



Rockford Thunder
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FIELD NAMING RIGHTS FOR THUNDER PARK

The Thunder is offering the opportunity to become a part of the Rockford Thunder by adding your name to the newly-renovated Thunder Park at Roscoe. You will have the opportunity to position your company or organization in the most prime location at the stadium for years to come. In addition to the obvious benefits of being among this exclusive group, you will also reap many intangible rewards such as being viewed as a company that values the community in which it operates. As an indication of the value of this endeavor, for the FIRST TIME EVER, the naming rights for the field at Thunder Park are being offered as the centerpiece of the fundraising effort.



With the field naming rights comes a backlit sign with the new name of the field (YOUR NAME FIELD @ Thunder Park) that faces the parking lot and entrance to the arena. This allows for added, year-round branding to each pedestrian and vehicle passing the property. Press releases, website references/stories, marketing materials (pocket schedules, programs, tickets, brochures, etc.), internet broadcasts, proposals, etc. will refer to the stadium's new name. Intrinsic value in newspaper coverage and word of mouth in the community will add to the overall benefit of the agreement. Backlit panels also provide for additional exposure through television highlights and newspaper photographs.

In addition to the 27-30 Thunder related events (games, tournaments, clinics, exhibitions, etc.) at the stadium; the Stateline Youth Athletics hosted more 200 games themselves in 2008.

First right of refusal will be granted for renewal of agreement upon the expiration of the initial term of three years. Renewal option will be offered at NO INCREASE in cost from initial pricing. Custom proposals including graphic representations and financing plans are available upon request.

List of benefits (logo or company name presented on the following)

- Three signs (1. Entering park; 2. Corner of Swanson Road and IL 251; 3. Round-a-bout at Swanson Road and Perryville)
- Lit sign for back of press box and scoreboard signage
- Season tickets and Individual game tickets
- Pocket and poster schedule
- Stadium section of website
- Tops of both dugouts on Thunder diamond (Dugouts will be below ground so will be visible by all)
- All game press releases and stats

Cost: \$20,000/year

Term: Three years with a two-year renewal option

As in the case with all packages, payment terms can be negotiated.

