



YOUNGSMVILLE SPORTS COMPLEX RECREATION CENTER

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SPONSORSHIP OPPORTUNITIES





Youngsville LOUISIANA

MAYOR
Ken Ritter

CHIEF OF POLICE
Rickey Boudreaux

City of Youngsville
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CITY COUNCIL
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The City of Youngsville is an Equal Opportunity Provider.

A Message From Mayor Ken Ritter

It is with great pleasure that I am able to serve as Mayor for such a growing and prosperous community. The city of Youngsville has become known as the best place to live, work and raise a family. One of the best amenities our city provides is a first class sports and recreational facility; the Youngsville Sports Complex and the Youngsville Recreation Center. Since the facility opened in 2014, we have formed relationships with tournament leaders such as PONY to bring the Mustang World Series and Girls Fast Pitch World Series to the city of Youngsville. In February of 2016, we announced that we were creating our own sports programs to serve our youth and the Youngsville Recreational Sports Programs was created. With over 1200 children enrolling in our first baseball, softball and tee-ball programs, it is a clear indicator that our facility is becoming known as the premier, multi-purpose, sports and recreational facility in the state of Louisiana.

Youth and adult sports teams are traveling to the Youngsville Sports Complex from all across the Gulf Coast region to compete in baseball, softball, soccer and tennis tournaments. We host as many as three tournaments per weekend, all year round. Many tournament participants are accompanied by family members and spend money on gas, lodging, food and entertainment while they are here, which has become a huge economic impact on the city of Youngsville and the entire Acadiana area.

By becoming a Youngsville Sports Complex sponsor, your business or organization gains access to the many visitors of the complex. With the addition of the Youngsville Recreation Center and Youngsville Recreational Sports Programs, almost 400,000 people are visiting our facility each year! Each visitor could be your next customer or your next referral. Sponsorship will also increase your local brand visibility and demonstrate your commitment to our youth and to the future of Youngsville. Not only will the facility improve the health of Youngsville residents and quality of life for generations to come, it will provide local businesses with significant economic opportunities.



Join me in supporting our community's future by becoming a sponsor of the Youngsville Sports Complex today. Visit the Youngsville Sports Complex online at YoungsvilleSportsComplex.com.

Ken Ritter
Mayor, City of Youngsville



YOUNGSVILLE SPORTS COMPLEX RECREATION CENTER

SPONSORSHIP OPPORTUNITIES

The Youngsville Recreation Center officially opened its doors April 9, 2016. This state of the art facility hosts basketball, volleyball and pickleball courts, as well as administrative offices. The facility also hosts youth leagues and attracts new tournaments to the city. With the addition of the Youngsville Recreational Sports Programs, this facility is able to host our own volleyball and basketball leagues. Other special events and classes are held at the Youngsville Recreation Center, including Council on Aging, the Annual Youngsville Chamber Banquet, and the Breakfast of Champions, which is held during the Mustang World Series. Just over 60,000 people are coming in and out of this first class facility every year, including parents, coaches, players and friends, including players as young as 5 years old and up to 65+ years of age.

Sponsorship at the Youngsville Recreation Center is an exceptional promotional opportunity for local businesses. By becoming a corporate sponsor, you provide meaningful support for youth in our area by offsetting the costs associated with the maintenance and upkeep of this important public facility, while demonstrating a commitment to the betterment of Acadiana. Sponsors have a guaranteed audience of thousands of athletic-

mindful youths, their coaches, families and friends, resulting in increased visibility, top-of-mind awareness and new customers.

As a Youngsville Recreation Center Sponsor You Will:

- *Increase Your Visibility with Local Residents and Families from all over Acadiana*
- *Receive Top of Mind Brand Awareness with your Signage*
- *Demonstrate Community Spirit*
- *Increase Your Marketing ROI By Targeting Profitable Demographics*
- *Opportunities to Promote your Product or Services to our Teams*

If you are looking for a way to get your business involved with the community, while enhancing your business image as a good corporate citizen, sponsoring the Youngsville Recreation Center is perfect for you. This is your opportunity to get your name in front of thousands of potential customers who will visit our facility and attend our events all year round.

Please review our sponsorship opportunities and select one that best suits your needs and budget.



GYM WALL (Small Sign)

DURATION

Three years (2017 – 2019)

BEHIND BACKBOARD

4' wide x 2' high

PRICE

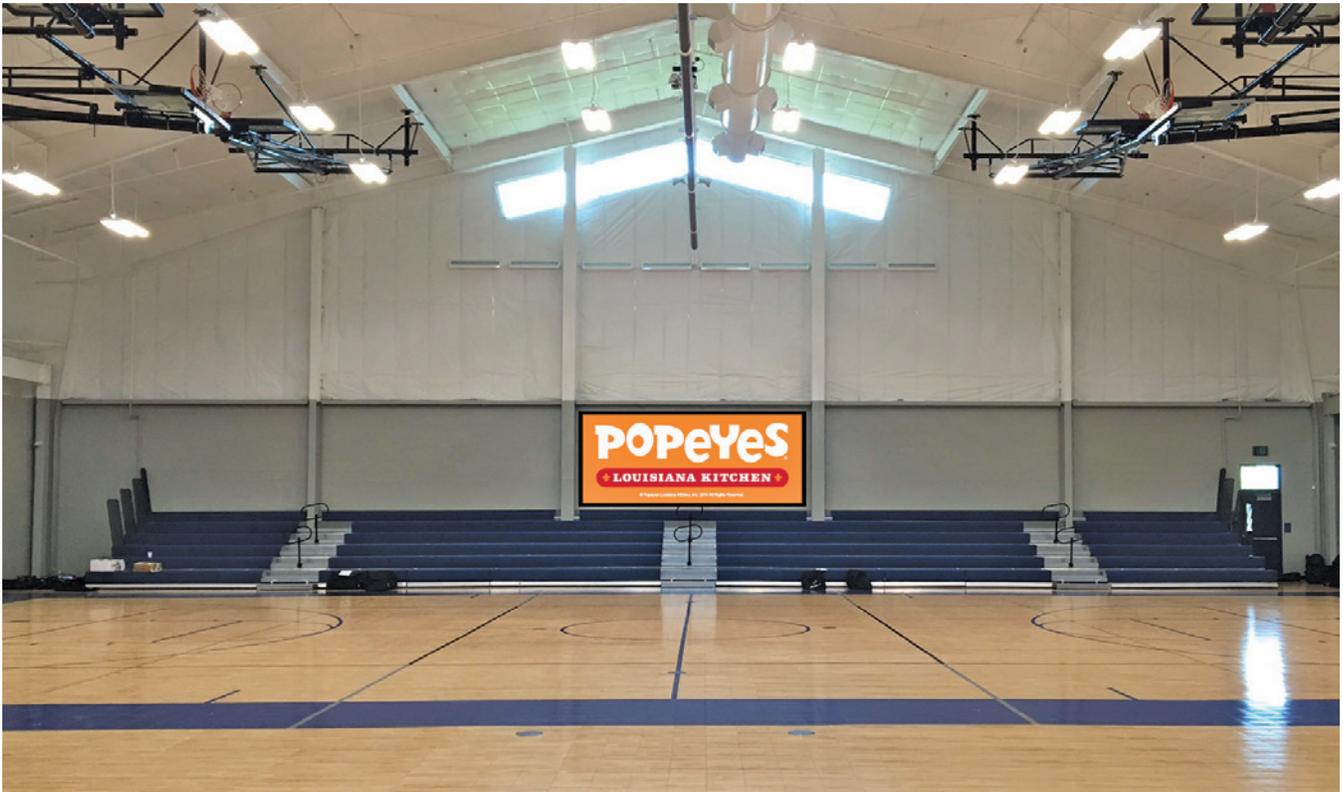
1 year	\$1,500
2 year	\$1,500
3 year	\$1,500
TOTAL	\$4,500

AVAILABILITY

48 (24 available) Sponsorship
includes 2 signs

SPONSORSHIP BENEFITS

- 2 Sponsor name signs to be displayed on interior walls on 2 courts.
- Opportunities for Email Blasts to database of 3000+ and growing.
- Opportunities to set up your company tent and distribute your promotional marketing materials.
- Sponsor name and website hyperlink displayed on the Youngsville Sports Complex website.



GYM WALL (Large Sign)

DURATION

Three years (2017 – 2019)

BEHIND BLEACHERS

18' wide x 8' high

PRICE

1 year	\$3,334
2 year	\$3,333
3 year	\$3,333
TOTAL	\$10,000

AVAILABILITY

6

SPONSORSHIP BENEFITS

- Sponsor name to be displayed on interior wall behind bleachers.
- Opportunities for Email Blasts to database of 3000+ and growing.
- Opportunities to set up your company tent and distribute your promotional marketing materials.
- Sponsor name and website hyperlink displayed on the Youngsville Sports Complex website.



BENCHES

DURATION

Three years (2017 – 2019)

FRONT ENTRANCE

6' wide

PRICE

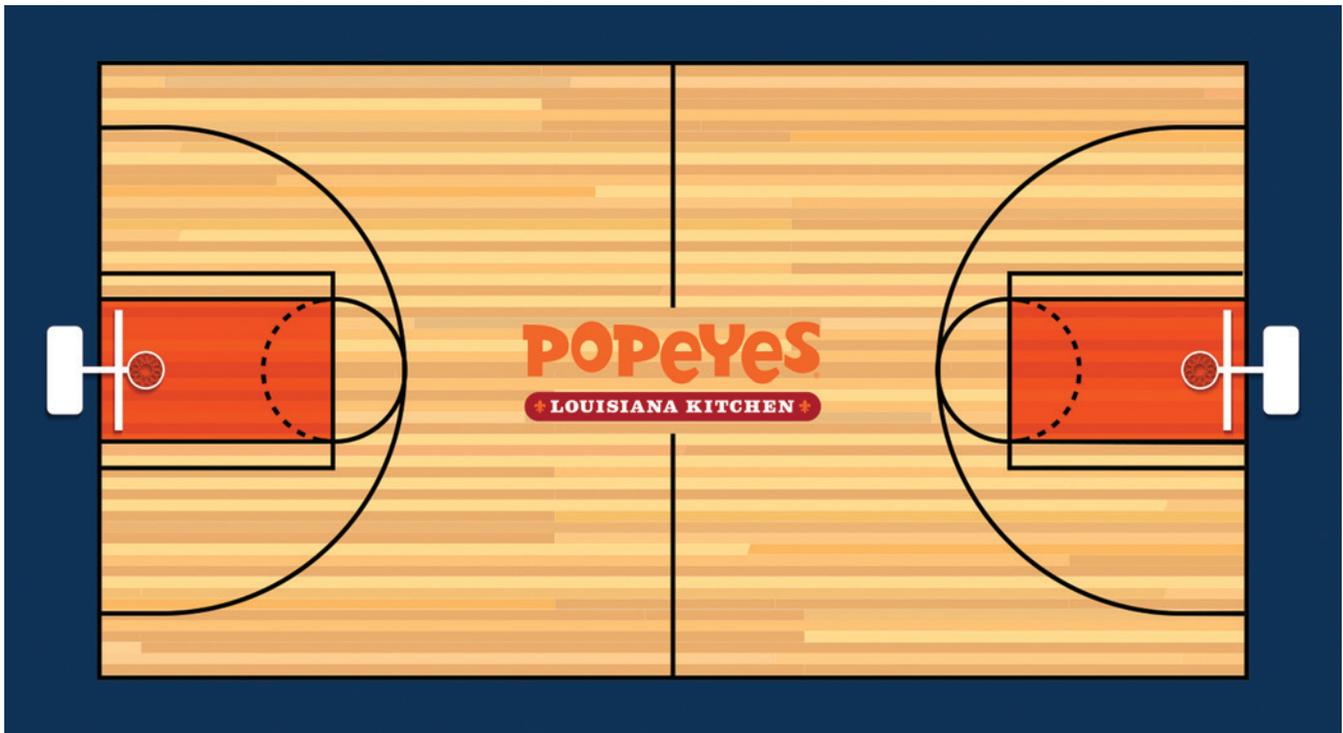
1 year	\$1,000
2 year	\$1,000
3 year	\$1,000
TOTAL	\$3,000

AVAILABILITY

5

SPONSORSHIP BENEFITS

- Sponsor name to be displayed on benches near entrance to the Recreation Center.
- Opportunities for Email Blasts to database of 3000+ and growing.
- Opportunities to set up your company tent and distribute your promotional marketing materials.
- Sponsor name and website hyperlink displayed on the Youngsville Sports Complex website.



COURT NAMING RIGHTS

DURATION

Five years (2017 – 2021)

PRICE

1 year	\$6,000
2 year	\$6,000
3 year	\$6,000
4 year	\$6,000
5 year	\$6,000
TOTAL	\$30,000

SCOREBOARD

9' wide x 2' high

WALL CUSHION

12' wide x 6' high

COURT FLOOR

84' x 50'

AVAILABILITY

2 full courts

SPONSORSHIP BENEFITS

- Sponsor has court naming rights to court events.
- Opportunities for Email Blasts to database of 3000+ and growing.
- Opportunities to set up your company tent and distribute your promotional marketing materials.
- Sponsor name to be displayed on court scoreboard, wall cushion and court floor.
- Sponsor name and website hyperlink displayed on the Youngsville Sports Complex website.



PARKING LOT NAMING RIGHTS

DURATION

Five years (2017 – 2021)

PRICE

1 year	\$3,000
2 year	\$3,000
3 year	\$3,000
4 year	\$3,000
5 year	\$3,000
TOTAL	\$15,000

MARQUIS SIGN

8' wide x 4 high

AVAILABILITY

1

SPONSORSHIP BENEFITS

- Sponsor name to be displayed on marquis sign at boulevard, upon entering Youngsville Recreation Center parking lot on Savoy Road.
- Opportunities for Email Blasts to database of 3000+ and growing.
- Opportunities to set up your company tent and distribute your promotional marketing materials.
- Sponsor name and website hyperlink displayed on the Youngsville Sports Complex website.



YOUNGSVILLE SPORTS COMPLEX

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395,000 people a year are coming to the city of Youngsville, Louisiana to play sports, attend events, run at the fitness trail and cheer on their favorite player at the Youngsville Sports Complex! With the addition of our own recreation programs this year, we have a tremendous attendance at our sporting events. We have local people visiting us, as well as players, coaches and families from around the world. During our PONY Mustang World Series, we have welcomed visitors from the Philippines, Mexico, Aruba and all over the U.S.

Sports and Recreation are providing a huge boost to our economy here in Youngsville and all of Acadiana. Guests stay in our hotels. They visit our restaurants. They shop at our stores. Some of them have never even been to the U.S. or Louisiana.

If you are a business owner in Acadiana, we encourage you to align your brand with this first class facility. We invite you to become a sponsor. There are many ways to market your business through the Youngsville Sports Complex. Drive traffic and sales to your business! Demonstrate your support for our youth and our community!

For more information, contact ADWORX.

ADWORX

Advertising • Marketing • Public Relations

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 1200 Camellia Blvd. Suite 202F, Lafayette, LA 70508
 (337) 278-2841 angie@adworx.com

YOUNGVILLE RECREATION CENTER
SPONSORSHIP AGREEMENT

This Sponsorship Agreement (“the Agreement”) is entered this the ____ day of _____, 20____, between the City of Youngsville (“the City”) and _____ (“Sponsor”).

1. **Purpose:** The purpose of this Agreement is to define the nature and scope of sponsorship benefits to the sponsor and the level of financial support to be provided to the City by the Sponsor with respect to the establishment and operation of Youngsville Recreation Center (“YRC”).

2. **Term:** The initial term of this Agreement shall be ____year(s), beginning on the ____ day of _____, 20____, and ending on the ____ day of _____, 20____. Upon written notice to the City no later than three (3) months prior to the expiration of this Agreement, Sponsor shall have the right to continue the sponsorship at the same level as provided in this Agreement for another identical term. However, the City reserves the right to renegotiate the cost of such sponsorship and/or any other term of this Agreement, consistent with then---applicable costs and terms to other sponsors or such costs and terms as may be set by the City. The City agrees to enter into a new sponsorship agreement in the event that Sponsor elects to renew the sponsorship.

3. **Cost and Benefits:** The cost and benefits of this Agreement shall correspond to those set forth in the Schedule of Benefits attached hereto as Exhibit “A”, according to the level of sponsorship indicated below:

The City reserves the right to adjust the cost of sponsorship at any time. In the event that the cost of sponsorship decreases subsequent to the execution of this Agreement, Sponsor shall receive an equivalent price adjustment on a prospective basis only.

4. **Payment:** Payments shall be made quarterly, commencing on the first (1st) day of the month following [the opening of YRC/execution of this agreement]. Or at a time specified between the City and the Sponsor.

5. **Signage:** The City shall acquire, install, and maintain all signage contemplated by this Agreement at its own cost. The City shall work with Sponsor to achieve a design that is acceptable to both parties, but all decisions concerning design, layout, placement, size, color, and/or style of sponsorship signage shall be left to the sole discretion of the City.

6. **Funds:** All funds received from the Sponsor pursuant to this Agreement shall be placed in the YRC operational fund and used for constructing, maintaining, operating, and/or marketing the facility.

7. **Unavoidable Circumstances:** The City shall not be responsible to Sponsor for its failure to perform any of the obligations imposed by this agreement if such failure is occasioned by fire, catastrophic weather conditions, strikes, lockouts, shortage of labor or material, riots, war, civil strife, acts of terrorism, governmental laws, restrictions or regulations, or any other occurrence whatsoever that is beyond the control of the City.

8. **Completion:** The City’s obligations under the terms of this Agreement are expressly conditioned upon the successful completion, opening, and continued operation of YSC. If YRC does not open or ceases to operate at any point during the duration of this Agreement, both parties’ obligations hereunder shall be discharged.

9. Hold Harmless: The Sponsor agrees to indemnify and hold the City harmless for damage to any signage or other document, material, or thing contemplated by this Agreement.

10. Assignment: Sponsor shall not assign this Agreement or the rights provided to it herein to any third party without the express written permission of the City.

11. Governing Law: This Agreement shall be governed, construed and interpreted by, under the laws of the State of Louisiana.

12. Severance: If any provision of this Agreement or the application thereof shall, for any reason and to any extent, be invalid or unenforceable, neither the remainder of this Agreement nor the application of the provision to other persons, entities or circumstances shall be affected thereby, but instead shall be enforced to the maximum extent permitted by law.

13. Entire Agreement: The parties agree that this document contains the entire agreement between the parties and this Agreement shall not be modified, changed, altered or amended in any way except through a written amendment signed by all of the parties hereto.

14. Approval: This Agreement is expressly conditioned upon review and approval of the Agreement by the City.

IN WITNESS WHEREOF, the parties have affixed their signatures below.

THE CITY OF YOUNGSVILLE

SPONSOR

By: _____

By: _____

Position: _____

Position: _____

Date: _____

Date: _____