



# Youngsville

SPORTS COMPLEX



## Sponsorship Opportunities

YOUNGVILLE, LOUISIANA



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Ken Ritter

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**CITY COUNCIL**  
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### **A Message From Mayor Ken Ritter**

It is with great pleasure that I am able to serve as Mayor for such a growing and prosperous community. The city of Youngsville has become known as the best place to live, work and raise a family. One of the best amenities our city provides is a first class sports and recreational facility; the Youngsville Sports Complex and the Youngsville Recreation Center. Since the facility opened in 2014, we have formed relationships with tournament leaders such as PONY to bring the Mustang World Series and Girls Fast Pitch World Series to the city of Youngsville. In February of 2016, we announced that we were creating our own sports programs to serve our youth and the Youngsville Recreational Sports Programs was created. With over 1200 children enrolling in our first baseball, softball and tee-ball programs, it is a clear indicator that our facility is becoming known as the premier, multi-purpose, sports and recreational facility in the state of Louisiana.

Youth and adult sports teams are traveling to the Youngsville Sports Complex from all across the Gulf Coast region to compete in baseball, softball, soccer and tennis tournaments. We host as many as three tournaments per weekend, all year round. Many tournament participants are accompanied by family members and spend money on gas, lodging, food and entertainment while they are here, which has become a huge economic impact on the city of Youngsville and the entire Acadiana area.

By becoming a Youngsville Sports Complex sponsor, your business or organization gains access to the many visitors of the complex. With the addition of the Youngsville Recreation Center and Youngsville Recreational Sports Programs, an anticipated 500,000+ people are expected each year! Each visitor could be your next customer or your next referral. Sponsorship will also increase your local brand visibility and demonstrate your commitment to our youth and to the future of Youngsville. Not only will the facility improve the health of Youngsville residents and quality of life for generations to come, it will provide local businesses with significant economic opportunities.

Join me in supporting our community's future by becoming a sponsor of the Youngsville Sports Complex today. Visit the Youngsville Sports Complex online at [YoungsvilleSportsComplex.com](http://YoungsvilleSportsComplex.com).



**Ken Ritter**  
Mayor, City of Youngsville

# **YOUNGSVILLE SPORTS COMPLEX**



## Parking

- 1 Romacelli Parking Lot
- 2 NuNu's Parking Lot
- 3 Recreation Center Parking Lot

## Soccer

- 1 Lafayette General Health Field
- 2 Field 2
- 3 Tuten Title Field
- 4 Field 4
- 5 Field 5
- 6 Waste Management Field

## Baseball

- 1 Rotolo's Pizzeria Field
- 2 Pizza Palace Field
- 3 Supreme Rice Field
- 4 Twins Burgers & Sweets Field
- 5 Pixus Digital Printing Field

## Softball

- 1 Geo-Surfaces Field 1
- 2 Geo-Surfaces Field 2
- 3 Geo-Surfaces Field 3
- 4 Geo-Surfaces Field 4

## Tennis

- 1 Raising Cane's Tennis Center

## Rec. Center

- 1 Youngsville Sports Complex Recreation Center

## Amenities

- 1 Statefarm (Monica Meyers) Batting Cages
- 2 Aries Marine Bridge & Fishing Pond
- 3 Lafayette General Health Fitness Trail

## About the Youngsville Sports Complex

- A Community-Funded Project with Full Public Support
- Convenient Location and Ease of Accessibility
- Premier Sports and Recreational Facility with First-Class Amenities
- Generous Attendance Capacity
- Capacity to Host Multiple Tournaments/Events Simultaneously
- Effective Marketing and PR

A true community effort, this project was developed and funded by a dedicated 1% sales tax, and will be built by the City of Youngsville on land donated to the city by Young Industries. At a public charrette held on May 24, 2011, Youngsville citizens worked together to decide on the Youngsville Sports Complex's facilities and amenities.



*When complete, the Youngsville Sports Complex will be the premier public recreational facility in Louisiana.*

### Facility Details

- 6 Soccer Fields
  - Fields Are Divisible Into 12 Smaller Fields for Tournaments
  - Hosts Up to 2,000 Participants Per Weekend
  - Can Also Be Used for Flag Football
- 4 Softball Fields
  - Youth
  - Adult
  - Fast-Pitch
- 5 Baseball Fields
  - AstroTurf
  - Portable Mounds
  - Convertible to Softball and T-Ball Fields
- 5 Batting Cages
- 10 Tennis Courts
- Scenic 1-Mile Walking Path with 2 Exercise Stations
- Fully Stocked Fishing Pond
- Playground
- 10 Multi-Purpose Pavilions

### Amenities

- Concessions Stands
- Pro Tennis Shop
- Air-Conditioned Restrooms
- 979 Parking Spaces
- Lighted Fields
- Covered and Uncovered Bleachers
- Facilities for Hosting Concerts, Festivals and Corporate Events
- Nearby Lodging, Restaurants and Entertainment



#### **Youngsville Sports Complex Building Schedule**

Building is scheduled to commence in January 2013, and be ready to open for tournament play in January 2014.

## Youngsville Sports Complex Projected Economic Impact

Due to booming youth and adult sports tournament circuits, the economic impact that the Complex will have on the Youngsville community is outstanding.

In 2002 Carencro's Pelican Park, a smaller, less modern facility generated over \$4 million in revenue for the parish by hosting the Boy's Baseball World Series.

In 2010, Carencro generated almost \$8 million in revenue for the parish by hosting the Cajun Classic Softball Tournament.

Youth sports teams from all across the Gulf Coast will travel to the Youngsville Sports Complex to compete in soccer, softball, tennis and other sports tournaments. Adult players from Acadiana and beyond will come to the Youngsville Sports Complex to compete in tennis and baseball tournaments.

Each youth tournament will bring in approximately 1,200 players, with each player accompanied by an average of 3 people (mostly family members).

Since select youth travel sports play all year, the Complex, which will have the capacity to host multiple tournaments at once, is expected to host at least one tournament per weekend and possibly as many as three.

The tournaments will generate on-site revenue from admission fees and concession sales. But the largest economic impact will come from off-site spending in conjunction with tournament attendance, which is significant and virtually recession-proof when it comes to youth tournaments, as parents are passionate about attendance and will give up a vacation in order to travel and watch their kids compete in sports. In fact, 27% of all U.S. travel is sports-related – sport-related travel is a \$182-plus billion dollar annual industry that generates the use of more than 47 million hotel rooms.

Since many of the tournament participants will be from outside of Acadiana, during their time here they will spend money on:

- Food
- Lodging
- Gas
- Entertainment
- Shopping

## Youngsville Sports Complex Projected Annual Attendance

### Year One (2014) Projected Attendance: 500,000

- 20 Tournaments:
  - 1,000 players per tournament
  - 2.5 additional to accompany players
  - 3 days of play
  - Various sports
- Monthly Usage:
  - Soccer teams games and practices
  - Softball teams games and practices
  - Baseball teams games and practices
  - Tennis matches and practices
  - Exercise
  - Play and relaxation
  - Entertainment venue (corporate events and festivals)

### Year Two (2015) Projected Attendance: 572,000

- 25 Tournaments:
  - 1,000 players per tournament
  - 2.5 additional to accompany players
  - 3 days of play
  - Various sports
- Monthly Usage:
  - Soccer teams games and practices
  - Softball teams games and practices
  - Baseball teams games and practices
  - Tennis matches and practices
  - Exercise
  - Play and relaxation
  - Entertainment venue (corporate events and festivals)

### Year Three (2016) Projected Attendance: 655,000

- 30 Tournaments:
  - 1,000 players per tournament
  - 2.5 additional to accompany players
  - 3 days of play
  - Various sports
- Monthly Usage:
  - Soccer teams games and practices
  - Softball teams games and practices
  - Baseball teams games and practices
  - Tennis matches and practices
  - Exercise
  - Play and relaxation
  - Entertainment venue (corporate events and festivals)

## Youngsville Sports Complex Projected Annual Attendance (continued)

### Year Four (2017) Projected Attendance: 770,000

- 40 Tournaments:
  - 1,000 players per tournament
  - 2.5 additional to accompany players
  - 3 days of play
  - Various sports
- Monthly Usage:
  - Soccer teams games and practices
  - Softball teams games and practices
  - Baseball teams games and practices
  - Tennis matches and practices
  - Exercise
  - Play and relaxation
  - Entertainment venue (corporate events and festivals)

### Year Five (2018) Projected Attendance: 875,000

- 50 Tournaments:
  - 1,000 players per tournament
  - 2.5 additional to accompany players
  - 3 days of play
  - Various sports
- Monthly Usage:
  - Soccer teams games and practices
  - Softball teams games and practices
  - Baseball teams games and practices
  - Tennis matches and practices
  - Exercise
  - Play and relaxation
  - Entertainment venue (corporate events and festivals)

## Marketing the Youngsville Sports Complex

Traditional marketing materials such as brochures and print advertisements will promote the Youngsville Sports Complex by showcasing its facilities and amenities, and portraying it as the premier multi-purpose sporting and recreational facility in Louisiana.

In addition to traditional marketing and advertising, the Youngsville Sports Complex will be promoted online via:

- Youngsville Sports Complex Website
  - Search engine optimized
  - Calendar of events
  - E-newsletter
  - Photo gallery
- Social Media
  - Facebook
  - YouTube
  - Twitter

## Youngsville Sports Complex Sponsorship Opportunities

Sponsorship of the Youngsville Sports Complex is an exceptional promotional opportunity for local businesses. By becoming an individual or corporate sponsor of the Youngsville Sports Complex, you provide meaningful support for youth in our area by offsetting the costs associated with the maintenance and upkeep of this important public facility, while demonstrating a commitment to the betterment of Acadiana. Sponsors have a guaranteed audience of thousands of athletic-minded youths, their coaches, families and friends, resulting in increased visibility, top-of-mind awareness and new customers.

### **As a Youngsville Sports Complex Sponsor You Will:**

- Increase Your Visibility with Local Markets and Out-of-Town Families
- Receive Discounted On-Site Promotional Opportunities
- Demonstrate Community Spirit
- Increase Your Marketing ROI By Targeting Profitable Demographics

If you are looking for a way to get your business involved with the community while enhancing your business image as a good corporate citizen, sponsoring the Youngsville Sports Complex fits the bill. This is your opportunity to get your name in front of thousands of potential customers who will visit our facility and attend our events all year round.

Please review our sponsorship opportunities and select one that best suits your needs and budget.

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## Facility Naming Rights

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor has presenting naming rights of entire complex
  - Youngsville Sports Complex presented by SPONSOR NAME
- Sponsor name displayed at facility entrance with monument
- Sponsor name displayed on walls of admissions entrance
- Sponsor has naming rights of the large pavilion/stage, where all championship ceremonies will take place
- Sponsor name on all tournament schedules and literature
- Link from Youngsville Sports Complex's website to sponsor's site
- Dedication to sponsor on the homepage of Youngsville Sports Complex's website
- Press release to local media outlets announcing partnership
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$60,000
- 2<sup>nd</sup> year: \$75,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$100,000



## Non-Alcoholic Beverage

**Duration:**

Five years (2014-2018)

**Availability:**

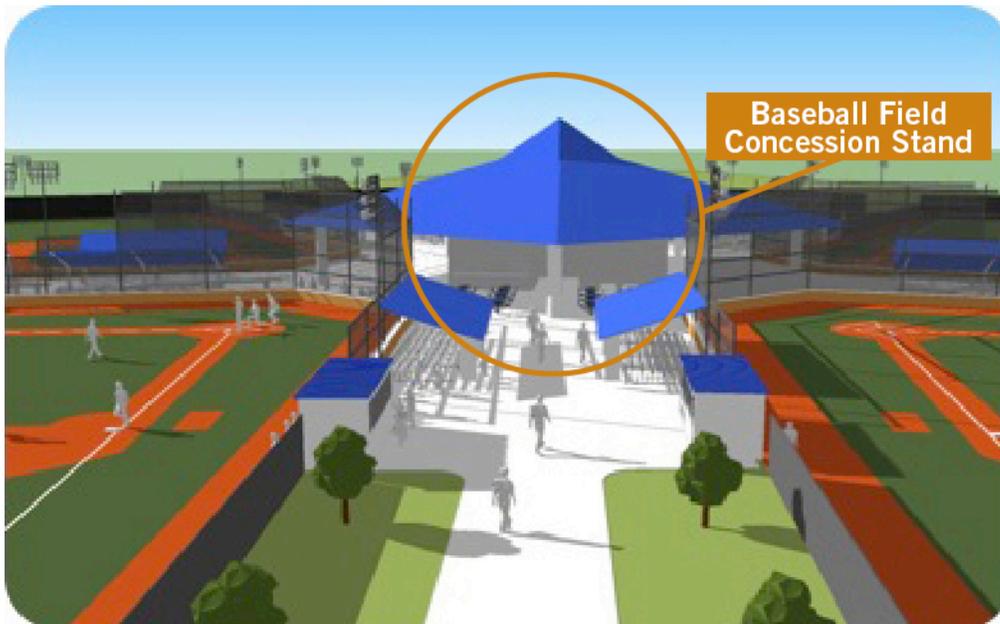
One

**Sponsorship Benefits:**

- Sponsor has naming rights to all concession stands: baseball field, softball field, soccer field and tennis pro shop
- Sponsor name displayed at all concession stands
- Sponsor name displayed as an exclusive sponsor on the score boards at all 5 baseball fields, 4 softball fields, championship tennis court and soccer field
- Sponsor name on all tournament schedules and literature
- Link from Youngsville Sports Complex's website to sponsor's site
- Press release to local media outlets announcing sponsorship
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$30,000
- 2<sup>nd</sup> year: \$40,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$50,000



## Alcoholic Beverage

**Duration:**

Five years (2014-2018)

**Availability:**

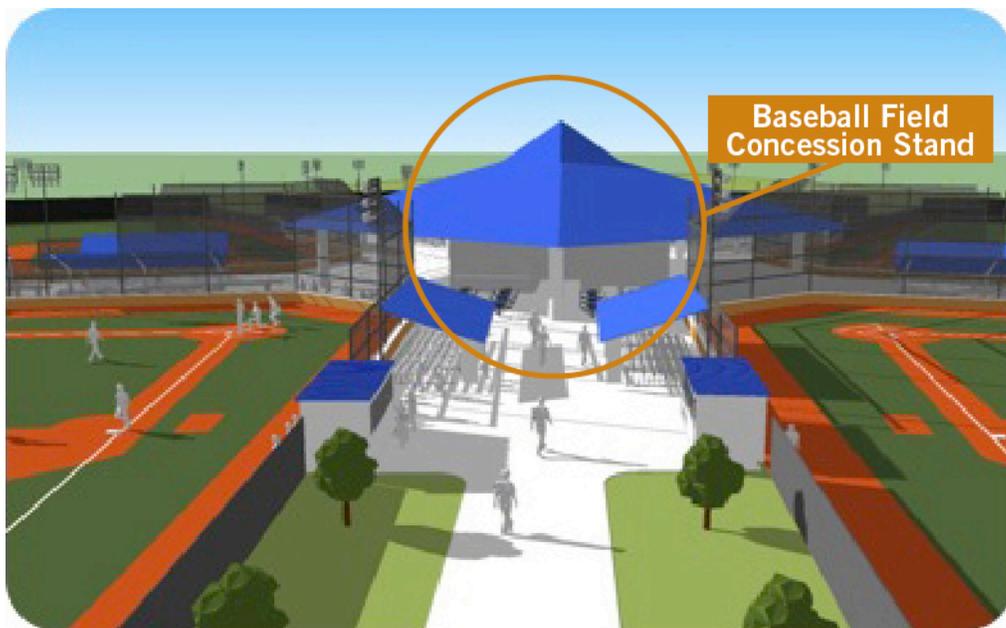
One

**Sponsorship Benefits:**

- Sponsor name displayed at concession stands
- Link from Youngsville Sports Complex's website to sponsor's site
- Sponsor name on all adult tournament literature
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$10,000
- 2<sup>nd</sup> year: \$12,500
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$15,000



## Catering

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- To be determined

**Cost:**

- TBD by RFP responses



## Baseball Field Naming Rights

**Duration:**

Five years (2014-2018)

**Availability:**

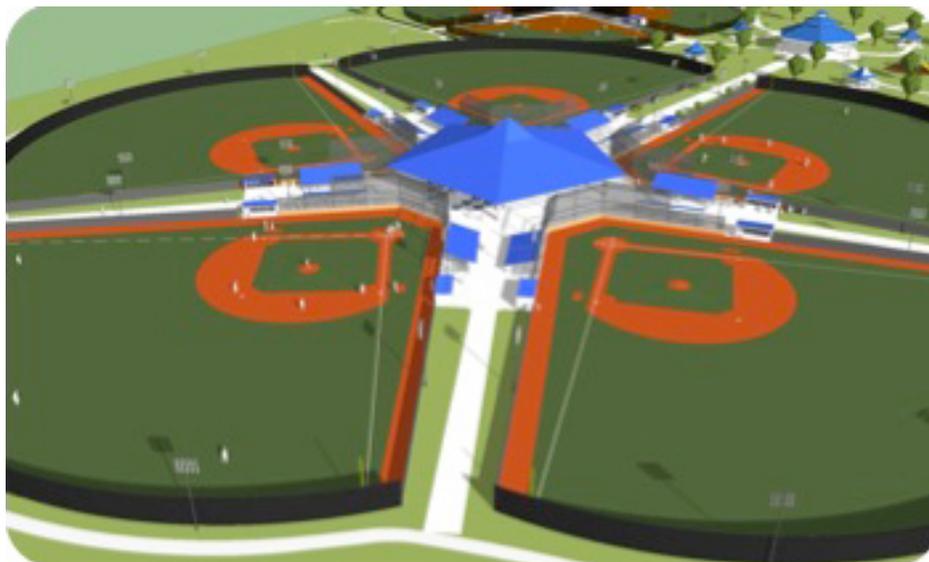
Five

**Sponsorship Benefits:**

- Sponsor has naming rights to selected baseball field
- Sponsor name to be displayed in the center position of backstop
- Sponsor name to be displayed on 8' x 64' sign in outfield
- Sponsor name to be displayed on field foul posts (2)
- Sponsor name to be embedded into infield turf
- Sponsor name on all baseball schedules and literature
- Sponsor name displayed on the Youngsville Sports Complex's website
- Sponsor name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$15,000
- 2<sup>nd</sup> year: \$17,500
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$20,000



## Tennis Facility Naming Rights

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor has presenting naming rights of the entire tennis complex
- Sponsor name displayed at facility entrance
- Sponsor name displayed on walls of pro shop, concession stand and observation deck
- Sponsor name on all tournament schedules and literature
- Sponsor name displayed on the Youngsville Sports Complex's website
- Press release to local media outlets announcing sponsorship
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$10,000
- 2<sup>nd</sup> year: \$15,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$20,000



## Softball Field Naming Rights

**Duration:**

Five years (2014-2018)

**Availability:**

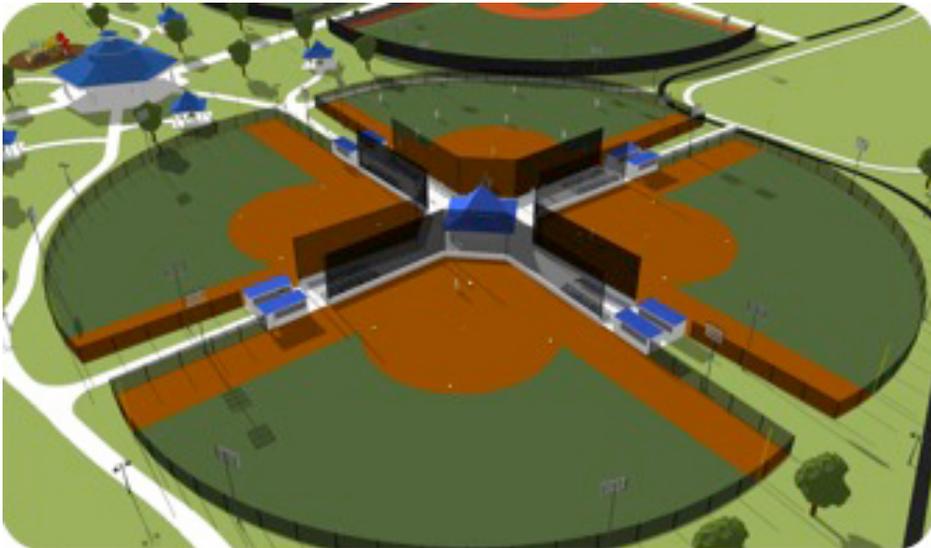
Four

**Sponsorship Benefits:**

- Sponsor has naming rights to selected softball field
- Sponsor name to be displayed in the center position of backstop
- Sponsor name to be displayed on 8' x 40' sign in outfield
- Sponsor name to be displayed on field foul posts (2)
- Sponsor name on all softball schedules and literature
- Sponsor name displayed on the Youngsville Sports Complex's website
- Sponsor name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$10,000
- 2<sup>nd</sup> year: \$12,500
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$15,000



## Champion Soccer Field

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor has naming rights to championship field
- Sponsor name displayed on 8' x 4' double-sided field sign on championship field
- Sponsor name displayed on back netting system on championship field
- Sponsor name on all soccer schedules and other literature that features the championship field
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$8,000
- 2<sup>nd</sup> year: \$10,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$12,500



## Batting Cage

**Duration:**

Five years (2014-2018)

**Availability:**

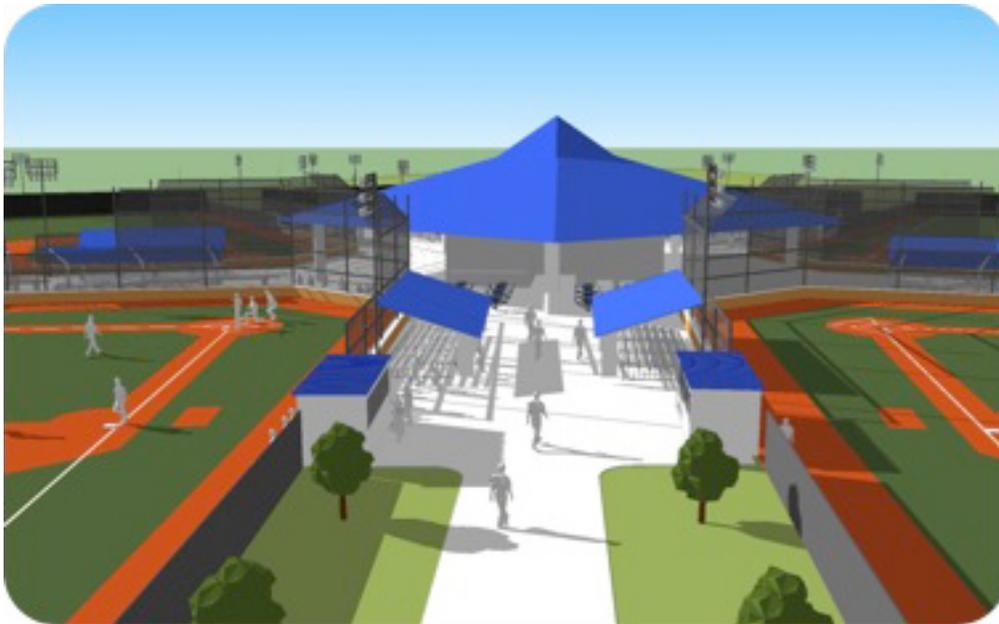
One

**Sponsorship Benefits:**

- Sponsor has naming rights to all 5 batting cages
- Sponsor name to be displayed at the entrance to cages
- Sponsor name on all schedules and other literature that features the baseball and softball facilities
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$6,000
- 2<sup>nd</sup> year: \$7,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$8,000



## Double Play Baseball & Softball Outfield Signage

**Duration:**

Three years (2014-2016)

**Availability:**

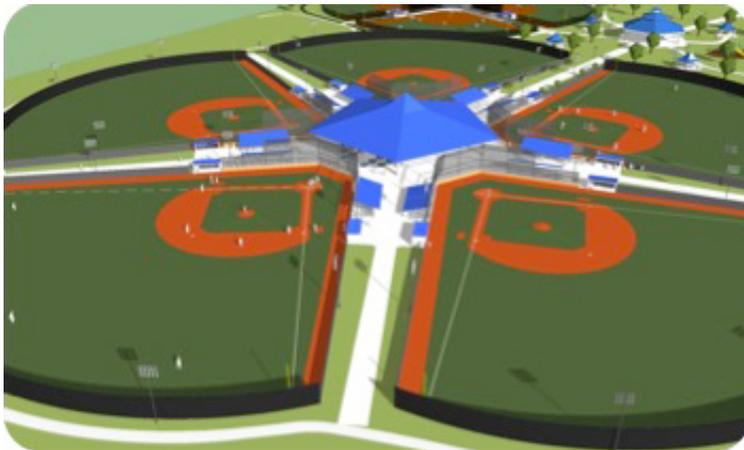
Fifteen

**Sponsorship Benefits:**

- Sponsor name displayed on 8' x 12' signage placed on fencing at all 5 baseball fields and 4 softball fields (one sign per field for a total of nine)
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$6,000
- 2<sup>nd</sup> year: \$7,000
- 3<sup>rd</sup> year: \$8,000



## Large Soccer Field

**Duration:**

Five years (2014-2018)

**Availability:**

Four

**Sponsorship Benefits:**

- Sponsor name displayed on 8' x 4' double-sided field sign on selected field
- Sponsor name displayed on back netting system on the selected field
- Sponsor name on all soccer schedules and other literature
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$6,000
- 2<sup>nd</sup> year: \$7,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$8,000



## Small Soccer Field

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor name displayed on field sign on smallest field
- Sponsor name on all soccer schedules and other literature
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$4,000
- 2<sup>nd</sup> year: \$5,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$6,000



## Main Entrance/Parking Lot

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor has naming rights to the Youngsville Sports Complex's main parking lot
- Sponsor name on schedules and other literature that features parking accommodations and directions, including the Youngsville Sports Complex's website
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$4,000
- 2<sup>nd</sup> year: \$5,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$6,00



## Water, Bridge & Fishing Pond

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor to obtain naming rights to the 3.4 acre fishing pond and pier/dock
- Sponsor name displayed at entrance and exit of wooden bridge
- Sponsor name on literature that features the entrance and fishing pond
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$4,000
- 2<sup>nd</sup> year: \$5,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$6,000



## Playground

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor has naming rights to the playground
- Sponsor name on literature that features the playground facilities
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$4,000
- 2<sup>nd</sup> year: \$5,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$6,000



## Secondary Entrance/Parking Lot

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor has naming rights to secondary parking lot
- Sponsor name on schedules and other literature that features parking accommodations and directions, including the Youngsville Sports Complex's website
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$3,000
- 2<sup>nd</sup> year: \$4,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$5,000



## Health & Fitness

**Duration:**

Five years (2014-2018)

**Availability:**

One

**Sponsorship Benefits:**

- Sponsor to obtain naming rights to 1-mile walking path and two exercise stations
- Sponsor name displayed at walking path entrance, exercise stations and twice along trail
- Sponsor name on literature that features the walking path
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$3,000
- 2<sup>nd</sup> year: \$4,000
- 3<sup>rd</sup> – 5<sup>th</sup> years (per year): \$5,000



## Double Play Baseball & Softball Backstop

**Duration:**

Three years (2014-2016)

**Availability:**

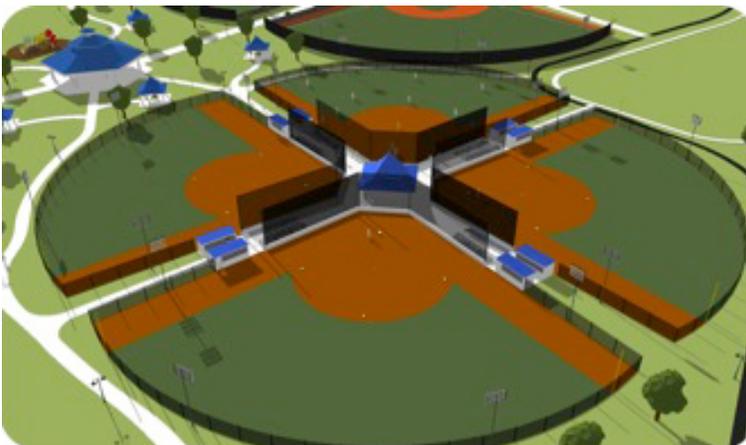
Four

**Sponsorship Benefits:**

- Sponsor name displayed on backstop at all 5 baseball fields and 4 softball fields (one sign per field for a total of nine)
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$1,500
- 2<sup>nd</sup> year: \$2,000
- 3<sup>rd</sup> year: \$2,500



## Picnic Pavilion

**Duration:**

Three years (2014-2016)

**Availability:**

Eight

**Sponsorship Benefits:**

- Sponsor has naming rights to (one) selected pavilion
- Sponsor name displayed at selected pavilion
- Sponsor name displayed on the Youngsville Sports Complex's website
- Name permanently displayed as a founding sponsor

**Cost:**

- 1<sup>st</sup> year: \$1,000
- 2<sup>nd</sup> year: \$1,500
- 3<sup>rd</sup> year: \$2,000



## Baseball or Softball Field Sign

**Duration:**

Three years (2014-2016)

**Availability:**

105 Individual Baseball Signs

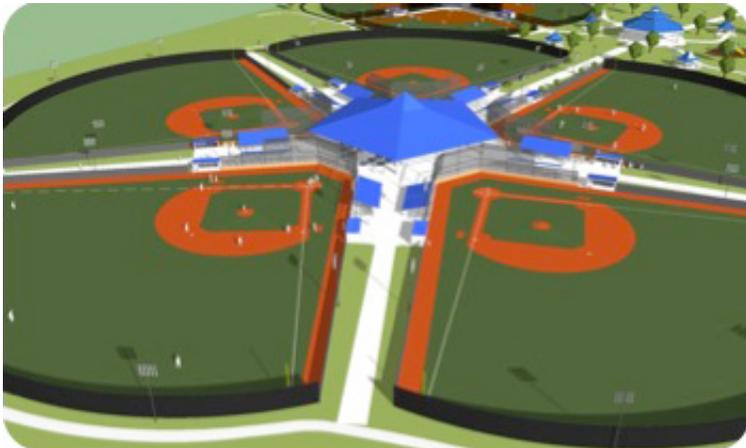
40 Individual Softball Signs

**Sponsorship Benefits:**

- Sponsor name displayed on 8' x 12' signage placed on fencing at individual baseball and/or softball field(s)
- Individual signs and multi-sign packages are available on a first come, first serve basis:
  - 105 individual baseball signs available (21 per field)
  - 40 individual softball signs available (10 per field)

**Cost:**

- 1<sup>st</sup> - 3<sup>rd</sup> year: TBD based on the number of signs sponsored  
\$1500 per year for one sign



### Sponsorship Pledge Form

**Business Name:** \_\_\_\_\_

**Contact's Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Description of Sponsorship Package:**

**Pledged Amount: \$** \_\_\_\_\_

**Sponsor:**

**Youngsville Sports Complex  
Representative:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Printed Name**

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Please make checks payable to Youngsville Sports Complex.

## YOUNGSVILLE SPORTS COMPLEX SPONSORSHIP AGREEMENT

This Sponsorship Agreement (“the Agreement”) is entered this the \_\_\_\_ day of \_\_\_\_\_, 20\_\_, between the City of Youngsville (“the City”) and \_\_\_\_\_ (“Sponsor”).

1. Purpose: The purpose of this Agreement is to define the nature and scope of sponsorship benefits to the sponsor and the level of financial support to be provided to the City by the Sponsor with respect to the establishment and operation of Youngsville Sports Complex (“YSC”).
2. Term: The initial term of this Agreement shall be \_\_\_\_year(s), beginning on the \_\_\_\_ day of \_\_\_\_\_, 20\_\_, and ending on the \_\_\_\_ day of \_\_\_\_\_, 20\_\_. Upon written notice to the City no later than three (3) months prior to the expiration of this Agreement, Sponsor shall have the right to continue the sponsorship at the same level as provided in this Agreement for another identical term. However, the City reserves the right to renegotiate the cost of such sponsorship and/or any other term of this Agreement, consistent with then-applicable costs and terms to other sponsors or such costs and terms as may be set by the City. The City agrees to enter into a new sponsorship agreement in the event that Sponsor elects to renew the sponsorship.
3. Cost and Benefits: The cost and benefits of this Agreement shall correspond to those set forth in the Schedule of Benefits attached hereto as Exhibit “A”, according to the level of sponsorship indicated below:  
  
The City reserves the right to adjust the cost of sponsorship at any time. In the event that the cost of sponsorship decreases subsequent to the execution of this Agreement, Sponsor shall receive an equivalent price adjustment on a prospective basis only.
4. Payment: Payments shall be made quarterly, commencing on the first (1st) day of the month following [the opening of YSC/execution of this agreement]. Or at a time specified between the City and the Sponsor.
5. Signage: The City shall acquire, install, and maintain all signage contemplated by this Agreement at its own cost. The City shall work with Sponsor to achieve a design that is acceptable to both parties, but all decisions concerning design, layout, placement, size, color, and/or style of sponsorship signage shall be left to the sole discretion of the City.
6. Funds: All funds received from the Sponsor pursuant to this Agreement shall be placed in the YSC operational fund and used for constructing, maintaining, operating, and/or marketing the facility.
7. Unavoidable Circumstances: The City shall not be responsible to Sponsor for its failure to perform any of the obligations imposed by this agreement if such failure is occasioned by fire, catastrophic weather conditions, strikes, lockouts, shortage of labor or material, riots, war, civil strife, acts of terrorism, governmental laws, restrictions or regulations, or any other occurrence whatsoever that is beyond the control of the City.
8. Completion: The City’s obligations under the terms of this Agreement are expressly conditioned upon the successful completion, opening, and continued operation of YSC. If YSC does not open or ceases to operate at any point during the duration of this Agreement, both parties’ obligations hereunder shall be discharged.

9. Hold Harmless: The Sponsor agrees to indemnify and hold the City harmless for damage to any signage or other document, material, or thing contemplated by this Agreement.

10. Assignment: Sponsor shall not assign this Agreement or the rights provided to it herein to any third party without the express written permission of the City.

11. Governing Law: This Agreement shall be governed, construed and interpreted by, under the laws of the State of Louisiana.

12. Severance: If any provision of this Agreement or the application thereof shall, for any reason and to any extent, be invalid or unenforceable, neither the remainder of this Agreement nor the application of the provision to other persons, entities or circumstances shall be affected thereby, but instead shall be enforced to the maximum extent permitted by law.

13. Entire Agreement: The parties agree that this document contains the entire agreement between the parties and this Agreement shall not be modified, changed, altered or amended in any way except through a written amendment signed by all of the parties hereto.

14. Approval: This Agreement is expressly conditioned upon review and approval of the Agreement by the City.

IN WITNESS WHEREOF, the parties have affixed their signatures below.

\_\_\_\_\_  
THE CITY OF YOUNGSVILLE

\_\_\_\_\_  
SPONSOR

By: \_\_\_\_\_

By: \_\_\_\_\_

Position: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_