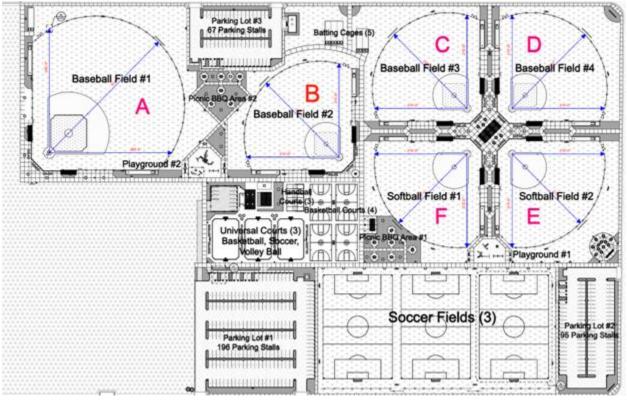


#### the Wonderful company Community Sports Complex

#### NAMING RIGHTS SPONSORSHIP OPPORTUNITIES

#### PHASE 1



#### COMING 2025

RECREATION & PARK DISTRICT

1





#### **Naming Rights Sponsorships**

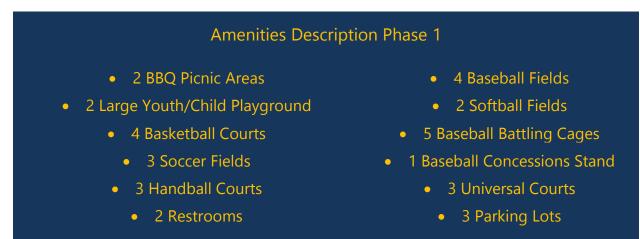
The mandate of the Shafter Recreation and Parks District is to enhance the lives of Shafter residents through providing safe, family-friendly, multi-functional, full-service recreational facilities for use in a wide range of events, meetings, entertainment, and recreation throughout all seasons, accessible to everyone in the community.

The Shafter community is growing and with the growth comes a much greater need to provide outdoor activities for all community members especially for youth, families and seniors. This is why the Shafter Recreation and Parks District (SRPD) is looking ahead. Community-minded, SRPD is partnering with The Wonderful Company to build a large complex beginning construction in early 2025. The plans have been drawn up and the land is just waiting for construction to begin, however, to make the complex all it should be, additional partnerships are needed.



The Wonderful Company Community Sports Complex will feature a whole host of amenities and attract visitors from all over California. The future 42-acre park will be a proud milestone for Shafter and Valley residents. There is an opportunity to create history by involving the community of businesses, youth, nonprofit organizations, residents, seniors and others to make a forever impression by contributing to this beautiful park.

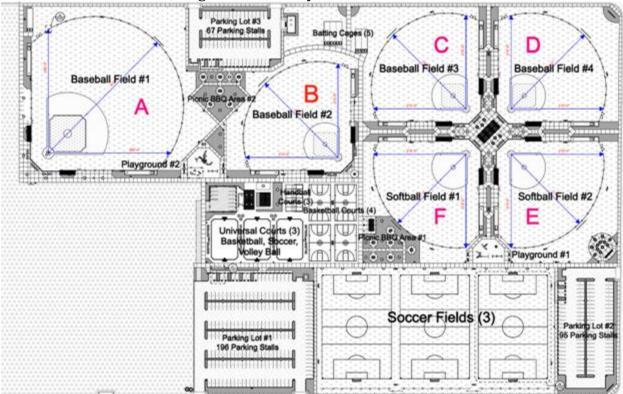
The featured park amenities for the first phase of development will include:



The complex will be developed over four phases. The first phase will establish major recreational amenities that are currently lacking and help meet community needs. The design of the complex Phase 1 plan can be seen on the next page. There is a great need for recreational sports amenities. 2023 was a record breaker for the number of children and



youth who participated in SRPD sports. There were over 2,000 participants representing 176 teams for Basketball, Flag Football, Volleyball, Baseball & Softball, and Soccer.



The Shafter Recreation and Park District is reaching out to sponsors for each complex amenity. There are a variety of ways that individuals, businesses and others can contribute to the development of this beautiful complex.

This brochure highlights the variety of unique complex amenities and types of sponsorships available and demonstrates the breadth of opportunities that allow everyone to be involved. The sponsorship values are recommended based on the expected cost of each complex amenity. The complex will one of the most unique and largest parks in Kern County.

#### Children & Youth Playgrounds Sponsorship

The City of Shafter has a rapid growing population of families. In 1990 the population was 9,616 residents and today it has more than doubled at 20,058. Also, the city has expanded its city limits, so more housing projects are being added as builders see prime opportunities within the Shafter City limits. Shafter borders the northern part of the City of Bakersfield and has become the fastest growing bedroom community due to the Gossamer Grove Lennar housing development.

The Shafter rural community is very family oriented. The Shafter Recreation and Parks District realizes that more community green spaces are needed to meet the growing



population. The answer is to create more recreational spaces available to children and youth. Most Shafter parks do not have playgrounds where families can gather to bond and enjoy a great outdoor park experience. Young mothers don't have sufficient places where they can take their toddler or preschooler to a safe place where they can enjoy relaxing in a beautiful outdoor park setting.

The Shafter Recreation and Park District will address this key issue by constructing two playground areas facilitating healthy play for children and youth. The Wonderful Company Community Sports Complex plan is to incorporate unique and attractive play structures targeting specific age groups within two separate playground areas. Each playground will reflect a castle theme and the pictures along with the full details can be seen on the next three pages.

#### Park Playground Area #1

Suggested Playground Area Naming Sponsorship: \$100,000



Playground #1 will be located within the south section of the complex, close to parking and restroom. The playground is purposefully placed near the west picnic/BBQ area between the softball and soccer fields with access from two separated parking lots. This playground is meant to have a unique character to grab the attention of children from all age groups. One of the most striking features is the fenced play area for tiny tots (children 6 to 24 months). The tots play area has four imaginative play structures to accommodate up to 25 children.



The play structures include a playhouse, fun tunnel, small slide, and musical structure. The fun and colorful structures promote child physical and cognitive development.

The second outstanding playground structure is the Giant Castle tower for older children ages 5 to 12 years. The 28-foot one-of-a-kind giant castle will feature Rapunzel with her flowing hair cascading down from atop the painted tower castle window. The exciting play tower will have several easy access entrances, fun climbing wall, ladders to the top three sections, several staging lookout areas, and two slides top and mid-level to allow for fun exits from the castle. The ground floor of the castle will have seating area for children. Adjacent to this structure will be a swing set with two individual swings and one large oval swing for two.

The third major play feature will be a smaller castle for children ages 3 to 5 years. This castle will contain a fun slide, entry staircase, climbing pole, and side-stepping bars. The playground will be surrounded by seating with shade covering for parents and children.

The estimated complex Playground #1 cost is about \$649,000. This cost includes surrounding landscaping, playground foundation, four major play areas with structures, shaded spectator area, protective ground covering, design & install. The following sponsorships are available.

Children & Youth Playground #1 Area					
Description	Type of Signage	Time	cCost	Sponsorship	
1. Entire Playground Area Naming Rights	Large Posted 48"x48" Sign with Sponsor's Name & Logo	25 years	\$649,000	\$100,000	
2a. Area 1 - Children's Toddler Play Area Sponsor	Posted 18"x24" sign with Sponsor's Name/logo	10 years	\$99,000	\$25,000	
2b. Area 2 - Children's Preschool Play Area Sponsor	Posted 18"x24" sign with Sponsor's Name/logo	10 years	\$200,000	\$30,000	
2c. Area 3 - Youth Castle Tower Play Area Sponsor	Posted 18"x24" sign with Sponsor's Name/logo	10 years	\$350,000	\$40,000	
3a. Playground Gold Sponsor	1 1/2 Inch Name etched on plaque	5 years	\$10,000	\$5,000	
3b. Playground Silver Sponsor	1 Inch Name etched on plaque	5 years	\$10,000	\$2,500	
3c. Playground Bronze Sponsor	1/2 Inch Name etched on plaque	5 years	\$10,000	\$1,500	
4. Playground Bench Sponsor	Sponsor's Name etched on plague per Bench Seat	5 years	\$1,500	\$1,500	
5. Shade Covering Sponsor	Sponsor's Name etched on plague per Shade Covering	5 years	\$25,000	\$1,500	



#### Complex Playground Area #2

Suggested Playground Area Naming Sponsorship: \$75,000



Playground #2 will be located within the northwest section of the complex just below the north Picnic/BBQ area #2 between the east baseball fields. This playground is meant to serve children 3 to 5 years and 5 to 12 years. One of the most striking features is the castle motif with a connecting zipline.

The playground structures will include a castle, fun boat, swing set, and spinning wheel play equipment. The fun structures help to promote children's physical exercise through play.

The estimated cost for Playground #2 is about \$350,000. This cost includes surrounding landscaping, playground foundation, four major pieces of playground equipment, spectator area, protective playground surface area, design, and installation. The following sponsorships reflected on the next page are available.



Children & Youth Playground #2 Area						
Description	Type of Signage	Time	cCost	Sponsorship		
1. Entire Playground Area Naming Rights	Large Posted 48"x48" Sign with Sponsor's Name & Logo	20 years	\$350,000	\$75,000		
2a. Area 1 - Children's Castle Zip Pole Play Area Sponsor	Posted 18"x24" sign with Sponsor's Name/logo	10 years	\$100,000	\$25,000		
2b. Area 2 - Children's Boat Play Area Sponsor	Posted 18"x24" sign with Sponsor's Name/logo	10 years	\$250,000	\$30,000		
3a. Playground Gold Sponsor	1 1/2 Inch Name etched on plaque	10 years	\$10,000	\$5,000		
3b. Playground Silver Sponsor	1 Inch Name etched on plaque	5 years	\$10,000	\$2,500		
3c. Playground Bronze Sponsor	1/2 Inch Name etched on plaque	5 years	\$10,000	\$1,500		
4. Playground Bench Sponsor	Sponsor's Name etched on plague per Bench Seat	5 years	\$1,500	\$1,500		
5. Shade Covering Sponsor	Sponsor's Name etched on plague per Shade Covering	5 years	\$25,500	\$1,500		





### **Universal Courts**

Suggested Universal Courts Area Naming Sponsorship: \$150,000



The complex will have unique enclosed Multi Use Games Arenas (MUGAs) aka Universal Courts. There will be three Universal Courts can be configured into three different playing areas such as: Basketball/Soccer, Basketball/Soccer/Volleyball, and Basketball/Soccer for children, youth and adult play. The estimated costs for three Universal Courts are about \$1,300,000. This cost includes the cement pad, massive play area enclosure, texture color coating surface, plus surrounding seating, design, and installation. The three Universal Courts are located above Parking Lot #1 in the center of the complex. The types of design layouts along with pictures can be seen above and on the following page.





The following sponsorships are available:

Universal Courts					
Description	Type of Signage	Time	Park Cost	Sponsorship	
Universal Courts (48x48 inch sponsor sign) Naming Rights	Large Posted 48"x48" Sign with Sponsor's Name & Logo	25 years	\$1,300,000	\$150,000	
Sponsor Universal Court #1	Posted 24"x24" sign with Sponsor's Name/logo	15 years	\$400,000	\$75,000	
Sponsor Universal Court #2	Posted 24"x24" sign with Sponsor's Name/logo	15 years	\$450,000	\$75,000	
Sponsor Universal Court #3	Posted 24"x24" sign with Sponsor's Name/logo	15 years	\$450,000	\$75,000	
Gold Sponsor (plaque)	1 1/2 Inch Name etched on plaque	5 years	\$10,000	\$5,000	
Silver Sponsor (plaque)	1 Inch Name etched on plaque	5 years	\$10,000	\$2,500	
Bronze Sponsor (plaque)	1/2 Inch Name etched on plaque	5 years	\$10,000	\$1,500	
Seating Bleachers Sponsor	Sponsor's Name etched on plague per Bench Seat	5 years	\$1,500	\$1,500	



## Baseball/Softball Fields

Suggested Ball Fields Area Naming Sponsorship: \$250,000

The community of Shafter lacks a large baseball venue where baseball and softball games can be played in one central location. The Wonderful Company Community Sports Complex will help to meet this demand with six ball fields. The state-ofthe-art ball fields will accommodate children and youth from 4 years to 14 years of age, as well as adult play.



The baseball and softball fields will not only serve the residents of Shafter but have a dual role. The six

fields will help support the Shafter Recreation and Park District seasonal baseball/softball program. The fields will also be open to the public for use or reserved rental. Families will be able to play a friendly game of baseball.

In addition, the fields will help to host a variety of baseball **tournaments generating income** for local restaurants, grocery stores, fuel stations, and area businesses.



The baseball and softball fields will be a major attraction to the complex. The baseball/softball venues will bring thousands of spectators and hundreds of teams to the site. The complex will be teeming with baseball season excitement on weekends besides regular team practice use during the weekdays. Parents will get to enjoy the thrill of seeing their sons or daughters hit their first ball or make their first game catch. Spectators will be amused by the younger girls and boys playing in the 4and-under divisions. Daughters will make dads proud as they bravely step up to bat and then race to reach first base. Mothers will beam as their child makes a great play and the crown applauds.

The baseball and softball venues will help to bring families back to life. The Fall and Spring 2023 baseball and softball programs served 722 youth with 60 teams.

Children, youth, and families will be able to enjoy these

great ball fields, featuring plenty of seating and shade with access to restrooms and the concessions stand, for many years to come.







# Baseball/Softball Fields

Suggested Ball Fields Area Naming Sponsorship: \$250,000

The estimated baseball and softball fields cost is \$4,100,000. This cost includes 6 ball fields with all above-ground grading, infield and outfield grass sod, fencing, dug-outs, lighting, field-irrigation piping, and electrical. Other added spectator amenities are listed below.

F					
Description	Type of Signage	Time	Park Cost	Sponsorship	
Naming of Entire Baseball Park (Large Posted sign with logo and sponsor name plus park print materials)	Large Posted 48"x48" Sign with Sponsor's Name & Logo	25 years	\$4,100,000	\$250,000	
Baseball Concessions Stand		15 years	\$2,013,000	\$90,000	
Softball Field #1		15 years	\$670,000	\$100,000	
Softball Field #2	Posted 24"x36" sign	15 years	\$670,000	\$100,000	A State
Baseball Field #1	with Sponsor's Name/logo	15 years	\$690,000	\$100,000	
Baseball Field #2		15 years	\$690,000	\$100,000	
Baseball Field #3		15 years	\$690,000	\$100,000	
Baseball Field #4		20 years	\$690,000	\$150,000	
South BBQ/Picnic Area #1	Posted 24"x24" sign with Sponsor's	10 years	\$175,000	\$50,000	
North BBQ/Picnic Area #2	Name/logo	10 years	\$175,000	\$50,000	
Baseball Battling Cages East	Posted 18"x24" sign	5 years	\$50,000	\$20,000	
Baseball Battling Cages West	with Sponsor's Name/logo	5 years	\$50,000	\$20,000	-42
Bleachers (8 sets)		5 years	\$40,000	\$15,000	
Field Gold Sponsor	1 1/2 Inch Name			\$5,000	
Field Silver Sponsor	1 Inch Name	5 years	\$10,000	\$2,500	
Field Bronze Sponsor	1/2 Inch Name			\$1,500	





### Soccer Fields

Suggested Soccer Fields Area Naming Sponsorship: \$175,000

Soccer is a very popular team sport in the Shafter Recreation and Park District. The Wonderful Company Community Sports Complex will add three high quality soccer playing fields. The cost of the three fields with lighting is estimated at \$1,600,000. These fields will serve the many children and youth, ages 3 and up, who play competitively in both day and evening hours. In addition, both the public and other youth and adult soccer leagues will have the opportunity to access these fields.

Soc					
Description	Type of Signage	Time	Park Cost	Sponsorship	1 - 33
Naming of Entire Soccer Fields Park Area (Includes large, posted sign with logo and sponsor's name on sign and on park print materials)	Large Posted 48"x48" Sign with Sponsor's Name & Logo	20 years	\$1,600,000	\$175,000	
Soccer Field #1	Posted 24"x24"	10 years	\$533,333	\$50,000	
Soccer Field #2	sign with Sponsor's	10 years	\$533,334	\$50,000	
Soccer Field #3	Name/logo	10 years	\$533 <i>,</i> 333	\$50,000	

The Shafter Recreation & Park District runs a large Soccer League for boys and girls. In 2023, there were 35 soccer teams in the SRPD Soccer League with over 485 children and youth ages 4 to 14 years participating.





## **Basketball Courts**

Suggested Basketball Courts Area Naming Sponsorship: \$150,000

Basketball is a great way for youth to bond, get in shape, and build character. The sport is a favorite among families. 2023 saw 450 individuals participating representing 45 teams. The Wonderful Company Community Sports Complex will have four top notch outdoor basketball courts strategically located in the center of the park, next to Universal Courts, restroom, parking, and picnic area. The four courts are valued at \$480,000 and will attract many visitors to with the colorized cement court surface, lighting, and seating.

The Shafter Recreation and Park District is part of the Jr. NBA League, so participants wear competitive NBA team jerseys. It's a great look but more importantly children and youth learn how to prepare themselves to be better individuals and team players.

Basketball Courts Area				SHAFTER COLO	
Description	Type of Signage	Time	Park Cost	Sponsorship	
Naming of Entire Basketball Park Area (Includes large, posted sign with logo and sponsor's name on sign and on park print materials)	Large Posted 48"x48" Sign with Sponsor's Name & Logo	20 years	\$480,000	\$150,000	
Basketball Court #1		15 years	\$120,000	\$75,000	BOX ON
Basketball Court #2	Posted 24"x24" sign	15 years	\$120,000	\$75,000	
Basketball Court #3	with Sponsor's Name/logo	15 years	\$120,000	\$75,000	
Basketball Court #4	, 0	15 years	\$120,000	\$75,000	
<image/>					
		7	6		
					14

RECREATION & PARK DISTRICT

Shafter

# Handball Courts

Suggested Handball Courts Area Naming Sponsorship: \$40,000

The Wonderful Company Community Sports Complex will contain three handball courts. The estimated cost is about \$300,000 for three cement courts with lighting. These are side by side outdoor courts that will be open ended. These are versatile courts which can be used for racquetball play. These courts will allow for three games to be played simultaneously without interference.

The courts can be used for children, youth and adults.

In addition, the complex will have two restrooms. Each restroom will be handicapped accessible equipped with a minimum 4 toilet stalls, and two handwashing sinks. The restrooms will be equipped with a baby changing station.

Shafter



15

Handball Courts Area					
Description	Type of Signage	Time	Park Cost	Sponsorship	
Naming of Entire Handball Park Area (Includes large, posted sign with logo and sponsor's name on sign and on park print materials)	Large Posted 48"x48" Sign with Sponsor's Name & Logo	10 years	\$300,000	\$40,000	
Handball Court #1		5 years	\$100,000	\$20,000	
Handball Court #2	Posted 18"x24" sign	5 years	\$100,000	\$20,000	
Handball Court #3	with Sponsor's Name/logo	5 years	\$100,000	\$20,000	
Restroom South End of Park		5 years	\$583,000	\$10,000	



RECREATION & PARK DISTRICT

### Park Area Parking Lots

Suggested Parking Naming Area Sponsorship: \$15,000 to \$25,000

Parking will be readily available throughout the complex with 358 parking spaces planned for Phase I, representing 3 major parking lot areas. Each parking lot will be conveniently located for easy access to park amenities. Parking Lot #1 with 196 spaces located off of East Ash Avenue is the main parking lot for accessing the central park amenities such as basketball courts, soccer fields, south restroom, and south entry into the baseball field area. Parking Lot #2 with 95 parking spaces is located at the south corner of Golds Avenue and East Ash Avenue with easy access to soccer fields, south baseball fields, and the major south BBQ picnic area. Parking Lot #3 with 67 parking spaces off Alley Road will be located next to the northwest baseball fields, children and youth playground area, and will serve the north side of the park. Naming rights will be available for each of the three parking lot areas with sponsorship signs posted at each lot entry. The parking construction cost is \$819,000.

In addition, sponsorship is available for each parking stall. This will be a unique opportunity for individuals, families, and businesses to leave a lasting impression on park visitors with their sign design concept. There will be a creative opportunity to render a beautiful sign reflecting the Sponsored By "Sponsor's First & Last Name" (first line), dedication wording (second line), and a topper graphic logo. Sign examples are listed below.



## Park Brick Pavers

Suggested Brick Naming Sponsorship: \$200 to \$1,000

The Wonderful Company Community Sports Complex is a great way to create a lasting legacy for families and businesses. Shafter Recreation and Park District will be offering engraved bricks and pavers to be utilized throughout the complex. These beautiful colored bricks and pavers can be used to beautify picnic areas, walkways, individual quiet spaces with benches, and/or as walls to separate areas. The various single 4x8 inch bricks can contain up to three lines of engraved print. The larger 8x8 inch pavers can contain multiple lines of print and various logos or designs. The bricks and pavers are a great way to commemorate the passing of a loved one or to acknowledge an individual, family, or business.

Park Beaut				
Description	Description	Quantity	Price Each	the constant
1 Brick Paver (8x4 inches)		Single Brick	\$250	
3 or more Brick Pavers (8x4 inches)	Engraved up to 3	Purchase 3 or more Bricks	\$200	
1 Brick Pavers (8x8 inches)	lines of print per 8x 4 brick or 8x8 paver	Single Paver	\$500	
3 Brick Paver Array (8x8 inches)		Purchase 3 Paver Array Price for Each	\$350	IN HONOR OF THE WEA AND WOMEN OF WOONSOCKET WHO HAVE SERVED IN THE UNITED STATES ARMED FORCES.
4 Brick Paver Array	Engraved up to 3 lines of print per	Purchase 4 Paver Array Price for Each	\$300	THIS PARK IS A TESTAMENT TO THE SPRIT OF PARTOTISM IN ALL THE NEN AND WOMEN WHO VOLUNTEED TO BOLD UD DEFINE, LOTALY LIPHOLD AND VALLANTLY PRESERVE THE LIBERTIES AND FREEDOMS OF THIS GREAT "YOU WILL NEVER BE FORGOTTEN" REPRESENTATIVE STEPHEN M. CASEY
Brick Paver Array (beyond 4)	brick paver array with logo design	Each added Paver to Array	\$200	REPRESENTATIVE STEPHEN M. CASEY REPRESENTATIVE INCHAEL & MORIN REPRESENTATIVE ROBERT D. PHILLIPS
	FALL 2012			Archdiocese of Mobile "The love of Christ impels us"



# Park Signage Sponsor

Suggested Park Sponsorship: \$1,500 to \$25,000

Shafter Recreation and Park District extends the opportunity to an individual or business to place their name on signage throughout the 42.4-acre complex. The complex signage sponsors will have the opportunity to choose from an array of unique signs in the park. These are park signs placed within full public view for visitors. The signs will guide visitors to the various areas of the park.

There will be numerous signs placed throughout the park. These signs will include park legend maps, directional signs pointing visitors to specific areas, signs on walking and jogging paths, and signs for different park amenities (i.e. drinking fountains, restroom locations, etc.). Also, there are sponsorship opportunities for the park website, park printed brochure with map, and park special community activities or announcements of major park events.

Community Sports Complex						
Description	Type of Signage	Exposure	Sponsorship			
Park Founding Gold Sponsor	1 1/2 Inch Name etched on large plaque	All park visitors	\$100,000			
Park Founding Silver Sponsor	1 Inch Name etched on large plaque	All park visitors	\$75,000			
Park Founding Bronze Sponsor	1/2 Inch Name etched on large plaque	All park visitors	\$50,000			
Park Entrance Sign & Legend Map Off Golds Avenue		Parking visitors	\$25,000			
Park Entrance Sign & Legend Map Off Ash Avenue	Branded business name sponsorship and logo on metal posted sign 48"x48"	Parking visitors	\$25,000			
Park Entrance Sign & Legend Map Off Alley Way		Parking visitors	\$25,000			
Park Signage Directions, Park Rules, Drinking Fountains, etc. (per sign)	Posted 18"x24" Sponsored by Metal Sign with Branded Sponsor's Name and Logo	Park visitors	\$5,000			
Park Website	Business logo placement	10,000 hits	\$1,500			
Park Brochure/Map	Business print logo placement per year	10,000 brochures	\$1,500			
Park Event Advertisements	Business print logo placement per year	5,000 items	\$1,500			





# Sponsorship Guideline

Terms and Conditions

This brochure contains a number of Naming Rights Sponsorship opportunities. The length of each sponsorship is determined by the sponsorship value. The larger the sponsorship value the longer the term, as stated. Sponsorships period terms range from 5 years to 25 years. All sponsorships are renewable but may not be at the original sponsorship price.

#### Your Next Step

Each individual or business interested in securing Naming Rights Sponsorship(s) of the available amenities within The Wonderful Company Community Sports Complex should submit a simple one-page proposal form filling in the following information:

- Detailed individual or business contact information (including e-mail address, and contact phone number).
- Sponsorship identified item(s) of interest by amenity name.
- Proposed sponsor's assigned name of amenity item.
- Proposed sponsor's name to be listed on any signage.
- Proposed financial sponsor's dollar commitment and payment terms.
- Any other requests, terms or conditions.

All sponsorship proposals should be mailed to:

Mr. Phillip Jimenez, District Manager Shafter Recreation & Park District 700 E. Tulare Shafter, CA 93263

Or by e-mail to:

Mr. Phillip Jimenez, District Manager pjimenez@shafterrec.com



RECREATION & PARK DISTRICT





the Wonderful company... Community Sports Complex

#### **SPONSORSHIP FORM**

THIS PROPOSAL IS SUBMITTED BY:

Shafter

(Name of Individual or Company Name)

Sponsorship Item Name	Proposed Amenity Item Name	Proposed Amount	Sponsored by: Name	Payment Terms
Example: Children's Playground #1 – Area 1 Toddler Area	Christine Mercer Children's Playground	\$25,000	Mercer Family	Full Payment by check
Example: Brick Single Paver 8x8 inches	In memory of our daughter Christine Mercer	\$500	Mercer Family	5 Payments of \$100 each over 5 months
Example: Baseball Batting Cages East	Sponsored by Mercer Family Batting Cages East	\$20,000	Mercer Family	2 Payments of \$10,000 each over 2 months
Example: Parking Space 18''x24'' Sign	In memory of our daughter Christine Mercer	\$1,200	Mercer Family	Pay \$100 per month until paid in full
		\$		
		\$		
		\$		

Authorized Signature of Sponsor	Printed Name & Title	
Business Address:		
(Street	Address) (City, State, Zip Code)	
Telephone Number:	E-mail Address:	
		20

RECREATION & PARK DISTRICT