

This Summer, A Few Select Wausau Area Businesses Will Be Recognized In Their Fields.



For more information
contact: Marathon County
Parks, Recreation
& Forestry Department
715-261-1550

An opportunity for our community... a chance to enhance your business.

The partnership between the Greater Wausau Area and the businesses located here is a long and happy one; together creating a place where both families and businesses can thrive. This spring, our community is looking to area businesses to help inaugurate and maintain a worthwhile community resource—the new **Marathon County Sports Complex**.

Not only is it a worthwhile cause that will enrich our community, but participating businesses will receive:

- High-profile recognition for your community support.
- Substantial marketing opportunities with frequent, positive exposure throughout the community, region and across the state.

Beginning March 30, 2015, The Marathon County Parks, Recreation and Forestry Department is offering naming rights for this tremendous new facility. Naming rights will be available for the complex as well as individual fields.

If you build it (we did), they will come (by the thousands).

A big part of our healthy lifestyle here in Marathon County is our enthusiasm for outdoor activities, and for our youth—competitive sports, not as spectators or video game avatars, but on the field. Chief among those sports, particularly for boys and girls ages 5 to 18, is soccer. Just as it has grown to be the second most popular youth sport in the nation, soccer has had equally explosive growth in our area. Over 1,200 area youth in competitive and recreational leagues and the Central Wisconsin Adult Soccer League will make the complex their home field. Two 72-team soccer tournaments with statewide attendance are already scheduled for 2015 plus, the Badger State Games soccer tournament will move here soon.

In soccer we have the players. We have the teams. We have the committed parents. We have the coaches and organizations. What we didn't have, until now, were adequate fields.

This spring our new publicly-owned sports complex—that rivals any complex in Wisconsin—will open. The complex has 15 irrigated fields (of varying sizes to fit recommended dimensions for each age group) including a lit championship field, parking, concession building, playground and restrooms. The complex is completed. The land and improvements are fully paid for. This facility will also serve numerous other field sports and special events. The Wausau and Central Wisconsin Convention and Visitors Bureau and the Sports Authority are already planning to bring more Badger State Games events and other special events to the complex.

Make yours the name of the game.

The nation's leading marketers bid millions for the rights to have stadiums and arenas named for their companies. While the scale is different (along with the price) the advantages are the same for businesses who sponsor either our complex or an individual field within

it—broad positive exposure, not only to people visiting the complex but also in media coverage of sports events, information packets to visiting teams, event programs...and so on.

In fact, your benefit may even be greater than that realized by name sponsors for major league venues, because while we may like professional sports, we love our children. When your name is associated with something worthwhile and important to them, you become more important to their parents and our community. It's an emotional connection that other types of marketing can't offer. This is your opportunity to get in on the beginning of what promises to be a great facility for our youth and active adults and a statewide hub of sports competitions and special events.

Naming sponsorships are available at prices appropriate for a wide range of marketing budgets.

For more information contact: **Marathon County Parks, Recreation and Forestry Department at 715-261-1550.**



Marathon County Sports Complex

602 E Kent Street
Wausau 54401

Tournament-Quality Fields:

- All 15 fields are irrigated and under-drained
 - 1 lit championship field (240' x 360')
 - 7 full-sized fields (225' x 330')
 - 2 intermediate fields (120' x 210')
 - 5 small fields (75' x 105')
- Concessions/ Restroom Facility
- Playground
- On-site parking (430 paved, 176 overflow)