

CICO COMPLEX



MANHATTAN
Parks & Recreation
FOUNDATION

NAMING & SPONSORSHIP PACKAGES

Contact:

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Naming & Sponsorship Benefits



> Premium Exposure

Sponsoring the new baseball/softball complex at CiCo Park offers a unique opportunity to connect with a family-focused audience and gain significant brand exposure. With 300,000 annual visitors and 15,000 cars passing daily, the complex provides high-traffic visibility through prominent signage and strategic placements. Naming and sponsorship packages include benefits such as recognition on the complex's website, scheduling platform, event programs, and social media, along with in-person and online visibility during games—maximizing your brand's reach and engagement across multiple channels.

> Targeted Marketing

With packages including naming rights to specific areas such as the view deck, fields, warm-up area, scoreboards, and pavilions, your brand can connect directly with targeted segments of our audience. By aligning your brand with these high-visibility areas, you can effectively reach families who frequent popular locations like Downtown and Aggieville business districts.

> Strategic Community Engagement

Our packages extend beyond mere quick billboard visibility. The complex will host leagues, tournaments, and special events, creating dynamic and engaging environments for participants and spectators alike. These events provide unique opportunities for donors to have their business logo and information in front of a captured audience who tends to stay in the complex for an average of one and half hours.

Naming & Sponsorship Benefits



> Measurable Impact

With detailed visitor insights, including spending habits and popular local destinations, sponsors can tailor their marketing strategies for maximum impact. The 11% of visitors who dine out, 2.6% who shop, and 6.7% who visit other leisure businesses offer valuable insights into how your sponsorship can influence and attract potential customers.

> Long-Term Commitment

To maximize the benefits of your sponsorship and ensure consistent brand exposure, we require a minimum five-year commitment for all naming rights packages, and a three-year commitment for the A-level sponsorship package. This long-term engagement allows for sustained visibility and the opportunity to build a lasting relationship with our community.

Selecting a naming or sponsorship package for the baseball/softball complex is more than just an investment in visibility; it's an opportunity to engage meaningfully with a dynamic community, enhance your brand's reputation, and drive strategic business outcomes. With a variety of packages to choose from—Hall of Fame, MLB, AAA, AA, and A, your brand can align with premier community assets and enjoy the numerous advantages of supporting beloved local facilities.

Naming Packages

BASEBALL/SO



Hall of Fame Naming Rights

Naming rights to entire complex

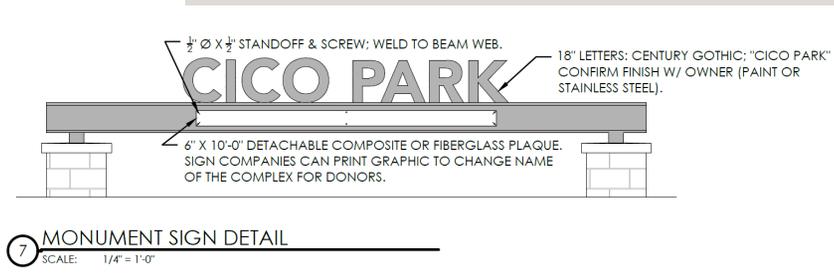
Accepting Proposals

The first proposal review will be
June 27, 2025

Prominent signage at entrance on
west side of the complex and in
northeast corner of complex at
Kimball and Wreath intersection

Signs will be designed and installed
to match the style of the facility
with organization/individual's
brand/logo

Brand will be prominently displayed
on all schedules, event promotion
and with any mention of the
complex



Naming Packages



MLB Naming Rights

Naming rights to view deck

**Starting at
\$100,000**

Sponsors will have exclusive naming rights to the outdoor view deck located on top of the building at the complex

• The brand will be prominently displayed on signage around the deck and mentioned in promotional materials for the complex's events

• Signs will be designed and installed to match the style of the facility with organization/individual's brand/logo

• This offers premium visibility, particularly during high-profile games and tournaments



Naming Packages



AAA Naming Rights

Naming rights to a field or warm-up area

\$75,000

Naming opportunities for each of the four fields

•
Naming opportunity for the Warm-up Area

•
Sponsors will have their logos/ name featured in the turf field on the field or in the Warm-up area and on signage in each area, ensuring consistent brand exposure to athletes and visitors

•
Turf logos will be approximately 15' x 15' and adapted to fit the organization/individual's brand/ logo



Naming Packages

AA Naming Rights

Signs will be designed and installed to match the style of the facility with organization/individual's brand/logo

Concession Room
\$50,000

Playground
\$50,000

Scoreboard
\$25,000

4 scoreboards available

Dugout
\$20,000

4 sets of 2 dugouts available

Bullpen
\$5,000

4 sets of 2 bullpens available



Concession Room



4 sets of 2 dugouts available

Sponsorship Package

BASEBALL/SOFTBALL



A Sponsor

Signs will be designed and installed to match the style of the facility with organization/individual's brand/logo and slogan/wording of choice

Brand will be displayed prominently on streaming service

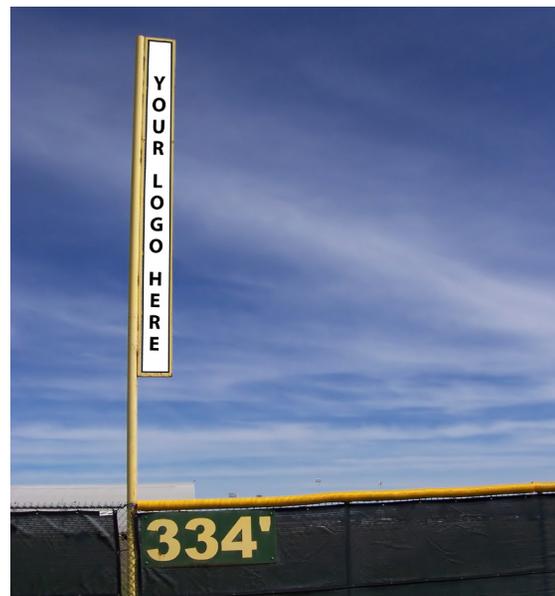
Foul Pole \$3,000

4 sets of 2 located on same field available

Up to 15' x 1' vertical vinyl banners

Fence Sign \$1,500

4' x 8' vinyl horizontal banners



Interest/Proposal Form

Name: _____

Organization Name: _____

Naming Requested: _____

Address: _____

Phone: _____

E-mail: _____

Pre-Priced Packages

Please select all naming right/sponsorship options you are interested in.

- > **MLB** \$100,000
- > **AAA** \$75,000
- > **AA**
 - Concession Room** \$50,000 **Dugout** \$20,000
 - Playground** \$50,000 **Bullpen** \$5,000
 - Scoreboard** \$25,000
- > **A Sponsorship**
 - Foul Pole** \$3,000 **Fence Sign** \$1,500

- > All packages require an agreement between the City of Manhattan, Manhattan Parks and Recreation Foundation and the individual/organization purchasing the package.

Hall of Fame Proposal

Proposed Complex Naming Amount: _____

Length of Time (5 years min.): _____

Review of proposals begins June 27, 2025, subject to the City's right to extend the deadline for review. The City will select the proposal that is in the best interests of the City and in compliance with its naming policy outlined in the City Resolution No. 121724-B. The City reserves the right to reject any and all proposals.

This form may be returned to: Greater Manhattan Community Foundation, 555 Poyntz Ave #269, Manhattan, KS 66502

Or to the emails listed below:

Aaron Stewart
Director of Parks and Recreation
aaron.stewart@cityofmhk.com

Gail Urban
**Chair of Manhattan Parks
and Recreation Foundation**
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**THANK
YOU!**

CICO COMPLEX