

THE FACILITY



The Sports Complex is not only conveniently located for families throughout our community, but is also equally easy to reach from both the north and the south ends of Wausau/DC Everest area, benefiting businesses in both directions. Located at 602 E. Kent Street across from the Wausau Curling Club.

A big part of our healthy lifestyles 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 12, 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.

Today over 1,200 area youth play soccer in a competitive league and hundreds more play at a recreation level. Add to that the hundreds of area residents who participate in adult soccer leagues. And now, like soccer with its appeal to both genders and players of all sizes and abilities, lacrosse and field hockey are gaining rapidly in popularity.

In all three sports 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, was true tournament-quality fields.

MEETING THE NEED

The complex is completed. The land and capital improvements have been fully paid. **But, business support for this facility remains essential to its future.** Your sponsorship will help offset the ongoing costs of maintaining the complex, making it accessible to the broad range of community organizations, schools and participatory sports programs ready to play there.

BUILDING OUR ECONOMY

The impact of this Sports Complex goes beyond its immediate benefits to area families and our youth.

The truth is, with the rapid growth of competitive youth soccer over the past 25 years, Wausau area facilities for the sport had fallen behind those offered by other Wisconsin cities. Milwaukee, Madison, Appleton, Fond du Lac, La Crosse, and Eau Claire, for example, have long had field complexes that allowed them to host statewide and even regional tournaments.

With its convenient central Wisconsin location and other attractions, our area has already held several statewide soccer tournaments. Now, with the superior quality of our fields and the ability to hold the tournament at a single location rather than spread to fields around the city, our community will be the premier soccer destination in the state.

In fact, no other soccer facility in the state compares to our field Sports Complex. Already this summer, the complex is slated to hold tournaments (tournaments are two to three day events)—drawing 2,000 to 3,000 people each, 80 percent of which will be visitors from out of town.

Our leading sports facility means better, more attractive tournaments, which means more entries from teams around the state and more visitors staying at area hotels, eating at area restaurants and purchasing at area shops.

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)

THE COMMUNITY CONNECTION



The partnership between the Wausau/DC Everest community and the businesses located here is a long and happy one; together creating a place where both families and businesses can thrive. And chances are, your company name is already listed among others on a bronze plaque in some community space, or engraved on a brick paver laid among similar bricks in a public plaza, or has been included on the back of an event program along with those of other donors to a worthwhile community cause.

For all the people who work for your organization, for all the people in our intertwined business community who your company and employees engage with, for all your area friends and neighbors—the contribution that put your name on the plaque, or paver, or program is deeply appreciated. But, even etched in bronze and cement, name recognition is fleeting, diluted by the presence of dozens of other business donors.

STAND OUT IN YOUR FIELD.

The Marathon County Parks Recreation, and Forestry Department is offering a different opportunity to support a worthwhile cause and weave your company snugly into the fabric of our community. There are just 16 openings for naming rights sponsors of the Marathon County Sports Complex. Your name won't be one of many, it will be *the name* associated with the complex or a specific field within it.

And while you'll have the physical permanence of signage testifying to your support, it is really within the hearts and minds of the families that live here that your name recognition will be matter of fact.

MAKE YOUR NAME A LANDMARK.

It's simple really, once a location becomes a destination, we name it. That's how we communicate; how we give directions, how we explain where we were or will be; how we tell where something happened. Attach your name to a local landmark and it becomes part of our everyday conversation—The Woodson YMCA, The Leigh Yawkey Woodson Art Museum, DC Everest High School...

It's on our refrigerator notes and part of our backyard chatter, in our church bulletins and local newscasts, in our texts and tweets. It's on our maps and in our apps. The world's most aggressive marketers spend millions to occupy that space in our minds and don't even come close. And all you have to do is choose to attach your company name to a local facility that is already assured of being widely and frequently referred to within our community.

MAKE A POWERFUL, EMOTIONAL CONNECTION.

Of course, in this case, it's more than just becoming a local place name, because when your company name is associated with the Sports Complex, it becomes part of something we value for our children. While we are pleased the complex will provide quality facilities to the growing legions of adult athletes playing field sports, the driving force behind it is youth soccer programs serving children ages 5 through 16 years, and particularly 5 to 12 year olds.

Within our culture, youth soccer has achieved a special symbolic status—an activity that represents family engagement; healthful activity; personal growth; life skill development and the positive characteristics of athletic pursuit and team sport participation. It is why soccer is so popular not only among kids (the number one youth sport for ages 7 through 12), but with parents as well. And associating your company with a facility that enhances that experience for our children creates an emotional bond between you and the community as well as a marketing springboard of immeasurable value.



OPPORTUNITIES & RATES



Major marketers spend millions to secure the naming rights for major league stadiums and sports arenas. Your company can achieve the same name recognition within your Wausau/DC Everest community, but with an even more durable, positive association to your organization. Because while we feel strongly about our favorite major league sports teams, it is our powerful emotional connection to our children and families that the naming rights outlined below will capture. And while the scale of this program is admittedly smaller than those of major league venues, so are the costs. In fact, there are options and range of prices appropriate for the marketing budgets of almost all sizes of companies.

THE SPORTS COMPLEX: **\$25,000 PER YEAR; 5-YEAR COMMITMENT.**

Includes named on-site signage at both entrances to the complex as well as way signage into and out of the facility.

[Your logo here]



THE FIELDS:

Championship field: \$4,000 per year; 3-year commitment.

The complex's largest field (an official international sized field) is lit and can be used for night play, tournament finals, as well as regular games and practices.

Full-size fields: \$3,000 per year; 3-year commitment.

The complex's seven, full-size fields can be used for tournament play, intra-club games, and practice for all ages.

Intermediate fields: \$2,000 per year; 3-year commitment.

The complex's two intermediate fields are appropriate for games (including tournament play) for soccer teams ages 10 and under. They are used for intra-club scrimmages, as well as skill development drills by teams of all ages.

Small fields: \$1,000 per year; 3-year commitment.

The complex's five small fields are sized for soccer players ages 6 and under and can be used for tournament games at that level. They are also appropriate for scrimmage games and skill development drills by players of all ages.



THE MARKETING ADVANTAGE



Corporate citizenship and community support aside, choosing to become a naming rights sponsor of the Sports Complex or a field within it is a unique, cost-effective marketing opportunity.

BROAD EXPOSURE

The Sports Complex planned use for the summer of 2015 includes (as of March, with more potential users and tournament plans still being identified):

- Two statewide youth soccer tournaments drawing up to 100 teams.
- Badger State Games lacrosse competition.
- Ongoing regular use by area competitive soccer and lacrosse organizations.
- Private and public school soccer programs.

SPONSORS ARE GUARANTEED

- **Two sponsor signs approximately** 1.5 to 2.5 square feet mounted on the field marker.
- **Name mentions** on appropriate field on-site Sports Complex maps.
- **Online name presence** on the Sports Complex webpage with link to sponsor's website.

POTENTIAL MEDIA COVERAGE AND ANCILLARY MENTIONS

While we can't guarantee this type of coverage at this time, we anticipate it will occur naturally by news outlets, school and organizational promotions and activity supporters.

- **References in area news media** generated by press releases announcing sponsors as well as mentions in releases announcing upcoming events.
- **Mentions in local media sports coverage** of Sports Complex tournaments and school competitions.
- **Name reference in community events calendars.**
- **Online name presence on other community websites.**
- **Social media mentions:** Although the spontaneous nature of social media makes it nearly impossible to forecast activity, it is safe to assume that given the age groups (including adults) with a direct interest in the Sports Complex, that social media mentions will be high.
- **Conversational mentions:** This is impossible to quantify, yet this is the ultimate measure of name awareness.

NOTE: We expect that the overall Sports Complex sponsor will most likely be mentioned in each instance. Field names will also be mentioned but with somewhat less frequency, with the Championship Field being mentioned more than other fields.

