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# REPORT

Minnesota Department of  
Trade and Economic Development

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1989





## NATIONAL SPORTS CENTER-----CORPORATE PARTNERSHIP

The National Sports Center offers a combination of unique elements to create an excellent and effective marketing mix for its corporate partners.

The effective combination of three major elements: lifestyle, event association, and sponsorship through the corporate partner program will allow complete integration and maximum impact for you into the local and national amateur sports marketplace.

By nature of the general acceptance of the amateur sport world, its goals of the health and fitness for all, of the Olympic dream, the development of the National Sports Center, the facilities emphasis on the programming for local and statewide athletes, as well as national and international events, the community pride involved in the development, funding, construction and utilization of this state-of-the-art facility - our corporate partners are offered an opportunity to be involved in one of the most unique sports programs in the country today through the phasing of all of the above elements.

Because of the many levels of sport participation offered at the National Sports Center, your corporate partnership offers you an opportunity for exposure at numerous events, camps, developmental programs, and educational programs.

The National Sports Center will have a strong identity in the marketplace. It will be an exciting place for athletes young and old to gather, practice, learn and watch.

By carefully building a year-round program for our partners, we will insure them of constant and consistent exposure through wholesome, creative image-building programs that will ensure a true and clear perception of their corporate identity, the endorsement of the wholesome aspects of both youth and senior sports programming, and the drive and desire to improve and excel in a chosen pursuit, by an amateur athlete, in promoting a healthier society and contributing to the community in which we live. Our partners are assured of positive recognition from a combination of over one million National Sports Center participants and spectators per year.

We appreciate your consideration of the enclosed, and hope you will decide to join us as a corporate partner.



## NATIONAL SPORTS CENTER ----- SIGNAGE

Because of the many events that will be held at the National Sports Center's venues, ranging from local to national/international, it is felt important that our corporate partners be visible at all of the sport venues, the entrance to the facility, and throughout the complex, allowing for complete integration through signage into the facility.

It is anticipated that over one million people will utilize the facility in its first year. This figure represents a combination of athletes, coaches, officials and administrators as well as spectators. In addition, both local and national media will cover a variety of activities and events that will be hosted by the facility, with coverage on both local and national television and in local and national newspapers. All of the above will be impacted by our corporate partner's signage mix.

This signage mix, unique, creative, effective and consistent in all areas of the Center, will provide for you an ideal window to all participants and spectators that visit the National Sports Center. The facilities overall aim through its signage is to insure that everyone visiting the Center is made aware of who our corporate partners are.

To effectively create an impression on both the athletes and spectators, and also transportation passing the facility, the National Sports Center's signage package will include:

### The National Sports Center's Corporate Partners' Display Walls.

Positioned along the 105th Avenue perimeter of the National Sports Center, --- ---- would be featured in a uniquely designed display wall. The walls will be positioned at equal distance from each other providing a frontage display for the 105th Avenue side of the National Sports Center property. Built of brick and surrounded by a beautiful combination of evergreen shrubbery, each individual display wall will feature the logos of the National Sports Center's gold medal corporate partners. The logos will be back-lit, allowing for a constant display. The display walls will be designed in an extremely professional and aesthetically pleasing manner and will register an initial impact with everyone as they enter or pass by the National Sports Center.

National Sports Center Marquee. Positioned on the northwest corner of the National Sports Center's property will be a state-of-the-art display marquee. The display will include the names, times, and locations of upcoming events and activities. It will also have the ability on a rotisserie basis to identify the corporate sponsors of our facility.

One-twelfth of the display time devoted to our corporate sponsors will be allocated to ----- . In addition, all events, and programs will be advertised as appropriate on this display.



**Illuminated Walk-way Signage** Having parked at the National Sports Center to practice, compete or spectate, the visitor to our facility will walk to one of three sites along two walkways on each side of the National Sports Center's Exhibition field.

Standing just above ground-level, these approximately 3' x 4' illuminated signs, will be conveniently spaced along the walk-ways to the major venue areas. Tastefully designed, the walk-way signs will serve two purposes:

- o To display our corporate partner's logo.
- o To light the walk-ways after sunset.

In maintaining an effective mix for our corporate partners, your corporations's logo will be displayed prominently at all three major venues in the National Sports Center Complex.

**The Stadium Scoreboard.** The showcase facility of the National Sports Center will be highlighted by a state-of-the-art sport information display scoreboard. The scoreboard will have the ability to display our corporate partner's logo on a permanent basis, thus offering a consistent display throughout all major events that are staged at the National Sports Center.

**Stadium Wall Signs.** Visibility at all major stadium events is embellished through a corporate partner's logo display on the stadium's interior walls. The number of impressions these 2 1/2 x 12'signs will create will be enormous when you consider the thousands of athletes, coaches, officials, and spectators who will utilize the stadium, along with the vast exposure that will be gained through television both locally and nationally.

**The National Sports Center Sports Hall.** Along the inside wall of the main sports hall will be featured back-lit ad panels. These panels, approximately 2 1/2' x 12' offer constant exposure to all athletes and spectators involved in our year-round indoor programs.

**The National Sports Center Velodrome.** The velodrome is a 250 meter circuit, seven meters wide, state-of-the-art, all wood cycling track. At the top of the track, separating the athletes and spectators is a restraining wall approximately three feet high. Each corporate partner will participate in one of the most important vehicles utilized in sports advertising today, the dasherboard. The size of the corporation's advertisement will be approximately 2 1/2' x 12' which will give constant exposure for the seven months of our cycling program.

**Special Event Signage.** The National Sports Center will construct for each of our corporate partners, a portable logo display board. As the National Sports Center hosts certain special events, it will be possible to transport this portable display to the location of the event. The display will be double-sided, approximately 2 1/2 x 12', and a ground-level structure.





## NATIONAL SPORTS CENTER ----- PRINT

A number of print vehicles will be utilized by the National Sports Center to promote its programs and events. Our corporate partners will be included in all of the following:

### National Sports Center Yearbook

The National Sports Center yearbook will be produced annually and include features on the facility, its construction, programming, activities, and events. There will be photographs and articles on world-class athletes who have utilized the facility, and articles on young developing athletes from our area who are striving for recognition.

The National Sports Center yearbook will be distributed to a VIP mailing list of approximately five thousand people, including legislatures, national governing body executive boards, local political and service organizations, local key sports figures and administrators. In addition, the yearbook will be on sale at the National Sports Center on a year-round basis and will be sold at all major events held at the facility.

Our corporate sponsors will receive:

- o One full page four-color placement

### National Sports Center Programming Guide

On an annual basis, the facility will produce a four-color guide to the National Sports Center's physical plan and its programs.

This will be mailed to thousands of area athletes registered with the track and field, soccer, cycling, weightlifting and wrestling governing bodies.

This will also be available to each person who visits the National Sports Center, whether as a participant or spectator, and will be available to mail as the major informational brochure of the facility.

Included in this guide, will be a special recognition page featuring our corporate partners.

All activities and events that are included in a corporate partner's agreement will be included in the guide with logo displays.



### **Program Advertisement Placement.**

Our corporate partners will be featured in all programs that are sold for major events that are the property of the National Sports Center. In the sport of cycling alone, this is anticipated to be more than 50 events annually.

- o One full page four-color placement

### **National Amateur Sports Institute Programming Guide.**

The National Amateur Sports Institute is designed to complement activity programming while assisting in the development of athletic ability through utilization of the most effective and current techniques available in modern sports education. The Institute will develop its own programming guide. Our corporate partners will be featured prominently in this guide and acknowledgment will be made of our partner's contribution to the programs of the facility.



## National Sports Center ----- Event Sponsorship

The National Sports Center will play host to many major sporting events on an annual basis. These events fall into two categories:

- (a) major events where the Center leases its facility to the event organizers and
- (b) events that are either secured by or developed by the National Sports Center staff and are the property of the Center.

### Major Sporting Events

Of the events where the rights are retained by the National Sports Center, the Center's staff will work with our corporate partner in establishing the name and title sponsorship of one of these major events for the partner. The partner will be guaranteed for this event:

- o The event's name and title sponsorship exclusively.
- o As a minimum the event will command a twenty thousand dollar media buy.
- o Marquee displays at the National Sports Center entrance announcing the event. These will take place, as a minimum, two weeks prior to the event.
- o Develop an appropriate point of sale promotion that enhances retail for the corporate partner.
- o Recognition in all materials produced for circulation of news by the Center.
- o An event program article on corporate partner and inclusion of corporate partner relationship to the event in all media releases.
- o A pre-event ceremony that includes the recognition of -----
- o An awards ceremony that includes representatives of -----





### Public and Media Relations Program

For each major event, in addition to the sponsorship program, the Center's staff in conjunction with the corporate partner's public relations department, will assist in building a public and media relations program around the event. The goals of this program will be:

- o To gain a wide range of media awareness around the event by developing:
  - pre-event functions/activities
  - event awareness,
  - post-event exposure through interviews, etc.
- o To integrate the corporate partner and the event into the media via:
  - press releases,
  - radio/television talk shows,
  - creative features on athletes,
- o If appropriate, include a charitable organization in the event.

The public/media relations goal for the event will be to assist in:

- o generating greater awareness and interest
- o optimize the potential for ticket selling
- o embellish the event

Where appropriate, the Center's staff will also assist in helping develop internal communications for use by ----- to assist in informing the employees of ----- of the relationship with the National Sports Center.

### Entertainment

Our corporate partners will have the opportunity to be both entertained and to entertain at these events.

- o Utilization of a room in the National Sports Center for any entertaining that you may require both prior to and at the conclusion the event.
- o 100 VIP tickets for the event
- o Parking passes available for the event
- o Pre-event ceremonies
- o Scoreboard and public-address recognition

### Major Youth International Sporting Event

In addition, our corporate partners will be involved in one other major National Sports Center event in cooperation with all of the members of this corporate program. The event will, as a minimum, be given the level of support as outlined in the previous paragraphs and it is hoped it will be a major youth international sports event.



### **Additional Individual Sporting Event**

The National Sports Center will host a number of major sporting activities that will involve predominantly local athletes participating in home-grown events. The National Sports Center's corporate partners are guaranteed involvement in one of these major youth events and will as a minimum, receive:

- o The event's name and title sponsorship
- o As a minimum, the event will command a \$5,000 media buy
- o Marquee displays at the National Sports Center's entrance announcing the event, as a minimum, one week prior to the event.
- o A pre-event ceremony that includes recognition of -----
- o An awards ceremony that includes representatives of ----- being involved with the presentation of trophies and prizes.





### National Sports Center-----Youth Development & Educational Programs

In combination with another corporate partner and a media presenter, ----- will be involved in one of the most unique programming aspects of the National Sports Center.

After selecting the sport in which you would like to be involved ----- will participate in one of the most crucial programs in the development and awareness of the facility and the area's young athletes. This program in itself will tie the co-partners intrinsically to the community as a strong proponent of amateur sports.

### National Sport Center Assembly and Speakers Bureau

The staff of the National Sports Center are producing five individualized assembly programs and one general informational presentation to utilize for adult groups. It is anticipated that over one hundred presentations will be made by each bureau. The program will consist of a film, followed by a demonstration, an explanation of the National Amateur Sports Institute, with a competition for the gathered group to conclude the program. All introductions, printed materials, "T" shirts, plus competitions will include recognition of the corporate partners as well as the partners being recognized as title sponsors of this program.

An extension to this program will be an invitation to the school/group on behalf of the National Sport Center's corporate partner to visit the Center for a conducted tour and participation in some of the Center's activities.

### National Sport Center's Developmental Programs

Having selected the sport that ----- would like to be involved with, a developmental program for young athletes, through nineteen years of age, will be conducted at the National Sports Center. The curriculum of these programs will concentrate on the development of an athlete's technique, and skills in a particular sport plus include aspects of the National Amateur Sports Institute program. Examples of the developmental programs in different sports are:

- o Track stars in Track and Field
- o Young kickers in Soccer
- o Pee wee peddlers in Cycling
- o Olympic hopefuls in Weightlifting
- o Kids and Bantam developmental wrestling program



All participants in this program will receive literature, 'T' shirts, certificates of participation, and other items that will indicate our corporate partner's involvement in the program. ----- would also be recognized as title sponsor of this program in partnership with one other corporation.

#### **National Sport Center Summer Sport Camp Program**

The National Sports Center will host as a minimum, two weeks of summer programming both of a residential and non-residential nature, in each of its five major sports. The programming and marketing of these camps will involve extensive advertising, printed materials, 'T' shirts, equipment, certificates of participation, plus video presentations. The quality of staffing, curriculum and organization will make these sport camps a once-in-a-lifetime experience for all attendees. Each camp's curriculum will also include elements of the National Amateur Sports Institute core curriculum and staff.

It is anticipated that two of the Center's corporate partners will share sponsorship of each of these sport camp opportunities.

#### **National Sports Center ----- Annual Highlight Video**

At the conclusion of each year's activities, a promotional highlight video tape will be produced for the corporate partners of the National Sports Center. Our partners will be featured on numerous occasions throughout the video tape which will be utilized as part of the National Sports Center Speakers' Bureau the following year.

#### **National Sports Center ----- Annual Calendar of Events**

A beautiful four-color Calendar of Events will be produced annually of behalf of the corporate partners of the National Sports Center. Each sport and facet of facility will be included in the calendar which, once again, includes the corporate sponsor's relationship with particular sports and athletic events.

The calendars will be distributed to area businesses, sport and entertainment establishments, local radio and television stations, area athletes in our five sports and the master mailing list of the Minnesota Amateur Sports Commission.



## National Sports Center-----Our Commitment To Our Corporate Partners

At the conclusion of each year of our relationship, the corporate partner will be presented with a detailed document that will record the partner's involvement throughout the year in the programs and events of the National Sports Center. Each event and activity will be reviewed with our partners, so that constant evaluation of the program will take place.

### Review of the Corporate Package

The philosophy of our partnership is to help give our corporate partner the opportunity to build equity in the programming and events of a very unique facility. The positive community spirit, the awareness by athletes, coaching officials, administrators and spectators will allow our corporate partners' names to become synonymous with amateur sports in our area.

The above will be achieved through a tremendous mix of:

- Signage
  - o Corporate partners display wall
  - o Marquee signage at the entrance to National Sports Center
  - o Illuminated walk-way signs
  - o Stadium scoreboard
  - o Stadium interior wall sign
  - o Back-lit sports hall signage
  - o Velodrome dasherboard
  - o Special event signage
- Print
  - o National Sports Center Yearbook
  - o National Sports Center Programming Guide
  - o Event program ad placement
  - o National Amateur Sports Institute Programming Guide
- Events
  - One major sporting event per year which includes as a minimum:
    - o Name and title sponsorship
    - o Twenty thousand dollars of media support
    - o Marquee displays at the entrance to the National Sports Center
    - o Publication recognition of our partner
    - o Development of a retail point of purchase promotion
    - o Public and media relations program built around the event.
    - o Entertainment includes 100 VIP tickets, parking passes, pre-event ceremonies and scoreboard recognition.
  - One major youth international sporting event:
    - o A co-partnership with each gold corporate partner involving all of the elements outlined above.

One major sporting event per year which is oriented towards local youth athletes which includes as a minimum:





- o Name and title sponsorship
- o Five thousand dollars of media support
- o Marquee displays at the entrance to the National Sports Center
- o Pre- and post-event recognition

#### Youth Development and Educational Programs

- o Speakers Bureau Sponsorship with over 100 speaking engagements
- o Involvement with a sports developmental program
- o Summer camp program in one of the Center's major sports

#### Annual Highlight Video

- o Our partners will be featured prominently in the annual highlight video tape of the Center.

#### Annual Calendar of Events

- o Prominently positioned in the annual calendar of events for the facility.

The enclosed represents a partnership proposal for three years 1990, 1991, and 1992.

----- investment in the years 1990, 1991, 1992 will be one hundred seventy-five thousand dollars.

This agreement will also give ----- the first rights to extend this package for four years - 1993, 1994, 1995, 1996 in its product category on an exclusive basis.

The National Sports Center would like to thank you for your consideration of this partnership proposal.



**National Sports Center/Blaine Minnesota**

**exclusive relationship with its**

**Corporate Partner**

---

By agreeing to be one of the Corporate partners of the National Sports Center/Blaine Minnesota, the partnership agreement grants you exclusively in your product category -----

As an expression of gratitude and in appreciation of your decision to be a corporate partner, a plaque will be unveiled at our opening ceremonies in early 1990 by a representative of your corporation.

