

Sports Facility Seeking Naming Rights Sponsor

Subject: Naming Rights Opportunity - [Facility Name]

Dear [Decision Maker Name],

I am pleased to present an exclusive opportunity for [Company Name] to secure naming rights to [Facility Name], a landmark sports and entertainment venue serving [city/region].

Our facility hosts [number] events annually, including [types of events: professional sports, college athletics, concerts, community events], welcoming [number] visitors each year. Located in [location details], the facility serves as a central gathering place and economic driver for our community.

The naming rights agreement includes:

****Brand Visibility:****

- Facility renamed "[Company Name] [Arena/Stadium/Center]"
- Exterior signage visible to [traffic count] daily
- Logo integration throughout facility interior on [number] touchpoints
- Prominent placement on tickets, merchandise, and promotional materials

****Marketing Rights:****

- Use of facility images and brand association in company marketing
- Preferred vendor status for [relevant products/services]
- Branded experiences and customer appreciation events
- Digital signage network reaching all attendees

****Media Exposure:****

- Facility name mentioned in all media coverage of hosted events
- Broadcast visibility during televised events averaging [viewership]
- Social media reach across venue and event channels totaling [followers]
- Regional and national press coverage of naming rights partnership

****Hospitality and Access:****

- [Number] luxury suite for exclusive use

- [Number] club seats and [number] general admission tickets per event
- VIP parking and facility access
- Priority booking for corporate events and functions

The naming rights term is [number] years with an annual investment of [amount], totaling [total investment]. This represents exceptional value compared to similar venues, which command [comparison figures].

Our facility renovation plans include [upcoming improvements], which will enhance visibility and modernize the venue. Your brand will be associated with these community improvements and the facility's bright future.

Beyond ROI metrics, naming rights create lasting brand association with community pride, memorable experiences, and our region's identity. Every mention of the facility in news, social media, and conversation reinforces your brand presence.

I would welcome the opportunity to provide a facility tour and present detailed proposals including market analysis, valuation methodology, and case studies from other naming rights partnerships. Please contact me to schedule a visit. I am confident you will be impressed with the venue and the partnership potential.

Thank you for your consideration.

Best regards,

[Your Name]

[Title]

[Facility Management Organization]

[Contact Information]

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