

City of Bakersfield Recreation & Parks

2010/2011 Naming Rights Sponsorships

Background

The City of Bakersfield Recreation & Parks has entered into successful naming rights agreements for the following:

- McMurtrey Aquatic Center
Amount: \$250,000 Term: No Limit
- Bright House Networks Amphitheatre
Amount: \$500,000 Term: 5 Years
- Aera Park
Amount: \$250,000 Term: 15 Years

New Opportunities

- Sports Village (Taft Highway between Gosford and Ashe); 170 acres
- Renovated Softball Complex formerly Mesa Marin (Highway 178 East); 60 acres
- Saunders Recreational Facility (3300 Palm Street); 23,815 Square Feet

Why Naming Rights?

Naming Rights help you stand out from the crowd...

Through naming rights, companies are able to immediately elevate their brand above the competition to create a powerful, multifaceted marketing platform through dynamic marketing and exposure opportunities.

Naming Rights deliver value...

Naming rights opportunities with the City of Bakersfield is tax deductible and will augment your corporate image, provide powerful brand impact, and offer more dollar-for-dollar value than any other advertising or marketing medium available in the industry today. Benefits that stretch far beyond just the signage include constant exposure to families throughout the region.

Naming Rights fit your needs...

A naming rights sponsorship offers an extensive benefits package that includes exterior and onsite exposure, media coverage, and repeated references of your company name that will stand out in a cluttered marketing environment. Also, it provides the opportunity to reinforce the image of a community-minded corporation who support and promote community investments.



1600 Truxtun Avenue, 3rd Floor • Bakersfield, CA 93301

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www.bakersfieldparks.us

Sports Village

When completed, this multi-sports complex will include:

- 16 Soccer Fields
- 1 Soccer Stadium
- 10 Baseball/Softball Fields
- 4 Youth Football Fields
- 1 Community Center
- Passive Park Area
- Walking Paths Throughout

The Sports Village is planned to be completed in phases, with the first phase opening in the spring of 2011. Phase I will include eight soccer fields, an entrance off Ashe Road, parking, restrooms, and concessions. Commercial corners are available at Ashe Road/Taft Highway and Gosford Road/Taft Highway.

Naming rights opportunities:

- Title sponsor of the entire park
- Soccer Complex - part or whole
- Soccer Stadium
- Later developments would include:
 - Softball/Baseball Complexes
 - Football Fields
 - Community Center

All naming rights sponsors will receive high visibility due to its location and anticipated use. Once completed, the Sports Village will be heavily used by youth sports teams, adult teams, and citizens looking for a place to have a family outing. It is anticipated that State, Regional, and National tournament will be drawn to Bakersfield for sporting events.



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Mesa Marin Softball Complex

Located off of Highway 178 and currently under construction, the softball complex will be playable in the spring of 2011. This complex will consist of:

- 4 Lighted Softball Diamond
- Restrooms
- Concession Stand
- Spectator Area

Future phases will include four soccer fields, children's play area, skate park, spray park, picnic area, and enhanced landscaping.

The City is interested in a naming rights agreement to provide a fresh image to the renovated park.

Benefits received from naming rights:


- Further reference to the complex will be the new name at time agreement is approved.
- All tournaments and leagues will use the new name on all promotional materials.
- Full page ad in each brochure during the term of the agreement.
- Acknowledgement in all press releases related to the facility.
- Participation in ribbon cutting ceremony.
- Visible sign off Highway 178.
- Website link from the City.
- Anticipate heavy use by local teams, as well as outside tournaments.

Proposed Rate Amount: \$250,000

Term: 15 Years/Negotiable



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Saunders Recreational Facility

The Saunders Recreational Facility includes a full-size inline hockey facility under roof with open sides. The lighted facility can also be used for indoor soccer, youth sports, adaptive sports, clinics, tournaments, and corporate events.

Located on Palm Street, just west of Oak Street and Freeway 99, the facility is in Saunders Park which has restrooms, play area, picnic areas, and a new spray park.

Originally, the City contracted with the Bakersfield Brigade to operate the facility. That organization is not able to continue, so the City will operate it and is searching for a new name with a positive image.

Benefits received from naming rights:

- Further reference to the complex will be the new name at time agreement is approved.
- Large sign on side of complex, visible from Oak Street, as well as Palm Street.
- Directional signs leading to the complex on California and Avenue and Oak Street.
- Full page ad in each brochure during the term of the agreement.
- Acknowledgement in all printed materials and press releases related to the facility.
- Website link from the City to the complex with activities listed.

Proposed Rate Amount: \$100,000

Term: 10 Years



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