



## **Morven Park Athletic Field Complex Sponsorship Opportunities & Benefits**

A Morven Park Athletic Field Complex sponsorship delivers sales results with repeated year-long exposure to 150,000 of your target demographic through high-impact benefits

### **Complex Naming Rights - \$70,000/year**

- Sponsor has presenting naming rights of entire complex (presented by SPONSOR NAME)
- Company name on complex marquee sign and all entrance signs
- Sponsor name on all complex printed materials, weekly newsletters, letterhead, event literature, etc.
- Full page advertisements in all Morven Park Sports & Equestrian event programs
- Link from [www.morvenparksports.org](http://www.morvenparksports.org) and [www.morvenpark.org](http://www.morvenpark.org) websites to sponsor's site
- Event marketing opportunities, PA announcements, and other negotiated items.
- Press release to local media outlets announcing partnership
- Feature article in the Morven Park e-newsletter
- Digital ad displayed in Café & Visitor Center monitors
- 3 year term minimum

### **Field Naming Rights - \$7,500/year**

- Exclusive rights to name one field
- Sponsor name displayed on double-sided field sign on selected field
- Sponsor name on field schedules and other literature
- Link from the [www.morvenparksports.org](http://www.morvenparksports.org) and [www.morvenpark.org](http://www.morvenpark.org) websites to sponsor's site
- Digital ad displayed in Café & Visitor Center monitors

### **Results/Message Boards - \$2,500/year**

- Sponsor name displayed prominently on the two results/message boards within the complex
- Link from the [www.morvenparksports.org](http://www.morvenparksports.org) and [www.morvenpark.org](http://www.morvenpark.org) websites to sponsor's site
- Opportunity for distribution of company literature during Morven Park sponsored events
- Digital ad displayed in Café & Visitor Center monitors

### **Utility Vehicle/Mower/Tractor/etc. - \$2,000/year**

- Sponsor name displayed on selected piece of equipment (4 available)
- Link from the [www.morvenparksports.org](http://www.morvenparksports.org) and [www.morvenpark.org](http://www.morvenpark.org) websites to sponsor's site
- Opportunity for distribution of company literature during Morven Park sponsored events
- Digital ad displayed in Café & Visitor Center monitors

### **Banner Placement on Entrance Drive - \$2,500/banner/year**

- Sponsor banner placed (4'x8' max.) on the fence along the Equestrian Center & Athletic Complex entrance drive
- Link from the [www.morvenparksports.org](http://www.morvenparksports.org) and [www.morvenpark.org](http://www.morvenpark.org) websites to sponsor's site
- Digital ad displayed in Café & Visitor Center monitors

### **Banner Placement within Athletic Field Complex - \$2,000/banner/year**

- Sponsor banner placed (4'x8' max.) on the 3 board fence surrounding the athletic fields within complex
- Link from the [www.morvenparksports.org](http://www.morvenparksports.org) and [www.morvenpark.org](http://www.morvenpark.org) websites to sponsor's site
- Digital ad displayed in Café & Visitor Center monitors

### **Morven Park League/Tournament/Event Sponsorships – Levels Varied**

- Naming rights to the league/event/tournament (Presented By SPONSOR NAME)
- Logos on event/program shirts/giveaways
- Opportunities to activate sponsorships directly with participants
- Presence on all print and online material regarding the tournament/event
- Opportunity for distribution of company literature and on-site vendor activation during sponsored event

### **Additional Opportunities**

- Exclusive promotional rights as Official Sponsor for your product category
- Advertisements in tournament and event programs (field sports & equestrian available)
- Logo placement on playing fields with field paint stencils
- Logo placement on event banners displayed on major roadways
- Logo placement on visitor site maps
- Logo placement on co-branded Morven Park Athletic Field Complex apparel and products
- Logo placement on competitor prizes
- Sponsor presentation at awards ceremonies with photo ops
- Sponsor product display at the Morven Park Sports & Equestrian Center events
- Pre- and post-event media exposure, with mention as Official Sponsor to 40 media outlets, 6 million total circulation
- Article featuring Sponsor included in the e-newsletter to 10,000 households
- Partner listing in Morven Park's Annual Report, in print and online
- Website visibility with logo placement with hyperlink on both [www.morvenpark.org](http://www.morvenpark.org) and [www.morvenparksports.org](http://www.morvenparksports.org) (10,000 hits per month, 73% new visitors)
- Entertainment opportunities such as special celebrity autograph and photo sessions for your clients as well as tickets to your choice of events annually

### **Athletic Field Complex Sponsorship Inventory**

<b>Sponsorship Inventory</b>	<b>One-Year Rights</b>	<b>3-Year Rights</b>
Athletic Field Complex	N/A	\$200,000
Individual Field	\$7,500	\$21,000
Results/Message Boards	\$2,500	\$7,000
Vehicles	\$2,500	\$7,000
Entrance Banner	\$2,500	\$7,000
Field Banner	\$2,000	\$5,500
Official Products	Varies	Varies
League/Tournament/Events	\$500-\$2,500	Varies

#### Contact Information:

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