



Dallas Park & Recreation

Phase I Asset Inventory & Valuation

August 17, 2023



Introductions



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Our Firm



Founded in 1994, Superlative is headquartered in Cleveland with satellite offices in London.

We are an industry-leading team of sales executives, valuation analysts, attorneys and accountants that lead the sponsorship marketing process from asset identification and valuation through negotiation, closing and auditing of partnerships.

Superlative is the foremost expert in the valuation and sale of Naming Rights and corporate sponsorships for public and private sector clients, including Preferred Partnership Programs (P3s) at higher education institutions.

For nearly 30 years, Superlative has valued and negotiated more than \$3 billion in Naming Rights and corporate sponsorships for our clients.

Valuation Process

Valuation Report- Key Activities



Specific Activities

<ul style="list-style-type: none"> • Initial Desktop Research • Project Initiation Meeting • Site Visits • Collation of Digital Inventory • Review of sponsorship policies & political considerations • Analysis of existing sponsorship Contracts • Agree structure of Phase 1 Report 	<ul style="list-style-type: none"> • Assess number of visitors • Assess number of impressions (visitors, traffic, ridership, etc.) <ul style="list-style-type: none"> • Current Media • Potential Media • \$ Value of Media • Consider demographics • Assess "quality of exposure" • Assess cost of engagement • Establish utilization of existing assets 	<ul style="list-style-type: none"> • Assess direct & tangible benefits <ul style="list-style-type: none"> • Onsite signage • Events & ticket packages • Display opportunities • Use of media rate cards to assign price to each benefit identified • Financial Modeling of impressions and Contract term options 	<ul style="list-style-type: none"> • Identify comparable benchmarks • Research commercial terms & contract values of benchmarks • Quantifiable evaluation of impressions • Rank assets in order of potential to generate revenue • Discuss and review with client • Agree shortlist of assets for Phase II sales process 	<ul style="list-style-type: none"> • Collate desktop research, key findings and valuation of assets • Identify target companies for Phase II activity • Develop implementation strategies for Phase II • Develop draft report for review by client • Present findings to client and any key stakeholders • Report finalization
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Outputs

<ul style="list-style-type: none"> • Develop understanding of existing assets & sponsorships 	<ul style="list-style-type: none"> • Agree base inputs for quantitative evaluation of impressions 	<ul style="list-style-type: none"> • Assess Return on Investment for sponsors 	<ul style="list-style-type: none"> • Establish values for approach to target sponsors 	<ul style="list-style-type: none"> • Final Phase I Report
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Activity Matrix & Timeline

- Detailed activity summary & timeline below

March 2023

- Contract execution
- Kick off meeting
- Submission of draft Information Request (this document)
- Site visit to Dallas
- Market research
- Submission of follow-up information request for Park & Recreation Departments

April 2023

- Asset inventory
- Identify exposure opportunities
- Local media value analysis
- Quantitative assessment of sponsorship benefits
- Qualitative assessment of sponsorship benefits

May 2023

- Development of draft findings
- List packaging opportunities
- Contract analysis
- Present draft findings
- Submit initial draft report

June-August 2023

- Present draft findings
- Submit initial draft report
- Incorporate edits and revisions
- Submit final draft report
- Final Presentation

Valuation Summary

The Superlative Group analyzed the Fair Market Value (FMV) for Corporate Sponsorship and Naming Rights for each of the major divisions with the Dallas Park and Recreation system.

The valuation analysis provides figures for system-wide partnerships. The approach assumes that a BRAND partner would receive exposure across each facility within the Dallas Park & Recreation system. A system-wide integration generates the greatest amount of exposure and diversified the potential audience a BRAND partner could reach.

Dallas Park & Recreation	Value Per Annum	Value Per Annum	Value Per Annum	Years	Total Over Term	Total Over Term
Asset	FMV	Floor	Ceiling	Years	Floor	Ceiling
Recreation Center System	\$191,188	\$175,000	\$215,000	10	\$2,006,179	\$2,464,734
Aquatics System	\$185,811	\$170,000	\$200,000	10	\$1,948,859	\$2,292,776
Park System	\$368,806	\$330,000	\$380,000	10	\$3,783,080	\$4,356,274
Dog Park System	\$41,603	\$35,000	\$45,000	10	\$401,236	\$515,875
Trail System	\$233,865	\$210,000	\$260,000	10	\$2,407,415	\$2,980,609
Sports Complexes	\$165,895	\$150,000	\$180,000	10	\$1,719,582	\$2,063,498
Golf Course System	\$44,728	\$40,000	\$75,000	10	\$458,555	\$859,791
Tennis System	\$46,493	\$40,000	\$75,000	10	\$458,555	\$859,791
Bahama Beach Waterpark - Naming Rights	\$150,466	\$120,000	\$170,000	15	\$2,231,870	\$3,161,815
Bachman Lake Skate Park - Naming Rights	\$34,007	\$30,000	\$40,000	15	\$557,967	\$743,957
Pickleball Court Facility - Naming Rights	\$33,595	\$30,000	\$40,000	15	\$557,967	\$743,957
Reverchon Recreation Center - Naming Rights	\$31,613	\$30,000	\$50,000	15	\$557,967	\$929,946
Reverchon Ball Field - Naming Rights	\$28,072	\$25,000	\$35,000	15	\$464,973	\$650,962
Samuell Farm	\$44,187	\$35,000	\$45,000	10	\$401,236	\$515,875
Hillcrest Village Green - Naming Rights	\$40,990	\$35,000	\$45,000	15	\$650,962	\$836,951
Samuell Grand Park Amphitheater - Naming Rights	\$42,345	\$40,000	\$50,000	15	\$743,957	\$929,946
Park & Rec System - Category Partnership	\$438,803	\$225,000	\$500,000	10	\$2,579,373	\$5,731,940

Example: Trail System Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Trails annually range between \$210,000 and \$260,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Trails could generate between \$2.4 million and \$3 million over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on Entrance Signage (Visitors)	4,349,500	\$15,554
Sponsor ID on Entrance Signage (AADT)	9,166,628	\$32,781
Sponsor ID on Off-premise Directional Signage	9,166,628	\$17,050
Sponsor ID on Trail Wayfinding Signage	13,048,500	\$24,270
Sponsor ID on Trail Maps	6,524,250	\$12,135
Sponsor ID on Northhaven Trail US-75 Highway Bridge Overpass	12,936,002	\$62,318
Sponsor ID on Ridgewood Trail Abrams Rd Overpass	311,391	\$1,500
Sponsor ID on University Crossing Trail Bridge Mockingbird Ln Overpass	2,367,500	\$11,405
Sponsor ID on Katy Trail N Fitzhugh Ave Bridge	1,303,926	\$6,282
Sponsor ID on Knox St/ Katy Trail Crossing	746,297	\$3,595
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Ad/ID in Location Guides; printed quarterly	47,400	\$2,678
Sponsor Recognition in Associated Media	Weighted Impressions	Annual Benefit
Sponsor ID in Earned Media	-	\$20,351
Sponsor Activation	Weighted Impressions	Annual Benefit
Opportunity for Sponsor to Activate On-Site; assumes four times per year	-	\$10,000
Total	62,710,262	\$233,865

System-Wide Partnership Integration Scenario

Superlative assessed an example of how a corporate brand sponsor could be integrated across DPR's system of assets and operating facilities. A system-wide partnership development approach generates a much larger and diverse audience for a corporate sponsor to reach throughout the City. The example is based on the following scenario assumptions:

- i. Valuation assumes sponsor will be integrated across 50% of Recreation Center, Aquatic Center, Park, and Trail locations.
- ii. Valuation assumes sponsor will be integrated across one (1) Athletic Complex
- iii. All signage exposure, social and digital marketing assets are based upon the asset inventory listed in Section 5 for each system category.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Recreation System	20,726,712	\$78,592
Aquatic Center System	14,040,854	\$50,221
Park System	54,104,884	\$154,782
Trail System	29,960,311	\$93,445
(1) Athletic Complex	8,415,733	\$30,138
Social/Digital	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Ad/ID in Location Guides; printed quarterly	47,400	\$2,678
Hospitality	Weighted Impressions	Annual Benefit
Sponsor Ability to Utilize Golf Course/Tennis Centers for Company Events; est. TBD times per year		\$10,000
Sponsor Receives Golf/Tennis Membership/Seasonal Passes; est. TBD amount of tickets/passes		\$5,000
Total	130,038,134	\$438,803

Sponsorship Policy

- The current policy is geared primarily to philanthropic donations and community members, not necessarily corporate sponsorship.
- The current policy document doesn't align with the scope of the Phase II sponsorship sales campaign.
- Superlative recommends consideration to diversify the foundation of the policy to account for marketing partnerships.
- For Example: the current policy calls for naming rights for a donor to be 60-years unless otherwise noted. A term of that extended length would not be considered realistic for a sponsorship.



Sponsorship Policy

- Policy Recommendations for the Sponsorship Policy can include, but are not limited to:
 - Setting a monetary threshold for an agreement to require Board approval
 - Including a morals clause that would allow for termination or amendment of partnerships
 - Determining potential category partners that the City would not consider for partnerships
 - Example: CBD, Tobacco, etc.



Key Takeaways

- The Dallas Park & Recreation system has the potential to generate 507,000,000 weighted impressions and up to \$1.7 million annually in gross corporate sponsorship value
- A mature corporate sponsorship portfolio could generate in excess of \$19.3 million of gross contractually obligated income over a 10-year period of time
- Traditionally, a mature sponsorship portfolio takes 3-5 years of outbound sales activity to achieve
- Packaging assets across the Dallas Park & Recreation System will reach a wider and more diverse audience, generating greater partnership value
- System-wide partnerships can be negotiated to protect the City's Naming Rights inventory for philanthropic and community recognition initiatives



Phase II Sales Process

- Utilize contact database of Superlative's regional, national and international corporate contacts
- Identify and research prospective corporations through subscribed databases to match the marketing needs of corporations with the logical and most valuable Dallas Park & Recreation assets
- Collaborate closely with Dallas Park & Recreation staff and maintain communication on any recommendations and/or existing relationships
- Promote revenue-generating campaigns with a description of assets and initiatives
- Create presentation material to provide specific information for potential partnerships with Dallas Park & Recreation as a part of the corporate sponsorship, Naming Rights and marketing programs, including:
 - Market/demographic data
 - Measured media value
 - Value justification for unmeasured media
 - Sponsorship benefits and options
 - Options for renewal
 - Financial investment

Superlative will develop sales materials and ensure that stakeholders are provided with the appropriate timeline to review and comment.

Appendix A: Valuation Summary

Recreation Center System: Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Recreation Centers annually range between \$175,000 and \$215,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Recreation Center facilities could generate between \$2 million and \$2.5 million over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on External Signage at Sport Facility entrances (Attendance)	1,273,026	\$6,133
Sponsor ID on External Signage at Sport Facility entrances (AADT)	22,632,829	\$109,031
Sponsor ID on Digital Kiosk Monitor	543,688	\$5,050
Sponsor ID on Gymnasium Banner	477,385	\$2,300
Sponsor ID on off-premise Directional Signage	11,348,240	\$21,108
Sponsor ID on Internal Directional Signage	954,770	\$1,776
Sponsor ID on Internal Floor Mats	2,291,447	\$8,194
Sponsor ID on Staff Uniforms	1,909,539	\$3,552
Sponsor ID on Summer Camp Shirts	22,500	\$42
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor ID on Direct Mail Pieces	47,400	\$2,678
Sponsor Use of Venue		
Sponsor Ability to Utilize Recreation Center; est. TBD times per year		\$2,880
Sponsor Receives Membership/Passes to Recreation Center Facilities; est. TBD amount of tickets/passes		\$4,500
Sponsor Activation		
Opportunity for Sponsor to Activate On-Site; assumes four times per year		\$10,000
Total	44,243,064	\$191,188

Aquatic System: Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Aquatic Centers annually range between \$170,000 and \$200,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Aquatic Center facilities could generate between \$1.9 million and \$2.3 million over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on Entrance Signage (Attendance)	258,020	\$1,243
Sponsor ID on Entrance Signage (AADT)	4,355,718	\$20,983
Sponsor ID on off-premise Directional Signage	4,355,718	\$8,102
Sponsor ID on Internal Directional Signage	258,020	\$480
Sponsor ID on Fence Scrim (Attendance)	2,786,616	\$9,965
Sponsor ID on Fence Scrim (AADT)	15,680,586	\$56,075
Sponsor ID on Digital Menu Boards	387,030	\$3,595
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
:30 Commercial Spot on Splash Radio	2,060,809	\$14,426
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Ad/ID in Location Guides; printed quarterly	47,400	\$2,678
Sponsor Recognition in Associated Media	Weighted Impressions	Annual Benefit
Sponsor ID in Paid Media		\$6,670
Sponsor ID in Earned Media		\$13,149
Sponsor Use of Venue	Weighted Impressions	Annual Benefit
Sponsor Ability to Utilize Aquatic Facilities for Company Events; est. TBD times per year		\$7,500
Sponsor Receives Membership/Seasonal Passes to Aquatic Facilities; est. TBD amount of tickets/passes		\$17,000
Sponsor Activation	Weighted Impressions	Annual Benefit
Opportunity for Sponsor to Activate On-Site; assumes four times per year		\$10,000
Total	32,932,159	\$185,811

Park System: Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Parks annually range between \$330,000 and \$380,000 per annum. The Fair Market Value for corporate sponsorship integration across DPR Dog Parks is \$35,000 to \$45,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Park and Dog Park system could generate between \$4.1 million and \$4.9 million over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on Park Entrance Sign (Visitors)	3,000,000	\$10,728
Sponsor ID on Park Entrance Sign (AADT)	37,604,884	\$134,479
Sponsor ID on Off-premise Directional Signage	37,604,884	\$69,945
Sponsor ID on Baseball/Softball/Tennis Fence Scrim	4,500,000	\$16,092
Sponsor ID on Wayfinding Signage	4,500,000	\$8,370
Sponsor ID on Park Maps	3,000,000	\$5,580
Sponsor ID on Light Pole Banners	18,000,000	\$64,370
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Ad/ID in Location Guides; printed quarterly	47,400	\$2,678
Sponsor Recognition in Associated Media	Weighted Impressions	Annual Benefit
Sponsor ID in Earned Media	-	\$32,619
Sponsor Use of Venue	Weighted Impressions	Annual Benefit
Sponsor Ability to Utilize Park Facilities for Company Events/Activations; est. TBD times per year		\$10,000
Total	110,999,409	\$368,806

Sports Complexes: Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Sports Complexes annually range between \$150,000 and \$180,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Sports Complex facilities could generate between \$1.7 million and \$2.1 million over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on Complex Entrance Signage (Attendance)	318,696	\$1,535
Sponsor ID on Complex Entrance Signage (AADT)	2,640,976	\$12,723
Sponsor ID on off-premise Directional Signage	2,640,976	\$4,912
Sponsor ID on Internal Directional Signage	318,696	\$593
Sponsor ID on Fence Scrim (Attendance)	956,088	\$4,012
Sponsor ID on Fence Scrim (AADT)	1,584,585	\$6,650
Sponsor ID on Light Pole Banners (Attendance)	25,202,914	\$90,128
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Ad/ID in Location Guides; printed quarterly	47,400	\$2,678
Sponsor Recognition in Associated Media	Weighted Impressions	Annual Benefit
Sponsor ID in Earned Media		\$13,718
Sponsor Use of Venue	Weighted Impressions	Annual Benefit
Sponsor Ability to Utilize Sports Complexes for Company Events; est. TBD times per year		\$5,000
Sponsor Activation	Weighted Impressions	Annual Benefit
Opportunity for Sponsor to Activate On-Site; assumes four times per year		\$10,000
Total	36,452,572	\$165,895

Golf System: Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Golf Courses annually range between \$40,000 and \$75,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Golf Course system could generate between \$459,000 and \$860,000 over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on Scorecard	244,674	\$665
Sponsor ID on Golf Cart Signage	392,174	\$1,402
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Recognition in Outings/Tournament Events	Weighted Impressions	Annual Benefit
Sponsor ID on Hole Sponsor Signage	6,480	\$23
Sponsor ID on Associated Print Marketing Materials	223,200	\$6,696
Sponsor ID on Social/Digital Media Marketing	55,163	\$315
Sponsor ID on Event Website	2,188,066	\$5,361
Opportunity for Sponsor to Activate On-Site; TBD times per year	-	\$2,500
Sponsor Ability to Participate in Outings/Tournaments, TBD number of groups based on event	-	\$720
Sponsor Use of Venue	Weighted Impressions	Annual Benefit
Sponsor Ability to Utilize Courses for Company Events; est. TBD times per year	-	\$8,600
Sponsor Receives Membership/Seasonal Passes to Courses; est. TBD amount of tickets/passes	-	\$4,500
Total	5,851,998	\$44,728

Tennis Center System: Benefits Summary

- The Superlative Group estimates that the Fair Market Value for corporate sponsorship integration across DPR Tennis Centers annually range between \$40,000 and \$75,000 per annum.
- Assuming inclusion of an annual CPI escalator of 3.0%, a partnership across the Tennis Center system could generate between \$459,000 and \$860,000 over a proposed 10-year term.

Sponsor Signage Exposure	Weighted Impressions	Annual Benefit
Sponsor ID on Center Entry Signage (Attendance)	493,333	\$2,377
Sponsor ID on Center Entry Signage (AADT)	3,455,218	\$16,645
Sponsor ID on Instructor Uniforms	1,665,000	\$3,097
Sponsor ID on Court Fence Scrim	986,667	\$3,528
Sponsor Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Sponsor ID on Website	2,188,066	\$5,361
Sponsor ID on Social Media; monthly posts	330,975	\$1,889
Sponsor ID in E-Newsletter; monthly	223,200	\$6,696
Sponsor Activation	Weighted Impressions	Annual Benefit
Opportunity for Sponsor to Activate On-Site; assumes four times per year	-	\$5,000
Sponsor Use of Venue	Weighted Impressions	Annual Benefit
Sponsor Ability to Utilize Tennis Centers for Company Events; est. TBD times per year	-	\$1,400
Sponsor Receives Membership/Seasonal Passes to Centers; est. TBD amount of tickets/passes	-	\$500
Total	9,342,459	\$46,493

New Development Projects: Benefits Summary

- The Superlative Group evaluated three Dallas Park and Recreation development projects for Naming Rights and Corporate Sponsorship.
- The three projects collectively generate over 15.5 million impressions and an annual FMV of \$100,000
- Assuming an annual escalator of 3.0%, Naming Rights to all three developments could generate \$2.4 million over an extended 15-year term

Dallas Park & Recreation	Weighted Impressions	Value Per Annum	Value Per Annum	Value Per Annum	Years	Total Over Term	Total Over Term
Asset	Weighted Impressions	FMV	Floor	Ceiling	Years	Floor	Ceiling
Bachman Lake Skate Park - Naming Rights	5,352,775	\$34,007	\$30,000	\$40,000	15	\$557,967	\$743,957
Pickleball Court Facility - Naming Rights	4,897,032	\$33,595	\$30,000	\$40,000	15	\$557,967	\$743,957
Reverchon Recreation Center - Naming Rights	5,322,674	\$31,613	\$30,000	\$50,000	15	\$557,967	\$929,946
Total	15,572,481	\$99,215	\$90,000	\$130,000		\$1,673,902	\$2,417,859

Current Facility Naming Rights : Benefits Summary

- The Superlative Group evaluated five Dallas Park and Recreation facilities for standalone Naming Rights and Corporate Sponsorship development.
- The Bahama Beach Waterpark generated over 27 million impressions yielding a FMV of \$150,000 per annum.

Dallas Park & Recreation	Weighted Impressions	Value Per Annum	Value Per Annum	Value Per Annum	Years	Total Over Term	Total Over Term
Asset	Weighted Impressions	FMV	Floor	Ceiling	Years	Floor	Ceiling
Bahama Beach Waterpark - Naming Rights	27,677,356	\$150,466	\$120,000	\$170,000	15	\$2,231,870	\$3,161,815
Reverchon Ball Field - Naming Rights	5,322,674	\$28,072	\$25,000	\$35,000	15	\$464,973	\$650,962
Samuell Farm	5,587,938	\$44,187	\$35,000	\$45,000	10	\$401,236	\$515,875
Hillcrest Village Green - Naming Rights	7,304,647	\$40,990	\$35,000	\$45,000	15	\$650,962	\$836,951
Samuell Grand Park Amphitheater - Naming Rights	5,928,501	\$42,345	\$40,000	\$50,000	15	\$743,957	\$929,946
Total	24,143,760	\$155,594	\$135,000	\$175,000		\$2,261,127	\$2,933,733

Appendix B: Sponsorship Benchmarks

Benchmarks

Sports Facility Naming Rights & Corporate Sponsorships

Location	Facility	Sponsor	Year	Term (years)	Total Fee	Total Annual Fee
Cranberry Township, PA	Dick's Sporting Goods Sportsplex at Graham Park	Dick's Sporting Goods	2009	10	\$2,000,000	\$200,000
Rockford, IL	UW Health Sports Factory	UW Health	2015	10	\$1,900,000	\$190,000
Woodbury, MN	HealthEast Sports Center	HealthEast	2017	14	\$1,764,000	\$126,000
Overland Park, KS	Scheels Overland Park Soccer Complex	Scheels All Sports	2015	5	\$625,000	\$125,000
Bakersfield, CA	State Farm Sports Village	State Farm	2011	5	\$500,000	\$100,000
Youngsville, LA	Youngsville Sports Complex			5	\$435,000	\$87,000
Goldsboro, NC	Bryan Multi-Sports Complex	Bryan Foundation	2018	10	\$300,000	\$30,000
Bakersfield, CA	Aera Park	Aera Energy	2009	15	\$250,000	\$16,667
Mandan, ND	Dakota Community Bank & Trust Soccer Field	Dakota Community Bank & Trust	2018	N/A	\$125,000	N/A
Mandan, ND	Scheels Press Box at Veterans Memorial Ballpark	Scheels All Sports	2018	N/A	\$50,000	N/A
Westfield, IN	Jonathan Byrd's Fieldhouse at Grand Park	Jonathan Byrd's	2015	10	N/A	N/A
Appleton, WI	Scheels USA Youth Sports Complex	Scheels All Sports	2013	10	N/A	N/A
Charlotte, NC	OrthoCarolina Sportsplex	OrthoCarolina	N/A	N/A	N/A	N/A
Jackson, TN	West Tennessee Healthcare Sportsplex	West Tennessee Healthcare	N/A	N/A	N/A	N/A
Average				9	\$794,900	\$109,333

Aquatics Facility Naming Rights & Corporate Sponsorships

Location	Facility	Sponsor	Term (Years)	Total Fee	Total Annual Fee
Frisco, TX	Texas Ford Aquatics Center	The North Texas Ford Dealers Group	N/A	N/A	N/A
Sioux Falls, SD	Spellerberg Park Swimming Pool (Midco Aquatic Center)	Midcontinent	10	\$2,200,000	\$220,000
Avon City, OH	New Municipal Aquatic Center	Unsold	10	\$1,500,000	\$150,000
West Fargo, ND	Hulberts Aquatic Facility	The Hulbert Family	Perpetuity	\$1,000,000	N/A
Topeka, KS	Shawnee County Aquatic Center	Midwest Health	10	\$1,000,000	\$100,000
Grinnell, IA	New Family Aquatic Center	Grinnell Mutual Reinsurance Company	Perpetuity	\$750,000	N/A
Bakersfield, CA	McMurtrey Aquatic Center	The McMurtrey Family	Perpetuity	\$250,000	N/A
Waynesboro, VA	Creative Works Farm - Aquatic	Unsold	N/A	\$250,000	N/A
Dayton, OH	Huber Heights Aquatic Center	Kroger	5	\$165,000	\$35,000
Scottsdale, AZ	McDowell Mountain Ranch Park & Aquatic Center	Scottsdale Healthcare	3	\$150,000	\$50,000
Dayton, OH	Huber Heights Aquatic Center	Kroger	3	\$90,000	\$30,000
Average			7	\$735,500	\$97,500

Appendix C: Corporate Sponsorship Branding Examples

Corporate Sponsorship Branding: Examples

Figure C.1 City of Frisco: Children's Health Branded Trail Sign



Figure C.2: City of Frisco: Children's Health Festival Activation



Figure C.3: City of Frisco: Children's Health Softball Complex Branded On Deck Circles





Thank You