



**Planter's Bank • Jennie Stuart Health**

**SPORTSPLEX**

**HOPKINSVILLE**



**2024  
SPONSORSHIP**



**PACKET**

[WWW.HOPKINSVILLESPORTSPLEX.COM](http://WWW.HOPKINSVILLESPORTSPLEX.COM)

# WHY BECOME A SPONSOR?

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



# What to expect from the Hopkinsville Sportsplex:

- Overall counting foot traffic of 250,000+ since opening in 2018.
- 150,000+ visitors to the Sportsplex during the most recent 12-month period.
- 10-12 leagues in various sports that include age ranges from youth to seniors.
- 20-30 tournaments, events, and festivals that create local and regional buzz.
- 30-40 birthday parties, meetings, clinics, etc. in the multipurpose room on site.
- Partnerships with area organizations like YMCA, Valor Soccer Club, Clarksville Soccer Club, etc.



# WHY PARTNER WITH US?

At the Sportsplex, our affordable sponsorship opportunities will help you:



- Build positive associations through beloved events, experiences, 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.

# Sponsorship Packages

FEATURES	BANNER \$600	TOUCHDOWN \$1,000	HOME RUN \$2,500	HAT TRICK \$3,000
3' x 8' Banner Hung on Courtside Wall	☑	☑	☑	☑
Ad Placement on loop of 65-inch TV screen scoreboard		☑	☑	☑
Logo placed in Sponsors Reel on Sportsplex Website		☑	☑	☑
Quarterly Highlight on Social Media Pages		☑	☑	☑
Logo placed in Quarterly Sportsplex Newsletter			☑	☑
3' x 4' Dasher Board Around Turf Field			☑	
One-Time Full Facility Rental for Corporate Use				☑

# Executive Sponsorship Packages

FEATURES	BULL'S EYE \$5,000	RALLY POINT \$8,000	SLAM DUNK \$10,000	GOLDEN GOAL \$15,000
3' x 8' Banner Hung on Courtside Wall	☑	☑	☑	☑
Ad Placement on loop of 65-inch TV screen scoreboard	☑	☑	☑	☑
Logo placed in Sponsors Reel on Sportsplex Website	☑	☑	☑	☑
Monthly Highlight on Social Media Pages	☑	☑	☑	☑
Logo placed in Quarterly Sportsplex Newsletter	☑	☑	☑	☑
One-Time Full Facility Rental for Corporate Use	☑	☑	☑	☑
Exclusive Naming Rights to:	One Unique Sportsplex Item	One Volleyball Court (Logo Displayed at Court Corner)	One Basketball Court (Logo Displayed at Mid Court)	Turf Field (Logo Displayed at both goals)

# Additional Opportunities

Youth Sports League Title Sponsor: \$3,200

- Volleyball at the Plex
- ~~Jr Pro at the Plex (Basketball)~~
- Cheer at the Plex
- Soccer at the Plex

Super Saturday Sponsor: \$1,500

Youth Sports Team Sponsor: \$150

- Volleyball
- Jr Pro (Basketball)
- Soccer

# How it Works

## Step One: Decision

- After taking a look at the many ways your business can benefit from exposure to our audience, select which package you are interested in, or schedule a meeting to collaborate on a custom package.

## Step Two: Secure

- A basic contract will be drawn up based on the parameters decided and signed by both parties. An invoice will be sent for the total amount of the agreed upon annual contract (payment plans are available on request).

## Step Three: Create

- All creative materials will be designed, by Sportsplex staff or sponsor, and reviewed for compliance.

## Step Four: Partner

- Once all other steps have been completed and the creative materials have been put in place, the partnership is complete! First right of refusal will be available at the time of contract renewal.





# Planters Bank • Jennie Stuart Health



## SAMPLE SPONSORSHIP AGREEMENT

### Company Name

Planters Bank-Jennie Stuart Health Sportsplex Hopkville invites **Company Name** to invest in Hoptown's state-of-the-art indoor sports complex, taking advantage of this event sponsorship and signage package. This annual sponsorship package allows for **Company** to enjoy exposure to the 140,000+ visitors to the Sportsplex during the most recent 12-month period.

In exchange for a sponsorship fee of fee of \$amount **Company** will receive the following benefits for one year:

### BENEFITS LISTED BASED ON SELECTED PACKAGE

Signatures below indicate both parties agree in principle to the sponsorship offering detailed above, lasting 1 (one) calendar year, in conjunction with all Hopkville Sportsplex events and happenings.

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**Name**  
**Title**  
**Company**

**Date**

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Rachel Sanders  
Marketing and Events Coordinator  
Hopkville Parks and Recreation

**Date**

# Thank you!

## Contact Us:

Rachel Sanders  
Marketing and Events Coordinator  
Hopkinsville Parks & Recreation

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