

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: November 3, 2025

SUBJECT: Solicitation of Sponsorships for Henderson County Sports Complex

PRESENTER: Bryan Rhodes, Capital Projects Director
Nora Sjue, Special Projects Coordinator

ATTACHMENTS: Yes

1. Draft Sponsorship Program

SUMMARY OF REQUEST:

Henderson County Capital Projects Department, in collaboration with Parks and Recreation Department, is requesting consideration from the Henderson County Board of Commissioners to solicit private donations for the Henderson County Sports Complex.

The attached sponsorship program will provide a guide for community members, local businesses, and funders interested in financially supporting the Henderson County Sports Complex. Any amounts raised will be restricted to fund amenities and additional facilities, including restrooms.

The Henderson County Education Foundation has graciously agreed to provide a platform to receive donations.

BOARD ACTION REQUESTED:

The Board is requested to approve the attached sponsorship program.

Suggested Motion:

I move the Henderson County Board of Commissioners approve the Henderson County Sports Complex sponsorship program and direct staff to pursue private funding.

Henderson County Parks & Recreation Sponsorship Program Henderson County Sports Complex Campaign

As Henderson County embarks on the construction of a new, state-of-the-art sports complex, we invite private donors, local businesses, and community members to become partners in this transformative project. Your support will help build a premier recreational facility that promotes health, community, and youth development. All recognition will remain for 10 years or the life of the amenity. All levels of recognition are subject to staff approval and availability.

Sponsorship Levels & Recognition

Field Sponsor – \$500,000+

- Naming rights to one of four multi-purpose fields, or
- Naming rights to the playground, or
- Naming rights to the softball field

Platinum Sponsor – \$100,000+

- Naming rights to one major facility element, including:
 - Central Pavilion
 - Sports Operations Center
 - General Care Facility

Gold Sponsor – \$50,000+

- Name listed on donor plaque in common area
- Acknowledgment in social media thank-you posts
- Name recognition on Parks & Rec website
- Inclusion in Parks & Rec e-newsletter donor highlight

Silver Sponsor – \$20,000+

- Name listed on donor plaque in common area
- Name recognition on Parks & Rec website
- Inclusion in Parks & Rec e-newsletter donor highlight

Bronze Sponsor – \$10,000+

- Name listed on donor plaque in common area
- Inclusion in Parks & Rec e-newsletter donor highlight

Community Partner – under \$10,000

- Be a part of supporting amenities like goals, picnic tables, trashcans, bleachers, and more!