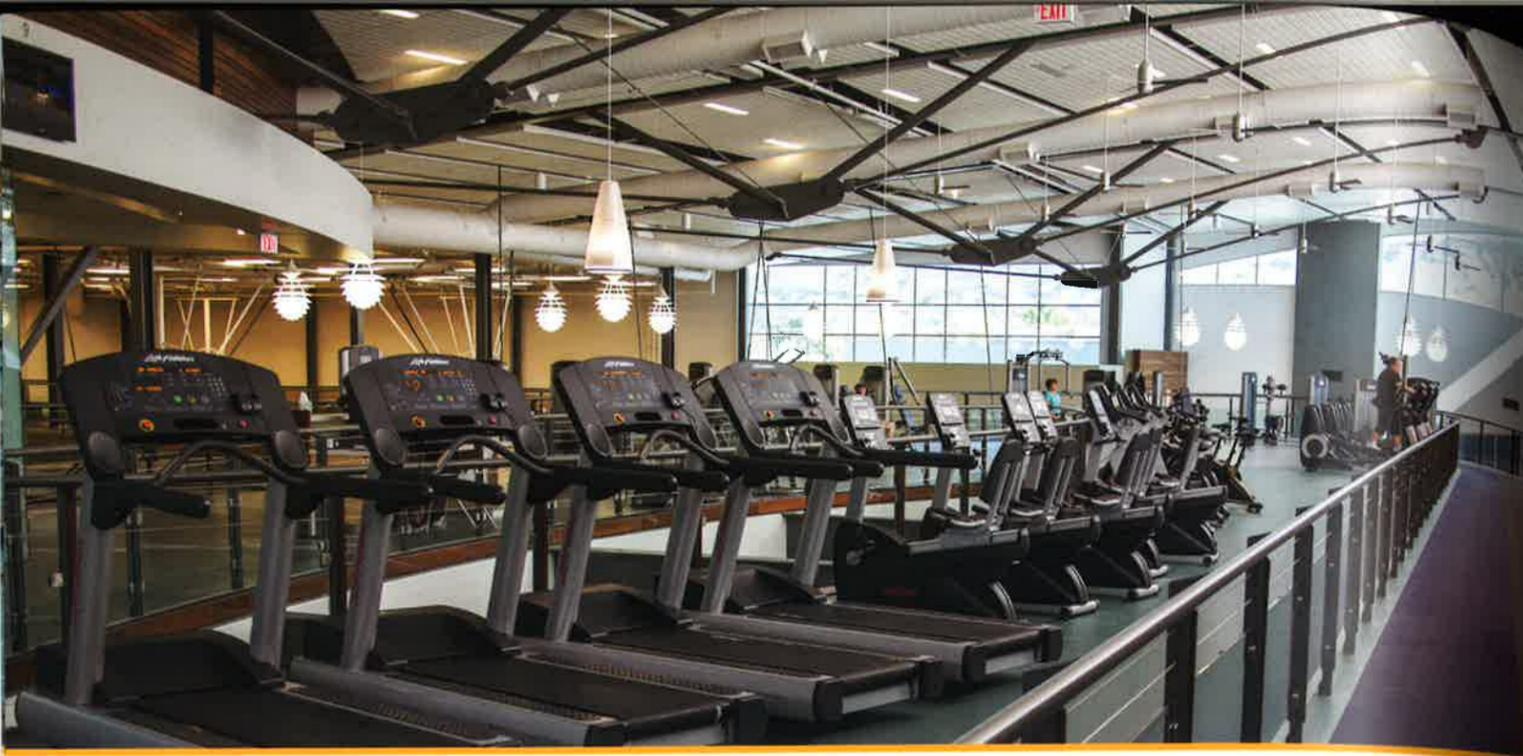
Three lanes of rubber Mondo surface with dazzling views of inside and outside



Located in the upper level mezzanine of the Provo Recreation Center, the popular walking track serves as the “crown” of the Recreation Center. The track has three color coded lanes—one for walkers, one for joggers, and one for runners. While moving around the track, participants are dazzled with tremendous views of the surrounding mountains and a full-scale view of the Recreation Center interior spaces such as the lobby, basketball courts, aquatic areas, cardio and fitness areas, and racquetball courts. Uniquely shaped to add interest and excitement to the user, the track features a surface that is the very latest in comfort, durability, and usability. It is large enough that only six laps equal one mile.

It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$1,000,000



4 Weights/Cardio Area

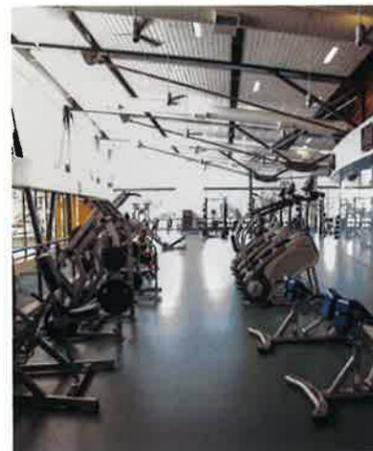
Featuring rowing machines, treadmills, ellipticals, and weight-lifting equipment



Located on the upper level of the Recreation Center, this premier high-tech weight and cardio fitness area of nearly 9,000 square feet is filled with the latest exercise equipment. Free-standing and mechanical weights provide users a first-class strengthening workout. The best and latest rowing, treadmill, elliptical, and other machines ensure a healthy cardiovascular challenge. A cardio theater provides the visual entertainment participants need. The weights and cardio area literally seems to float above the facility. Participants can watch those on the track along with other indoor and outdoor views and enjoy the natural lighting from overhead skylights.

It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$500,000



5 Gymnasium

Three full-size basketball courts for drop-in play, Provo Junior Jazz, teen, and adult leagues

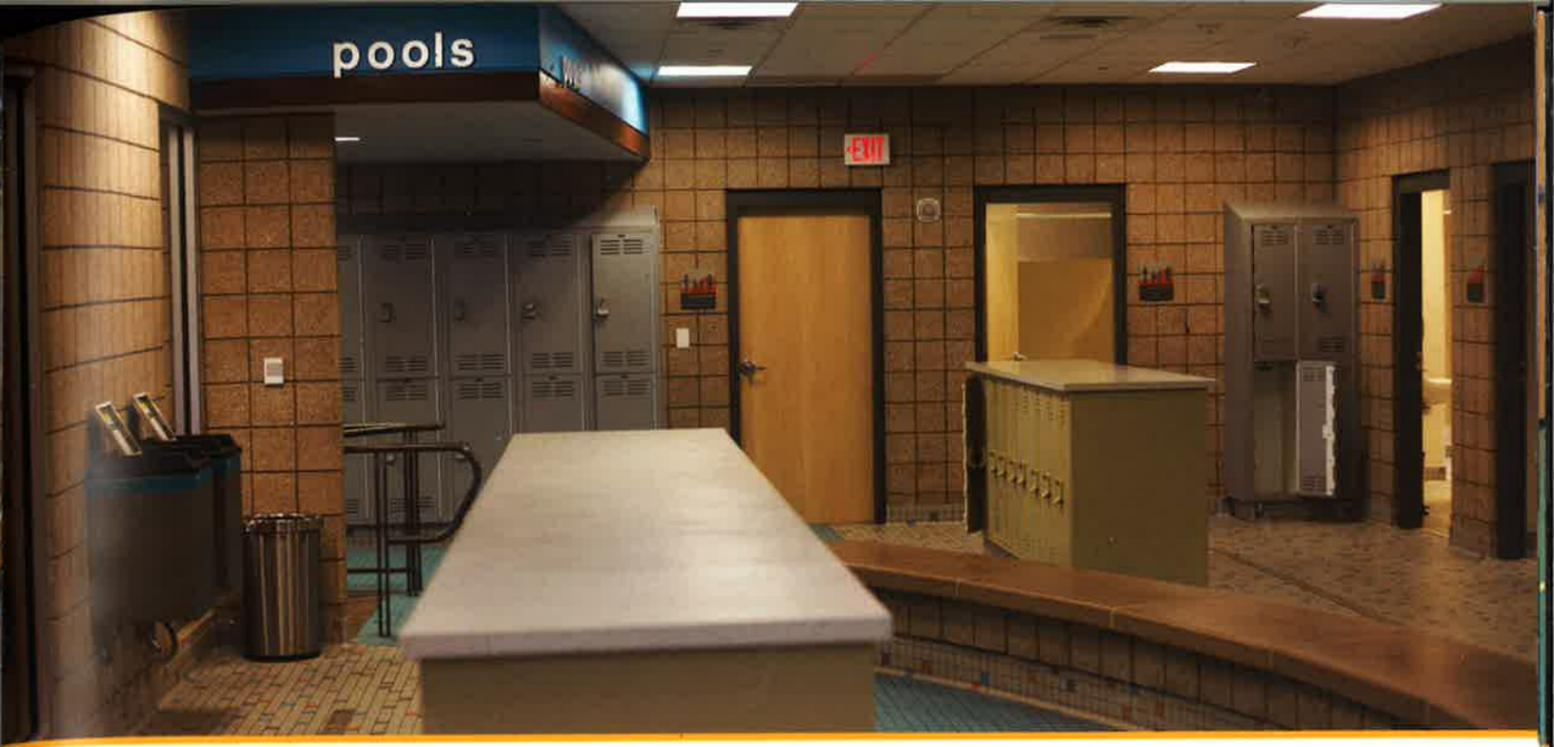


Each court has its own scoreboard and timing devices. As the largest space in the Recreation Center, the gymnasium activities include thousands of participants at tournaments, Junior Jazz games, volleyball, adult sports, and daily drop-in play. Efficiency and adaptability are ensured with divider curtains and automatic/adjustable basketball backboards. A beautiful maple wood floor provides a warm and inviting look to this large indoor gymnasium complex. Efficient natural lighting, provided by ceiling skylights, is enough during daytime use to avoid utilizing the overhead lighting and thus conserve energy. Convenient spectator seating is provided around the entire space perimeter.

Each court will carry the name of a donor, with a company logo on the floor near the center of the court, if desired.

NAMING RIGHTS FEE: \$300,000 EACH





6 Multi-Activity Court

A large area for meetings, sports, classes, exhibits, and special events



The most flexible and dynamic space in the Recreation Center is the multi-activity court. Utilizing a state-of-the-art rubber flooring system, this space is used for sports, classes, special events, and large community meetings. Located in the core of the Recreation Center and nearest to the main counter, the visibility and usability of this area are unlimited. The centralized location allows for easy combination with events in the community/senior spaces to provide more convenient and accessible space for activities.

The multi-activity court will carry the name of a donor, with a company logo in the floor near the center of the court, if desired.

NAMING RIGHTS FEE: \$300,000



7 Family Locker Lounge

Private dressing rooms and central lockers designed especially for families



A unique space built just for the demographics of Provo families. Families and individuals have private dressing rooms to get ready for their fun experience at the Recreation Center and then store their belongings in the centralized family changing lounge. No longer does a parent have to bring his or her child into the sometimes awkward situation of an open locker room. This hub for users of the facility has views into the aquatics area, fitness mezzanine, and gymnasiums.

It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$350,000





8 Multi-Purpose Room

Dining room and kitchen for seniors, adaptable for dancing and many events



The multi-purpose room is the largest space in the community area of the Recreation Center. This area is utilized for senior luncheons and activities, meetings, classes, dances, and community events. Featuring a kitchen (and a nearby classroom that doubles as a raised stage), the room has the ability to adapt to any event's needs. Great views to the east feature an outside patio and a beautiful mountain vista. Enhanced audio/visual capabilities include projection, wall screens, and scalable audio to match the sound with the size of the event. The room can be divided into two or three separate spaces with a movable wall system.

Room will be named after a donor or donor family.

NAMING RIGHTS FEE: \$250,000



9 Main Lobby

The main entrance is designed to be relaxing, inviting, and efficient



Patrons at the Recreation Center main lobby are greeted with views to the many activities to be enjoyed on their visit. A 10-screen video board gives them important updates on operations and upcoming programs. A friendly staff and self-service kiosks are available to serve every need—from registering for a class or basketball team to gaining admission to the aquatics area. A lower-level seating area provides a convenient gathering point for arrivals and departures. The spacious 3,300-square-foot main lobby is a perfect setting for welcoming visitors to the entire facility. From the lobby, visitors will go one way to the recreation facilities, and another way to the community/senior center. From the lobby, visitors can see into the aquatics area, children's indoor playground, overhead track, and other areas.

It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$250,000





10 Indoor Playground

A three-level area for children to play while waiting for their parents or family

11 Fitness Studio

Fitness sessions for Yoga, Zumba, Aerobic classes and other healthy activities



Just off the main lobby, this indoor playground area greets visitors as they walk in the main entrance of the Recreation Center. Families will be able to enjoy this area while waiting for family members in activities at the Recreation Center, or to meet those who are coming later. Space includes a lounge seating area for adults. Children will enjoy slides, a crawl pyramid, obstacle course, tube, suspension bridge, net climb, ladder elements, and other interesting fun experiences.

This area will be named after a donor or donor family.

NAMING RIGHTS FEE: \$100,000



Located on the upper level near the fitness areas, the fitness studio is busy with health enhancement classes from opening to closing. Panoramic views of the mezzanine and gym spaces make you feel like you are the center of all activities in the Recreation Center. Privacy window treatments are present to provide a more defined space. Hardwood floors in more than 2,300 square feet give flexibility for many varied activities.

The studio will be named after a donor or donor family.

NAMING RIGHTS FEE: \$100,000





12 Skate Park

A stunning outdoor skateboard area designed with input from local skaters



A completely unique design perspective came from local skaters to create this modern skate park complex. The skate park uses a streetscape format to provide an infinite amount of skating activity combinations. The plaza is connected to a skate trail with landscaping in and around the elements to create an inviting appearance. Skaters from beginner to advanced have found plenty of challenges to hone their skills. The skate park is located at the northeast corner of the site.

It will be named after a donor or donor family.

NAMING RIGHTS FEE: \$200,000



13 Child Watch/Activity Area

A fun place for younger children while you work out



Imagination and excitement characterize the child watch facility in the Recreation Center. Children love it so much, they encourage their parents to work out so they can come to the child watch area! Features include a castle, story cave, climbing wall, play house, basketball hoop, and baseball infield. A secure and exciting outdoor play structure allows children to play outside in a safe environment. A "beeper" system allows the supervisor to alert the parents in case of a need.

This area will be named after a donor or donor family.

NAMING RIGHTS FEE: \$100,000





14 Game Room

Nearly 2,000 square feet devoted to table tennis, board games, pool, and other games



Located in the community side of the Recreation Center, the game room will feature pool tables, shuffle board, card tables, table tennis, electronic and digital games, and board games. A comfortable space encourages social interaction and friendly competition. Tournaments and leagues will be programmed in this space. Audio/visual elements create a dynamic space that will provide entertainment, along with recreation.

This room will be named after a donor or donor family.

NAMING RIGHTS FEE: \$100,000



15 Program Studio

A special room for children, teens, and adults for dance and exercise classes



On the main floor of the Recreation Center, the program studio is used by children, teens, and adults for active health promotion programs. A curved glass wall gives the feeling to the room of extending out into the rest of the Recreation Center. A sprung/wood floor provides a versatile base for an extensive portfolio of activities.

This room will be named after a donor or donor family.

NAMING RIGHTS FEE: \$100,000





16 Senior/Community Lounge

At the east entrance to the Recreation Center senior/community area



The senior/community lounge is another space to welcome visitors to the Recreation Center and to provide a comfortable social setting for interaction. Featuring a warm fireplace, comfortable seating, and audio/visual entertainment, this is a great relaxing space for stress relief. As community events and programs assemble, this will be the designated meeting place for friends and families.

It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$100,000



17 Spinning Studio

Riders will enjoy a healthy spin on the latest stationary bikes



The most popular fitness trend is spinning, a stationary bike training. This room provides the audio/visual elements to make spinning more exciting and fun. Seeming to float over the gymnasium, this space has great views through glass walls to the entire Recreation Center and Mt. Timpanogos. The most advanced bikes in a wonderful setting will make this a vibrant spinning studio.

It will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$75,000





18 Racquetball Courts (6)

Featuring the latest in design and playability for maximum performance



Six state-of-the-art racquetball courts are featured as part of the Recreation Center. All six courts feature a glass back wall for easy spectator viewing. Maple floors provide a true and effective playing surface. The racquetball complex is a vibrant element in the Recreation Center and has proven to be a very popular facility.

Each court will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000 EACH



19 Library and Computer Room

A quiet room for reading books, magazines, or for using computers



Located in the community area of the Recreation Center, the library and computer room is a combination of individual activity space and community classes. The latest technology is matched with a comfortable and quiet environment to allow for life enrichment activities.

This room will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000





20 Classroom/Stage

This large classroom can also be used as a stage for the multi-purpose area



As a support space for the multi-purpose room in the community area, this area provides the convenience of a stage with the flexibility of a classroom. The stage will provide entertainers/presenters a raised platform for the multi-purpose room, but can also be divided from the main hall and turned into an adaptable and accessible classroom.

This room will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000



21 Classrooms (3)

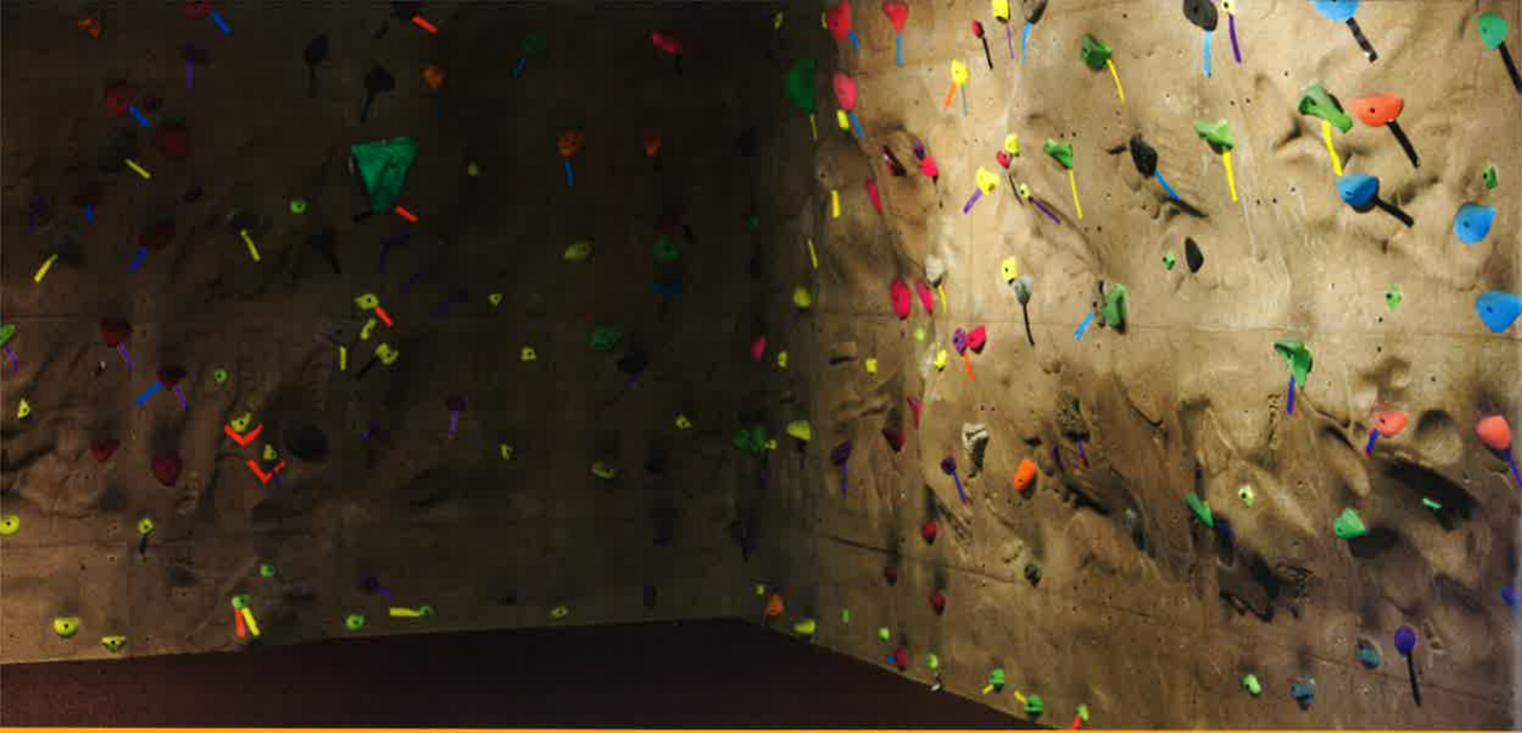
Three classrooms for community seminars, adult classes, or public meetings



In the community area of the Recreation Center, three classrooms house the educational and life-enrichment programming conducted by the Provo Parks and Recreation Department. These rooms are also available for community seminars and meetings. All audio/visual technologies are in place for a successful program or presentation. Natural light is provided for the arts & crafts classroom. These classrooms can also act as support facilities for break-out sessions related with an event in the multi-purpose room.

Each of these rooms will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000 EACH



22 Bouldering Wall and Neos Game

Youth and adults can explore their climbing skills at the bouldering wall and develop their reaction skills at the Neos game active play area



The bouldering wall is located just beyond the main lobby. Courses for all levels will be featured. Climbing provides a challenge that draws people to this activity because of its combination of strength and endurance. Located in a visible area of the Recreation Center, the bouldering wall draws a lot of interest from both climbers and spectators. The Neos game active play area has proven to be one of the busiest and most exciting areas in the Recreation Center.

This area will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000



23 Senior/Community Wellness Area

Workout equipment for all adults, but especially for senior citizens



Located in the senior/community area of the Recreation Center, this space provides accessible fitness equipment to make goals for a healthy and active lifestyle available, especially for senior citizens. The latest in cardiovascular and strength-training machines for seniors will make this space a popular venue. Audio/visual equipment will keep seniors entertained and healthy during their workout.

This area will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000





24 Party Rooms (4)

Perfect for birthday parties and family gatherings at the Recreation Center

25 Outdoor Tennis Courts (2)

Two outdoor tennis courts with lights for evening play



Near the aquatic areas in the Recreation Center, the four party rooms will each provide a perfect venue to celebrate special occasions. Party rooms have flexible set-up capabilities to adapt to any event. Each room is a spacious 1,380 square feet in size. These rooms are popular year round, and can be reserved for any occasion.

Each room will be named after a donor or donor family.

NAMING RIGHTS FEE: \$25,000 EACH



Located outdoors, two tennis courts give the flexibility to play as part of a Recreation Center experience. The latest methods in tennis court post-tension concrete construction will eliminate cracks and maintain a superior playing surface. A north/south orientation keeps the sun out of play. Great views of the mountains will add to this top-level tennis activity.

Each court will be named after a donor or donor family.

NAMING RIGHTS FEE: \$50,000 EACH





26 Café Lounge

The lounge provides easy dining just outside the café and snack bar



The lounge is easily accessible to both the indoor and outdoor pools, the racquetball courts, changing rooms, and basketball courts.

The lounge will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$15,000



27 Men's and Women's Locker Rooms (2)

These rooms serve the various courts and both the indoor and outdoor swimming pools



The rooms are designed for those who do not use the family locker lounge. They contain rest rooms, lockers, showers, and change areas. Beautifully tiled, convenient spacing, and easy in-and-out.

Each room will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$10,000 EACH





28 Mezzanine Fitness Pods (4)

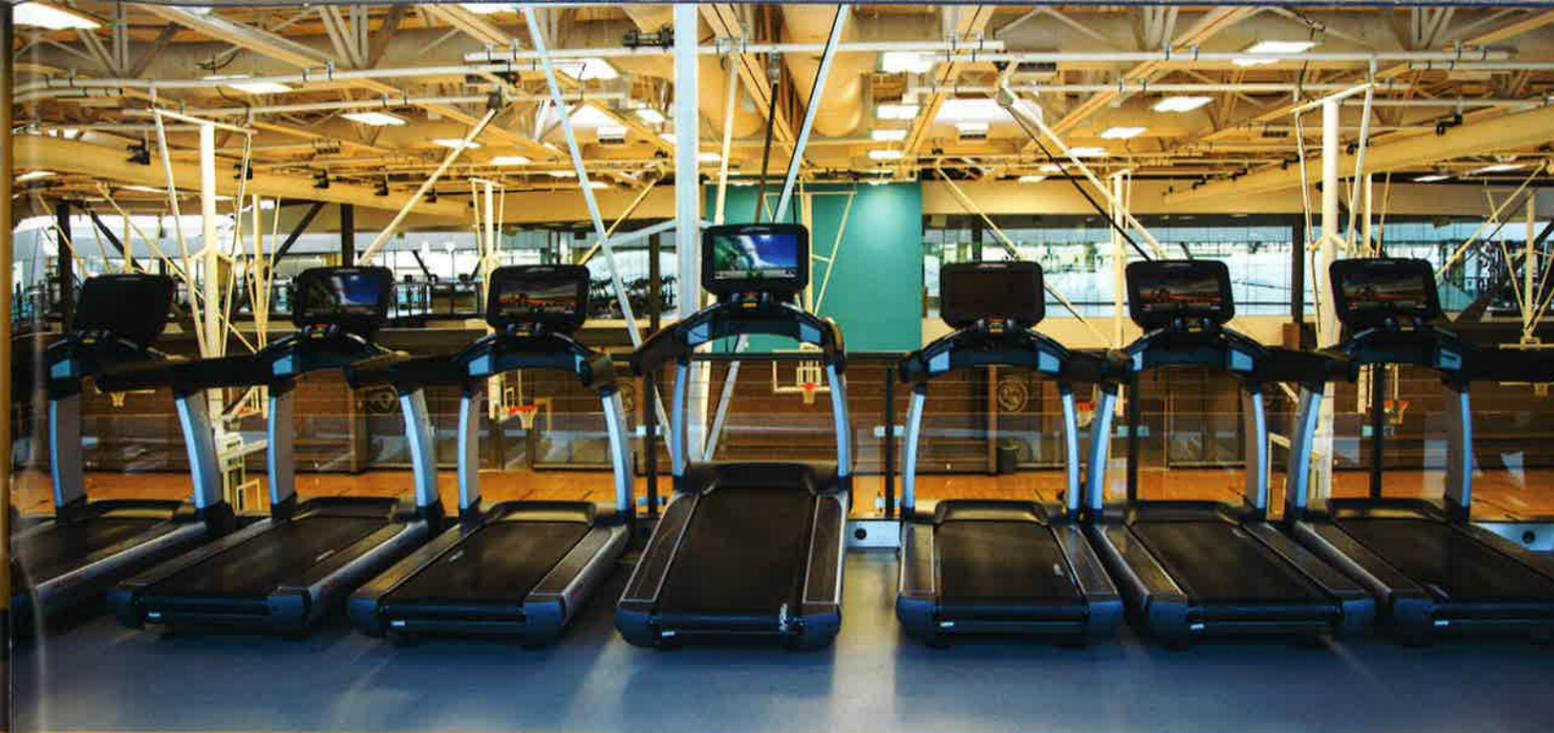
Individual exercise equipment pods adjacent to the track overlooking the pool area



These four pods not only provide an excellent panoramic view of the aquatic areas, they contain a variety of exercise equipment for individual use.

Each pod will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$10,000 EACH



29 Large Mezzanine Fitness Pod

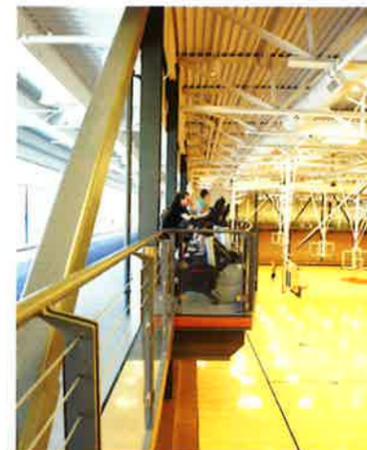
Exercise equipment adjacent to the track overlooking the basketball courts



This large pod alongside the track contains 15 separate exercise stations that are ideal for joggers to use as they alternate jogging or running with muscle development.

This pod will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$20,000





30 Outdoor Pavilion

Located between the outdoor pools and the Recreation Center



This has been a popular gathering place near the snack bar and the entrance to the indoor pools.

This area will carry the name of the donor or donor family.

NAMING RIGHTS FEE: \$10,000



prevo
RECREATION
CENTER



ENDOWING THE FUTURE OF THE PROVO RECREATION CENTER FOR FUTURE GENERATIONS

Your gift will be placed in an Endowment Fund that will be reserved in perpetuity where only the income will be used for the purposes you designate. In addition to helping the underprivileged utilize the Recreation Center, your gift could be restricted to specific senior services, youth classes, children's programs, maintenance, or for an expansion of recreation opportunities for Provo citizens.

To discuss a possible gift and how you would prefer it to be used, contact the Mayor's Office for an appointment. (801) 852-6100

prevo
WELCOME HOME

County of San Diego

Parks and Recreation



Support San Diego County Parks with your name!

Parks Make Life Better!

A Campaign for the
Future of Our Parks!





DPR provides ways to link a donor's name with parks that are the pride of San Diego. There are naming opportunities ranging from community gardens, and ball fields, to multi-use trails.

Your support will enable visitors to enjoy the quality and excellence that is synonymous with the County of San Diego Department of Parks and Recreation.

For Everyone Forever

The award-winning facilities in the County of San Diego Department of Parks and Recreation (DPR) system are home to beautiful indoor and outdoor spaces that provide the best recreational value for our visitors.

San Diego County Parks are challenged to continue providing the best recreational facilities for our visitors. As popular as our facilities are, we need to rely on the support of businesses, organizations and individuals that share our passion for enriching the community.





The Parks and Recreation Department may consider the naming of a park amenity for an organization, business or individual that has given or offered to give an appropriate financial contribution to acquire, construct or enhance a park and recreation amenity.

A significant financial contribution means a payment of a percentage of the assessed asset value of the park amenity, utilizing a fair market value analysis. Value includes, but is not limited to the cost of the acquisition, construction, or improvement of the County park amenity requested for naming.

It is preferred that naming partners are businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the Parks and Recreation

Department and support the department's goals and mission. All potential naming opportunities will be reviewed in terms of creating on-going working relationships. The proposed naming opportunity should be consistent with a park's master plan, character, and design intentions and should contribute to the facility's function or design.

The interest from the naming rights fund will be used to support a variety of projects ranging from the upkeep of playgrounds and landscaping of the park, to maintenance of our parks and facilities.

Parks and Partnerships



Naming Opportunities

The naming of amenities that support the future of our parks provides an ideal opportunity to link a namer's business with the quality and excellence that is synonymous with the County of San Diego Department of Parks and Recreation.

A strong brand is invaluable as the battle for customers intensifies in the marketplace. It's important to invest in ways that will define and build your brand to inspire credibility, target prospective customers with an emotional connection, and motivate the buyer to maintain loyalty for your product. There are many opportunities available.

Naming Rights Benefits

Naming a DPR amenity is a cost-effective way to reach customers and receive repeated exposure to large audiences. Here are some of the benefits:

1. Increase your brand name visibility and awareness.
2. Enhance your community relevance.
3. Reinforce brand image in the marketplace by using recreation, health, fitness and conservation as a platform.
4. The opportunity to support DPR's mission and vision in a recognizable way.
5. Provide meaningful, relevant business-building promotional tie-in opportunities.
6. Increase goodwill with a contribution to the quality of life in San Diego.
7. Further evidence of your brand's commitment to the community and its position as a local and regional leader.
8. Create a revenue generating marketing platform.





Parks & Rec: The Next Big Naming Rights Opportunity

by Paula Beadle



By Michael Kithcart

In the world of sponsorship, especially sports sponsorship, naming rights have become one of the most coveted opportunities for brands to expose themselves to the masses. Naming rights have also traditionally come with multimillion price tags for the right to be front and center of sports fans, concertgoers, extreme sports enthusiasts ... all the events that take place on the property sponsored. The potential payoff comes in increased brand loyalty, exposure to new consumers, "free" advertising through the name and signage, and perceived goodwill of supporting the community. Naming rights, along with other premier sponsorship levels, are

multiyear investments that can extend for decades. However, there is a shift emerging in the sponsorship world that is a prime opportunity for parks and recreation districts.

Why are parks and recreation the next opportunity in naming rights? According to a [National Recreation and Park Association \(NRPA\) survey](#) on local government officials' perceptions, Parks and Recreation is viewed very highly, often being seen as a solution to key community issues and used by most people in the area. In any given community, nearly 80 percent of residents say they use their local parks system. Yes, your local parks system could be a great naming rights opportunity, and with over 14,000 cities and towns across the country with parks and recreation, regional and national opportunities could be created.

There are a couple of key reasons why sponsors should be looking at parks and recreation as a solution to their marketing and sponsorship objectives:

1. For the first time, nearly six out of 10 sponsors report they are looking to get an early release from at least one of their sponsorship agreements, according to IEG. Overall spending isn't going down, but sponsors are looking for better ways to engage with and find new audiences. This is a big jump from year to year from 45 percent likely to switch sponsorship to 58 percent of brands saying they are considering changing their sponsorship strategy/looking for new events to sponsor. Parks and recreation are a refreshing avenue to connect to community, build brand loyalty, and get product in the hand of targeted consumers.
2. If you are an emerging brand, traditional naming rights can be cost prohibitive. Naming rights for parks facilities are usually much more cost effective.
3. Parks and recreation offerings are family friendly, sports focused, community oriented, and offer a variety of youth programs. Many communities have sports complexes, fields and community centers. There are so many connections that brand positioning can align with.
4. Parks and rec departments are environmental stewards and build community, so brands are aligning with mission and vision. It's like a cross between sports and entertainment sponsorship, health and wellness, and cause marketing. All rolled into your local parks.
5. Millennials and Gen Z view corporate sponsorship most favorably because they've only known a world of brand interaction. Parks and rec draw these groups. Across the country, nearly 80 percent of any community enjoys its parks and rec department. Sponsorship of parks and rec offerings provides access to the majority of any given community, and naming rights of sports facilities in particular gains access to neighboring communities and visitors.

Naming rights for parks and recreation facilities isn't a new thought. With decreasing budgets and goals to provide communities with quality parks, facilities, trails, and events, sponsorship and naming rights have increasingly made their way onto budget lines. Brands that have already found naming rights with local parks and rec include [Kaiser Permanente](#) with the sports complex in Bakersfield and the Chicago Blackhawks with ice arenas in Chicago. [Glenview State Bank](#) became a parks partner in Glenview, Illinois, by sponsoring the parks volunteers. Coca-Cola went beyond pouring rights in Chicago by combining marketing and foundation dollars to bring health and wellness programs and a facility for youth. And in Long Beach, California, an independent organization, [Partners of Parks](#), was created to generate creative revenue in support of the parks department and city facilities. Today the organization is focused on corporate sponsorship and has attracted the brands Jet Blue, Walmart and Charter.

For brands that are looking for refreshing ways to creatively align with complementing values, sports, youth programs, the environment, and community, naming rights and other sponsorship opportunities with parks and recreation could be the right fit.

About the author: *Michael Kithcart is the chief strategy officer of Caravel Marketing. Throughout her career, Michael has transformed organizations, created divisions, organized startups and enhanced the effectiveness of individuals and teams. She is a leader in working with organizations to develop strategic initiatives that meet and exceed sponsorship sales goals.*

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