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# A Spectacular Indoor/Outdoor Sports Complex in Springfield, IL

LAND OF LINCOLN

ABRAHAM LINCOLN



## SCHEELS SPORTS PARK AT LEGACY POINTE

Spanning 90-acres of the 276-acre mixed-use Legacy Pointe Development and anchored by Scheels All Sports, **SCHEELS Sports Park at Legacy Pointe** is a private/public partnership that creates a world-class sports entertainment venue at the crossroads of I-55 and I-72 in Springfield, IL.

**SCHEELS Sports Park at Legacy Pointe** strives to increase the quality of life for our community and attract visitors to Springfield and all that it offers.

The proximity to **SCHEELS All Sports** and the ability to attract other retail growth will allow the sports campus to serve as an economic engine for Springfield, changing the landscapes for generations to come. With great visibility and daily traffic, the campus offers an incredible opportunity for local businesses to benefit from naming rights, sponsorships, and advertising in addition to making a positive impact on the Springfield community.

I like to see a man proud  
of the place in which he  
lives. I like to see a man  
live so that his place will  
be proud of him.

ABRAHAM LINCOLN

To learn more about advertising, sponsorships, and naming rights opportunities with SCHEELS Sports Park, contact Steve Luker via phone (217-306-4950) or email (sluker@legacypointe.net).





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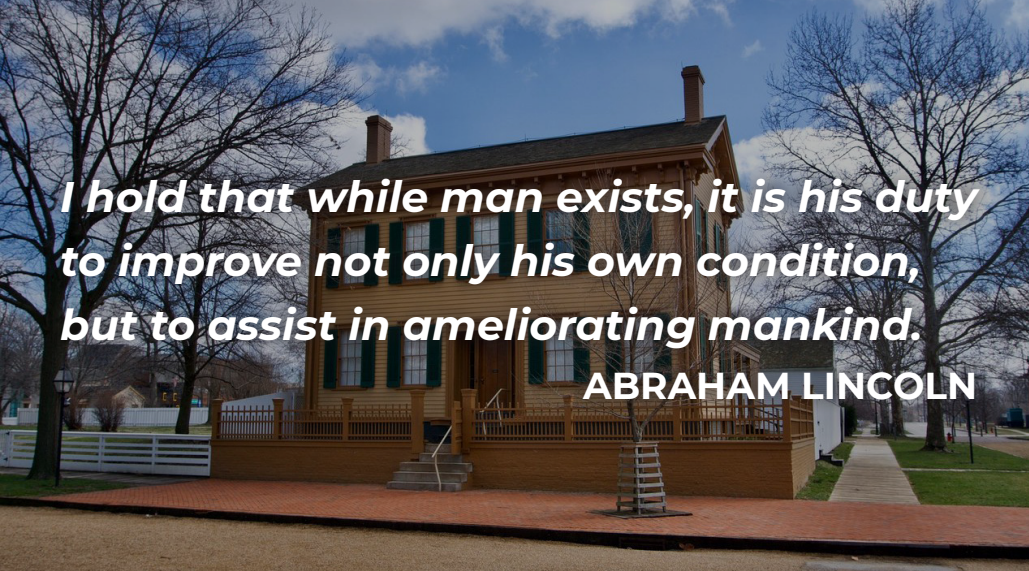
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# Advertising Opportunities

**SCHEELS Sports Park** will attract visitors from all over the midwest, boosting the Springfield economy and helping to sustain our community's businesses. Local utilization Sunday evening through Thursday will drive daily traffic to the campus. The great visibility and high-traffic location will ensure visitors are aware of what your business has to offer. Specialty advertising placements throughout the campus will help Springfield businesses get noticed and attract customers.

Legacy Pointe checks all boxes to create a unique and desirable sports tourism development:

- ✓ Accessibility
- ✓ Visibility and Daily Traffic
- ✓ Large Acreage for Future Developments
- ✓ Existing Infrastructure



*I hold that while man exists, it is his duty to improve not only his own condition, but to assist in ameliorating mankind.*

**ABRAHAM LINCOLN**

## VISION PARTNERS

- Major Venue Naming Rights
- Multiple Ad Presence at Every Amenity
- Brick on Legacy Walk
- Plaque of Appreciation

## FOUNDATION PARTNERS

*\$25,000 Annual Commitment*

- Venue Naming Rights
- Ad Presence at Every Amenity
- Brick on Legacy Walk
- Plaque of Appreciation

## FANS OF THE PARK

*\$5,000 Annual Commitment*

- Ad Presence
- Brick on Legacy Walk
- Plaque of Appreciation

### Ad Placement Examples

- |                           |                         |                                  |
|---------------------------|-------------------------|----------------------------------|
| • Scoreboard Frames       | • Back of Dugout        | • Indoor Field Billboard Banners |
| • Time on Jumbotron       | • Retaining Walls       | • Restroom Signage               |
| • Area Wall Graphic Wraps | • Time on Message Board | • Interior Walls                 |
| • Fence Wind Screens      | • Indoor Walls          | • Concession Walls               |



## FRIENDS OF SCHEELS SPORTS PARK

**Scholarship Program - \$1,000 Donation**

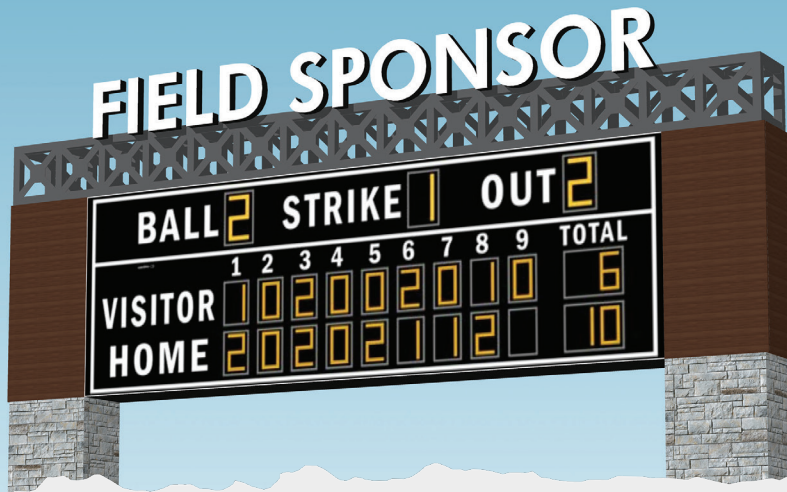
Friends of Scheels Sports Park at Legacy Pointe is a scholarship program aimed at removing financial barriers and provide as many young people as possible the ability to benefit from a sports complex in their community.



# VISION PARTNER

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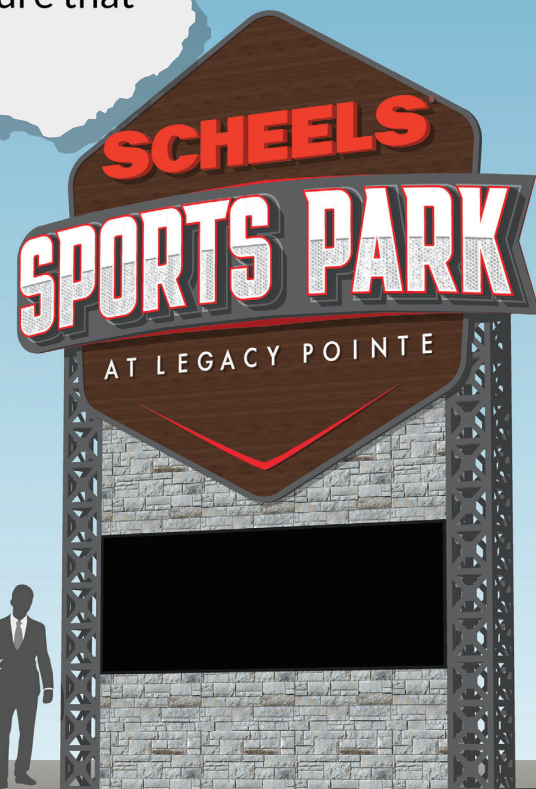
“Commitment is what transforms a promise into reality.”

**ABRAHAM LINCOLN**

**vi·sion part·ner** \ vī·sən pärt·nər \ n. 1. community leader, either an individual or a business, that sees the generational changing vision of the Scheels Sports Park at Legacy Pointe. 2. believes in this community and is willing to step forward with their passion and their financial support to ensure that this vision becomes a reality for our community.

“Determine that the thing can and shall be done, and then we shall find the way.”

**ABRAHAM LINCOLN**



ACE Sign Co.

ACE Sign Co.



# FOUNDATION PARTNERS



*The foundation of a community is built on the investment of its people in its people.*



**SCHEELS**  
**SPORTS PARK**  
AT LEGACY POINT



**FANS OF THE PARK**

