

BALLPARKS NATIONAL



PREPARED EXCLUSIVELY FOR

PROSPECTIVE TITLE PARTNERS

Corporate Naming Rights Complete Partnership Portfolio

Every Title & Anchor Opportunity Across the Complex

Year-Round Multi-Sport Tournament Destination · Lake of the Ozarks, Missouri

Prepared by the 360 Sports Group Partnerships Office

682-220-0899 · dmiller@360sportsgroup.com

WHERE THE GAME MEETS THE LAKE

RAWLINGS SPORTING GOODS

Corporate Naming Rights & Partnership Opportunity

Ballparks National is a destination sports complex on the Lake of the Ozarks, Missouri, purpose-built to host World Series-caliber baseball and softball across **8 championship diamonds**, plus an **outdoor multi-sport complex** (soccer, lacrosse, football & field hockey) and a **Phase 2 indoor complex** for volleyball, basketball and indoor club sports. It is anchored by **The Lab** — the next phase of Ballparks National: a technology-driven player-development center where motion capture, ball & bat tracking, and force-plate biomechanics power elite training. The complex draws hundreds of thousands of families, athletes, and coaches every season.

<p>425K+</p> <p>Annual visitors at maturity</p>	<p>8</p> <p>Championship diamonds</p>	<p>10+</p> <p>Sports hosted</p>
<p>\$7.8M</p> <p>5-yr est. media value</p>	<p>205M</p> <p>Annual brand impressions</p>	<p>15 yr</p> <p>Max partnership term</p>

Why Title Naming Rights Wins

- **Identity:** Your name becomes the destination — every event, ticket, schedule, and direction references your brand.
- **Broadcast:** Front-and-center signage on every livestream and highlight reel across all sports.
- **Exclusivity:** Category exclusivity locks competitors out of the entire complex for the full term.
- **Reach:** Millions of organic impressions from families, teams, and travel networks across 10+ sports each season.
- **Growth:** First right of refusal on all new facilities — including the Phase 2 indoor complex — expansions, and renewals.
- **Activation:** Year-round retail pop-ups, sampling, camps, MVP awards, and naming of marquee events.

The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

A Growing, High-Value Audience

Youth travel sports is one of the fastest-growing segments in America — a \$40B+ annual market. By hosting baseball, softball, outdoor field sports, and indoor club sports on one campus, Ballparks National converts that momentum into sustained, repeat foot traffic and a captive family audience with real purchasing power.

\$40B+ U.S. youth-sports economy	3.5 nights Avg. family stay / event	68% Return the next season
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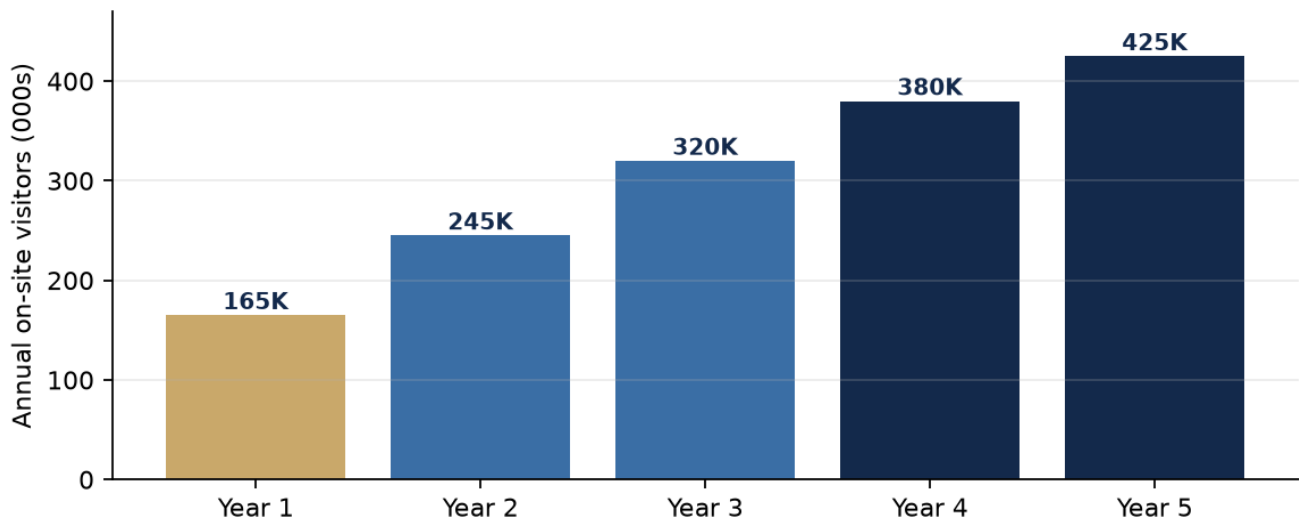


Figure 1 — Projected on-site attendance ramps to 425K annual visitors by Year 5 as multi-sport and indoor programming come online.

Who Attends

Families make up the majority of on-site traffic — the exact decision-makers brands compete to reach. Coaches, scouts, and college recruiters add a high-influence tier across every sport, while regional tourism extends reach beyond game day. Every visitor passes branded signage an average of 14 times per event, compounding impressions across a multi-day stay.

40M+ People within a day's drive	22 States represented / season	14x Signage views per visit
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Regional Draw

The complex pulls teams and families from a multi-state footprint across the Midwest and beyond. Marquee tournaments consistently sell out travel-team fields months in advance, and destination lodging extends each visit into a multi-day stay — multiplying dwell time and brand exposure per family across baseball, softball, and the growing outdoor and indoor sport calendar.

PARTICIPATION & PROGRAMMING

A True Multi-Sport Destination

Ballparks National now hosts 10+ sports across its diamonds, outdoor multi-sport complex, and Phase 2 indoor complex. That breadth diversifies attendance, lengthens the calendar into every season, and multiplies the branded touchpoints a partner reaches.

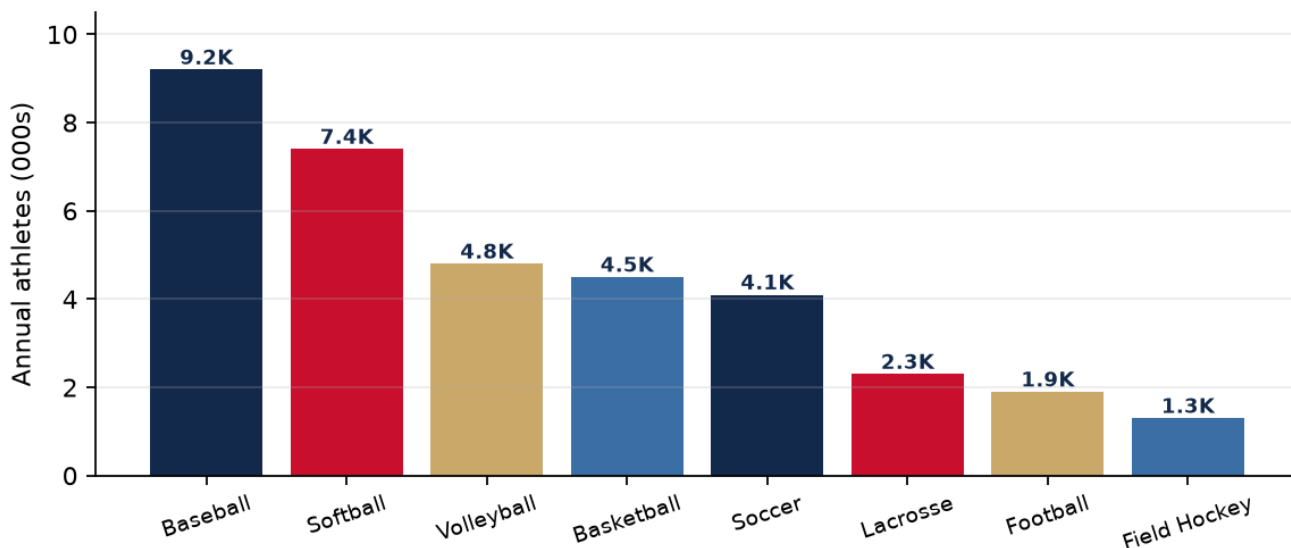


Figure 4 — Projected annual athlete participation by sport at complex maturity.

Venue	Sports	Peak season
8 Championship Diamonds	Baseball, softball	Spring–Summer
Outdoor Multi-Sport Complex	Soccer, lacrosse, football, field hockey	Spring & Fall
Phase 2 Indoor Complex	Volleyball, basketball, indoor club sports	Fall–Winter
The Lab	Player development & training (all sports)	Year-round

Why Multi-Sport Depth Matters to Partners

- **Year-round exposure:** Diamond, outdoor field, and indoor seasons stack into a 12-month activation calendar — no dark months.
- **Broader audience:** 10+ sports pull distinct family, club, and recruiting audiences to the same branded campus.
- **More inventory:** Courts, multi-sport fields, and the indoor complex add high-value naming assets beyond the diamonds.
- **Diversified attendance:** Volleyball and basketball anchor fall/winter traffic that baseball and softball alone can't reach.
- **Compounding impressions:** Every added event multiplies signage views, streams, and social reach for the title partner.

MEDIA & BRAND EXPOSURE

Where Your Brand Shows Up

A naming-rights partnership delivers year-round, multi-channel exposure — not a single event. Broadcast and streamed tournaments across all sports, an active social ecosystem, permanent on-site signage, and every digital schedule and ticket combine into an estimated 205 million impressions annually.

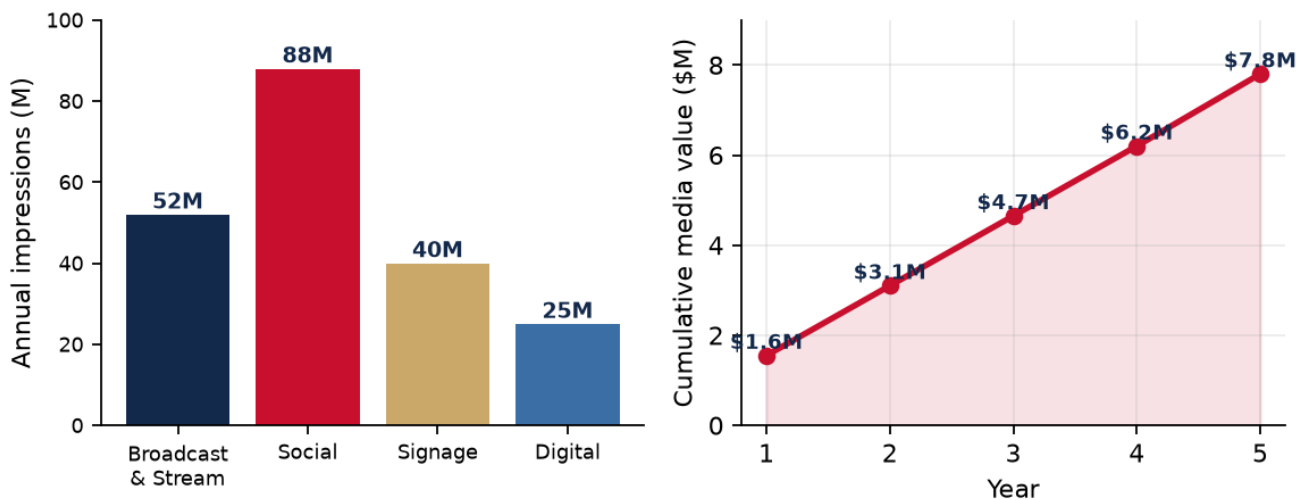


Figure 2 — Impressions by channel (left) and cumulative estimated media value over a 5-year term (right).

- **Broadcast & streaming:** 52M+ annual views across tournament livestreams and highlight distribution.
- **Social media:** 88M+ organic impressions from families, teams, and multi-sport networks.
- **Permanent signage:** 40M+ on-site impressions across diamonds, fields, indoor courts, plaza, and The Lab.
- **Digital footprint:** 25M+ impressions on schedules, tickets, apps, and the event microsite.

Independent valuation places the cumulative media equivalency of a title partnership at approximately **\$7.8M over five years** — before factoring hospitality, activation, and category-exclusivity value.

Year-Round Activation Calendar

Season	Signature activation opportunities
Spring	Season-opening showcases, uniform & gear reveals, sampling at first diamond & soccer tournaments.
Summer	Peak travel-ball championships, multi-sport tournaments, camps & clinics, MVP awards, retail pop-ups.
Fall	Recruiting showcases, The Lab combine events, football & field-hockey events, skills competitions.
Winter	Indoor volleyball & basketball leagues in the Phase 2 complex, off-season data & development at The Lab.

PARTNERSHIP INVENTORY

Full Naming-Rights Inventory

Beyond the title sponsorship, every surface of the complex is available — individually or bundled. Ranges below are illustrative starting points for multi-year agreements and are tailored per partner.

Asset	Description	Qty	Investment	Term
Title / Presenting Rights	Entire complex — “[Brand] Ballparks National”	1	\$1.5M – \$3M / yr	10–15 yr
Phase 2 Indoor Complex	Volleyball, basketball & indoor club-sport venue	1	\$500K – \$900K / yr	7–10 yr
The Lab — Player Dev Tech	Motion capture, tracking, biomechanics & analytics	1	\$400K – \$750K / yr	7–10 yr
Outdoor Multi-Sport Complex	Soccer, lacrosse, football & field-hockey fields	1	\$250K – \$500K / yr	5–10 yr
Championship Stadium Field	Premier broadcast diamond & grandstand	1	\$150K – \$300K / yr	5–10 yr
Championship Diamonds	Individual lighted competition diamonds	8	\$40K – \$90K / yr	3–5 yr
Indoor Courts	Hardwood / multi-sport courts	6+	\$25K – \$60K / yr	3–5 yr
Performance & Strength Ctr	Athlete training / weight room	1	\$50K – \$120K / yr	5 yr
Locker Rooms / Clubhouses	Branded player locker & team rooms	10+	\$15K – \$35K / yr	3–5 yr
Batting Cages & Tunnels	Indoor/outdoor hitting & pitching lab	10+	\$10K – \$25K / yr	3–5 yr
Entry Plaza & Main Gate	Walk-of-fame arrival experience	1	\$75K – \$150K / yr	5–10 yr
Concourse & Concessions	Branded food court / fueling station	1	\$40K – \$80K / yr	3–5 yr
Scoreboards & Video Boards	LED scoreboards and ribbon boards	14+	\$8K – \$20K / yr	3–5 yr
Dugouts	Branded dugout pairs across all fields	16+	\$5K – \$12K / pr / yr	1–3 yr
Hydration / Fueling Stations	Beverage stations complex-wide	24+	\$30K – \$75K / yr	Cat.-excl.

All packages include signage, digital/web presence, social mentions, PA recognition, and category protection. Bundles (e.g., “Title + Indoor + Hydration”) unlock preferred pricing.

INVESTMENT & RETURN

Investment Ladder & ROI

Entry points span from single-asset activations to flagship title rights, so partners can scale involvement to budget and objective. Every tier compounds impressions across a multi-day, multi-sport season.

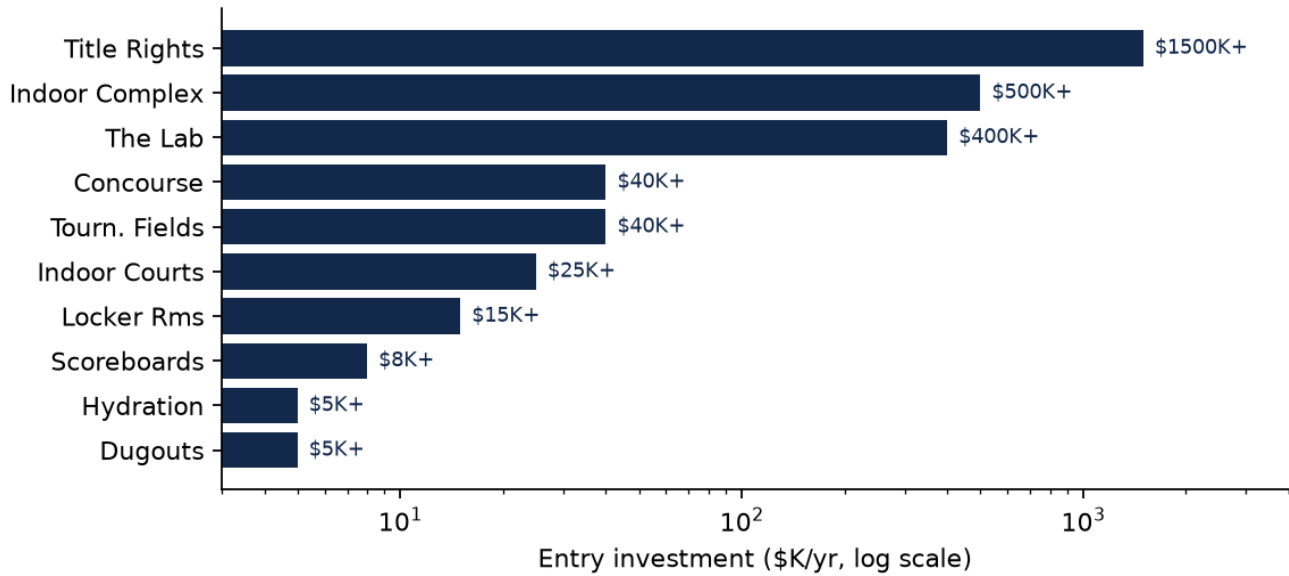


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

Compare Partnership Tiers

Tier	Investment	Reach	Exclusivity	Naming
Title Partner	\$1.5M–\$3M / yr	Entire complex + all events	Full category	"[Brand] Ballparks National"
Indoor Complex	\$500K–\$900K / yr	Volleyball, basketball & club sports	Indoor category	"[Brand] Indoor Complex"
The Lab	\$400K–\$750K / yr	Player development & training	Tech / training	"The Lab by [Brand]"
Outdoor Multi-Sport	\$250K–\$500K / yr	Soccer, lacrosse, football, field hockey	Outdoor field sports	"[Brand] Fields"

Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
- **Blended value:** Cash, product/VIK, and activation commitments can be combined to fit budgets.
- **Renewal protection:** Right of first refusal and category exclusivity carry through renewals.

YOUR RECOMMENDED PARTNERSHIP

Recommendation for RAWLINGS SPORTING GOODS

A tailored naming-rights recommendation for RAWLINGS SPORTING GOODS — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Title or Championship Stadium naming rights — Rawlings is headquartered in Missouri, creating a powerful hometown / home-state partnership story.
Why It Wins	Official equipment category exclusivity; on-field signage at every diamond and multi-sport field; co-branded Heart of the Hide glove & bat retail experience; tournament MVP awards across baseball, softball, and the outdoor multi-sport circuit.
Department	Marketing / Sports Marketing & Brand Partnerships Department
Contact	Rawlings Sporting Goods Company (Easton Diamond Sports) 510 Maryville University Dr, Suite 110, St. Louis, MO 63141 Phone: 1-866-678-4327 • Web: rawlings.com/contact-us
Route To	Director of Brand Marketing / Sports Marketing

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand’s goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
4. Finalize a multi-year agreement with renewal and first-right-of-refusal clauses.

Let’s Build This Partnership

Ready to position RAWLINGS SPORTING GOODS at the center of the fastest-growing arena in youth sports?
Contact the 360 Sports Group Partnerships Office to tailor this package.

Dave Miller • 682-220-0899 • dmiller@360sportsgroup.com • Lake of the Ozarks, MO

Contact details reflect publicly listed corporate departments and submission channels as of July 2026; named decision-makers are identified by role, not individual.

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UNDER ARMOUR

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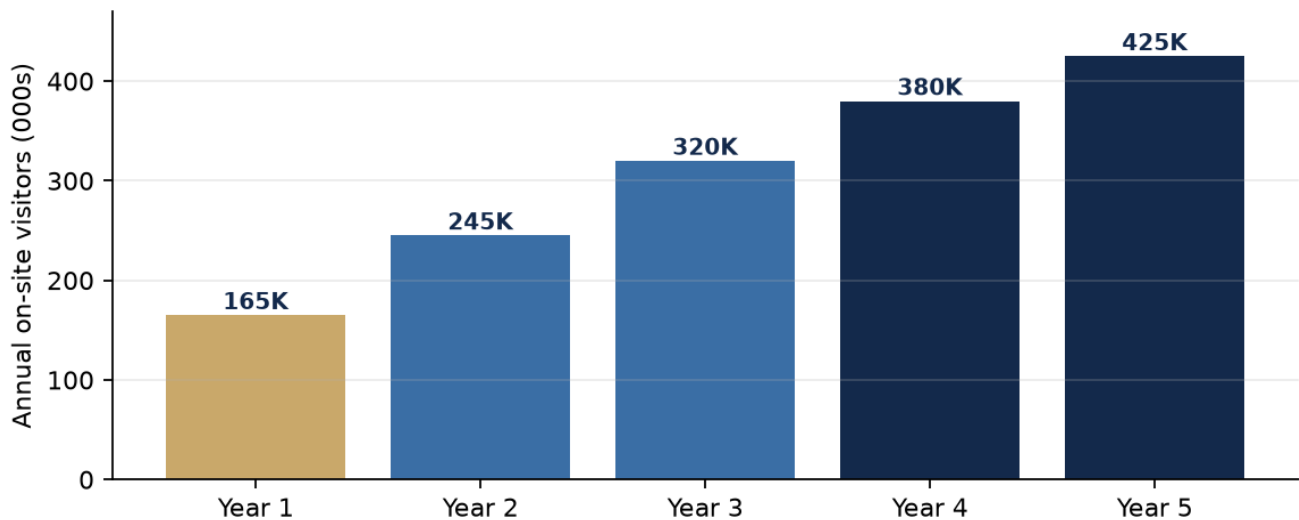


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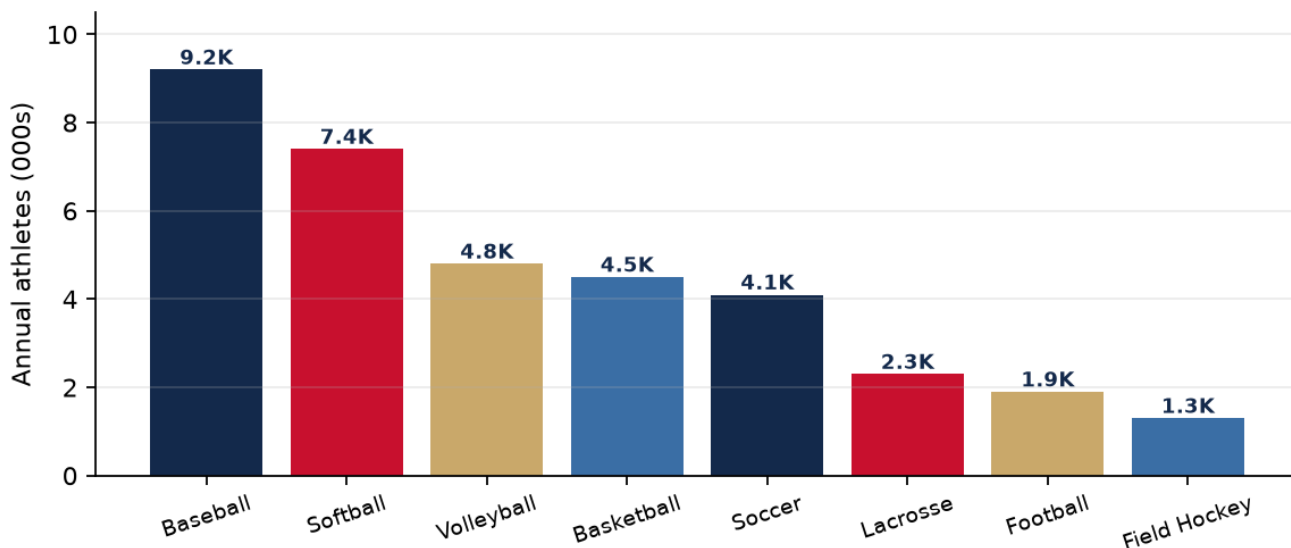


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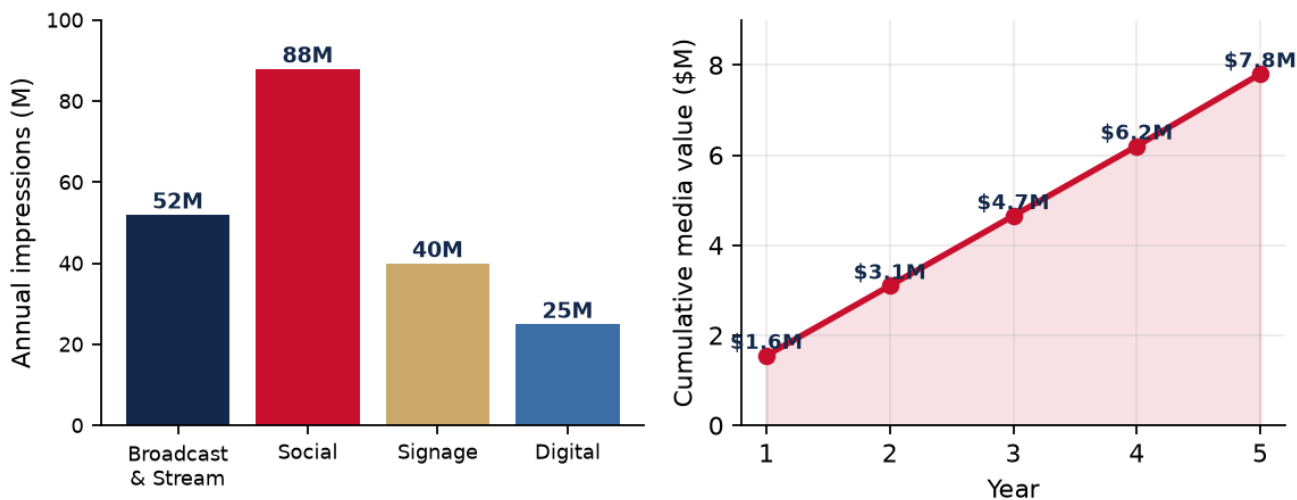


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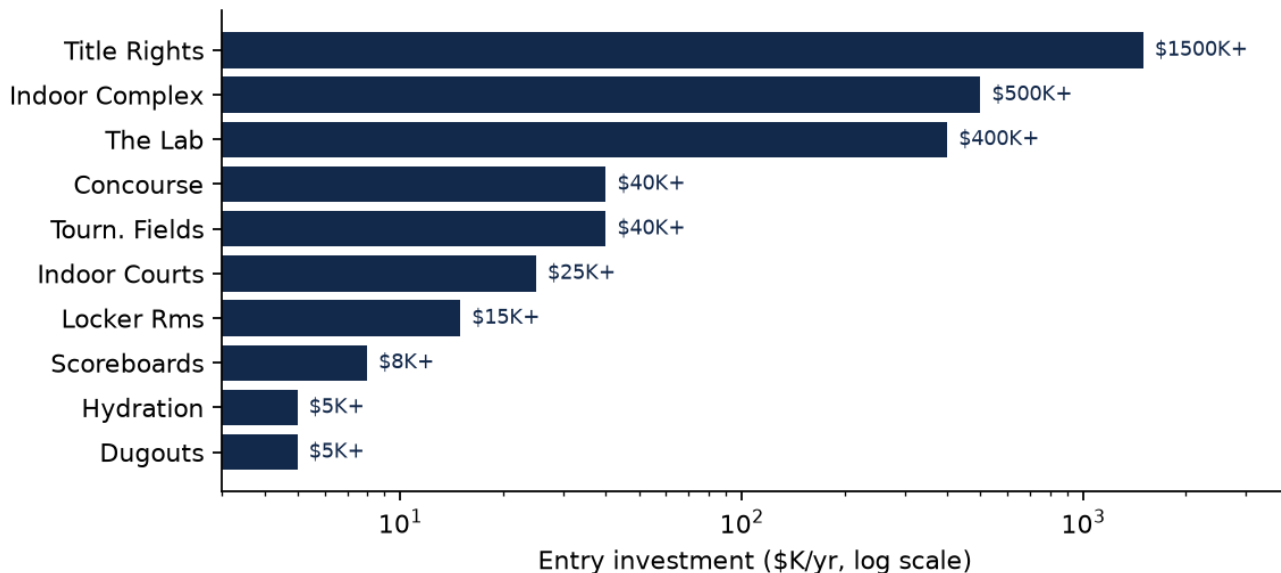


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YOUR RECOMMENDED PARTNERSHIP

Recommendation for UNDER ARMOUR

A tailored naming-rights recommendation for UNDER ARMOUR — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Title naming rights or Performance & Strength Center — aligns with UA's 'train to compete' positioning and youth-development mission across every sport on campus.
Why It Wins	Apparel & footwear category exclusivity; UA-outfitted tournament staff; Community Impact activation; combine / showcase co-branding at The Lab and the Phase 2 indoor complex.
Department	Sports Marketing Dept. & Community Impact Partnerships
Contact	Under Armour, Inc. 1020 Hull Street, Baltimore, MD 21230 Phone: 1-888-727-6687 • Partner portal: help.underarmour.com (Partner With UA)
Route To	VP / Director, Sports Marketing — Baseball/Softball & Youth

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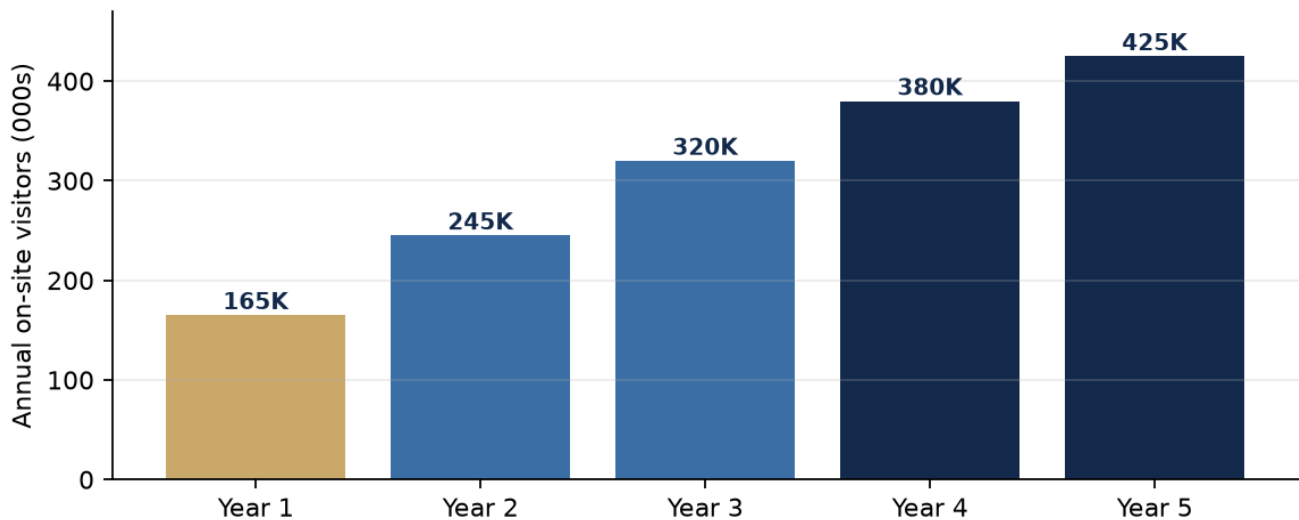


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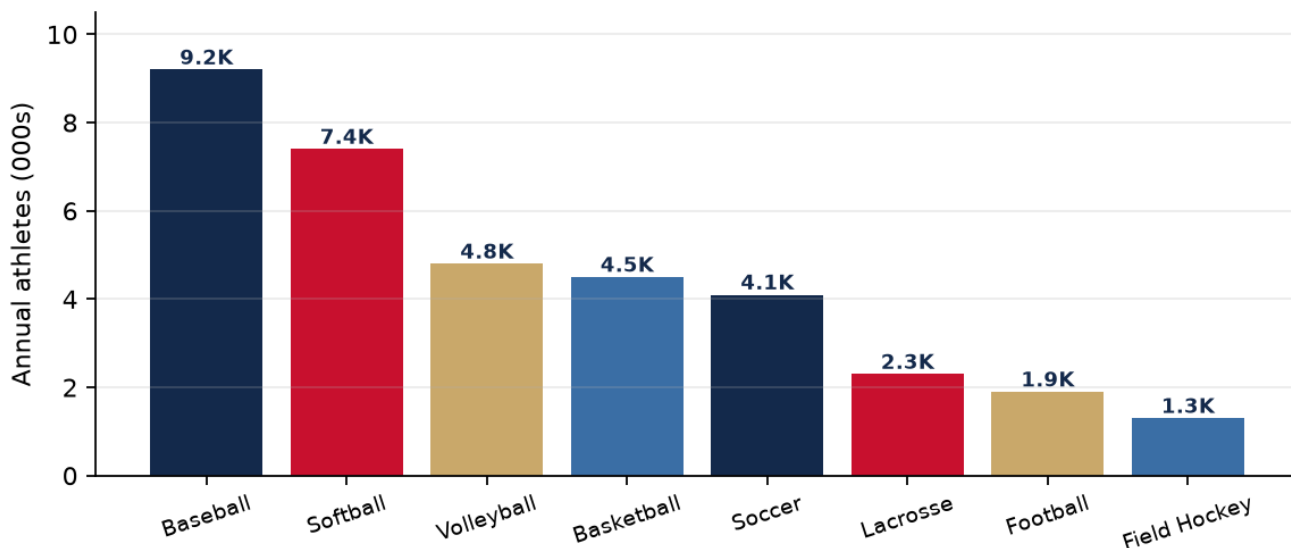


Figure 4 — Projected annual athlete participation by sport at complex maturity.

Venue	Sports	Peak season
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The Lab	Player development & training (all sports)	Year-round

Why Multi-Sport Depth Matters to Partners

- **Year-round exposure:** Diamond, outdoor field, and indoor seasons stack into a 12-month activation calendar — no dark months.
- **Broader audience:** 10+ sports pull distinct family, club, and recruiting audiences to the same branded campus.
- **More inventory:** Courts, multi-sport fields, and the indoor complex add high-value naming assets beyond the diamonds.
- **Diversified attendance:** Volleyball and basketball anchor fall/winter traffic that baseball and softball alone can't reach.
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MEDIA & BRAND EXPOSURE

Where Your Brand Shows Up

A naming-rights partnership delivers year-round, multi-channel exposure — not a single event. Broadcast and streamed tournaments across all sports, an active social ecosystem, permanent on-site signage, and every digital schedule and ticket combine into an estimated 205 million impressions annually.

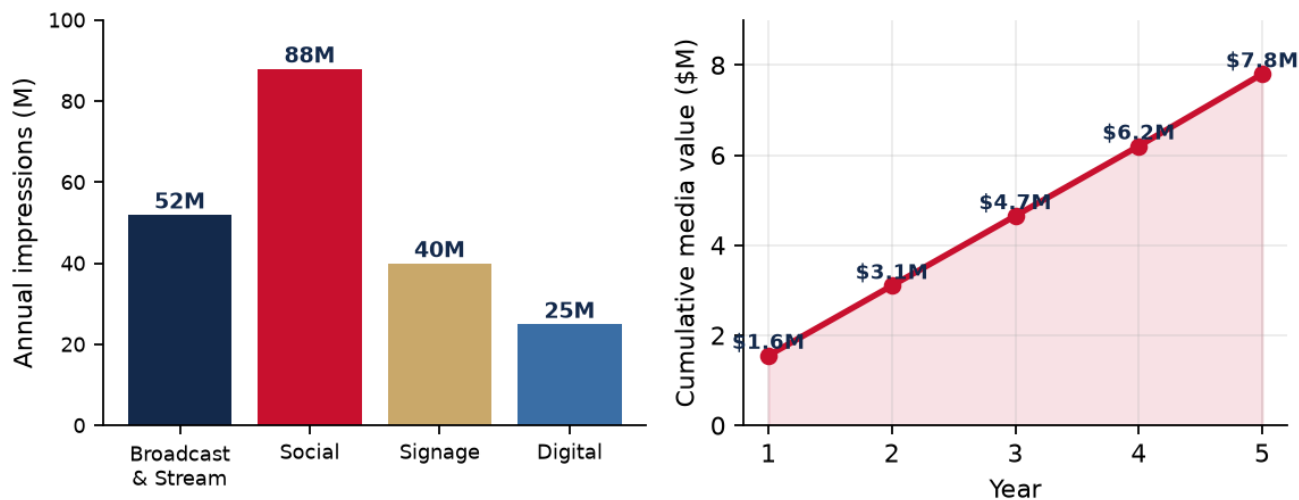


Figure 2 — Impressions by channel (left) and cumulative estimated media value over a 5-year term (right).

- **Broadcast & streaming:** 52M+ annual views across tournament livestreams and highlight distribution.
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Independent valuation places the cumulative media equivalency of a title partnership at approximately **\$7.8M over five years** — before factoring hospitality, activation, and category-exclusivity value.

Year-Round Activation Calendar

Season	Signature activation opportunities
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Fall	Recruiting showcases, The Lab combine events, football & field-hockey events, skills competitions.
Winter	Indoor volleyball & basketball leagues in the Phase 2 complex, off-season data & development at The Lab.

PARTNERSHIP INVENTORY

Full Naming-Rights Inventory

Beyond the title sponsorship, every surface of the complex is available — individually or bundled. Ranges below are illustrative starting points for multi-year agreements and are tailored per partner.

Asset	Description	Qty	Investment	Term
Title / Presenting Rights	Entire complex — “[Brand] Ballparks National”	1	\$1.5M – \$3M / yr	10–15 yr
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The Lab — Player Dev Tech	Motion capture, tracking, biomechanics & analytics	1	\$400K – \$750K / yr	7–10 yr
Outdoor Multi-Sport Complex	Soccer, lacrosse, football & field-hockey fields	1	\$250K – \$500K / yr	5–10 yr
Championship Stadium Field	Premier broadcast diamond & grandstand	1	\$150K – \$300K / yr	5–10 yr
Championship Diamonds	Individual lighted competition diamonds	8	\$40K – \$90K / yr	3–5 yr
Indoor Courts	Hardwood / multi-sport courts	6+	\$25K – \$60K / yr	3–5 yr
Performance & Strength Ctr	Athlete training / weight room	1	\$50K – \$120K / yr	5 yr
Locker Rooms / Clubhouses	Branded player locker & team rooms	10+	\$15K – \$35K / yr	3–5 yr
Batting Cages & Tunnels	Indoor/outdoor hitting & pitching lab	10+	\$10K – \$25K / yr	3–5 yr
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Concourse & Concessions	Branded food court / fueling station	1	\$40K – \$80K / yr	3–5 yr
Scoreboards & Video Boards	LED scoreboards and ribbon boards	14+	\$8K – \$20K / yr	3–5 yr
Dugouts	Branded dugout pairs across all fields	16+	\$5K – \$12K / pr / yr	1–3 yr
Hydration / Fueling Stations	Beverage stations complex-wide	24+	\$30K – \$75K / yr	Cat.-excl.

All packages include signage, digital/web presence, social mentions, PA recognition, and category protection. Bundles (e.g., “Title + Indoor + Hydration”) unlock preferred pricing.

INVESTMENT & RETURN

Investment Ladder & ROI

Entry points span from single-asset activations to flagship title rights, so partners can scale involvement to budget and objective. Every tier compounds impressions across a multi-day, multi-sport season.

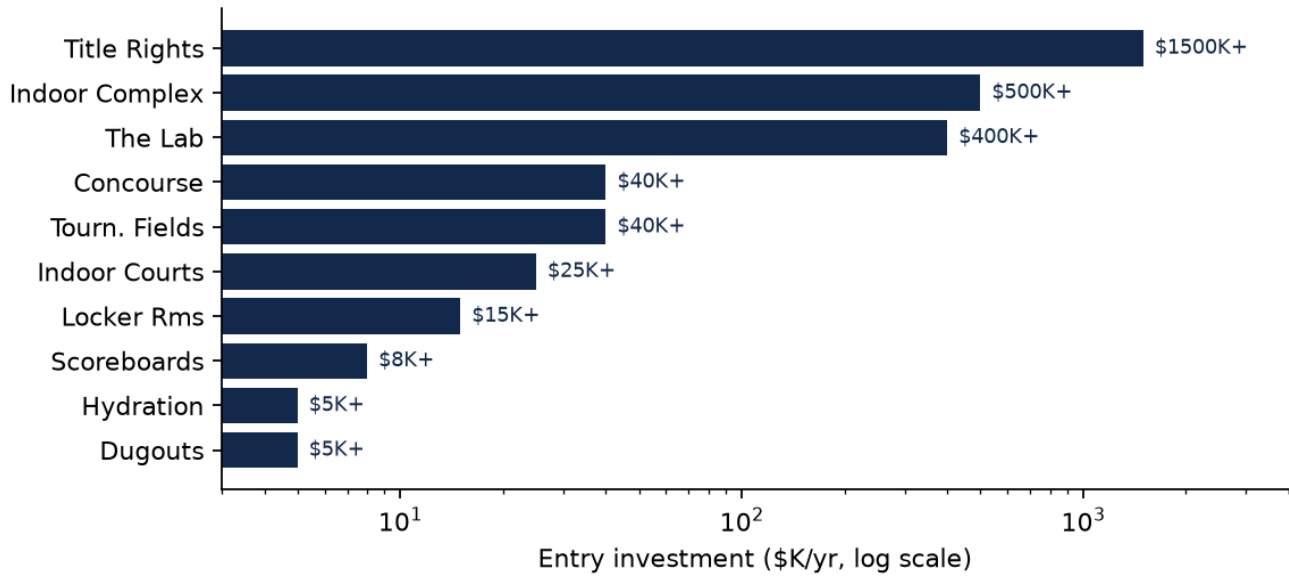


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

Compare Partnership Tiers

Tier	Investment	Reach	Exclusivity	Naming
Title Partner	\$1.5M–\$3M / yr	Entire complex + all events	Full category	"[Brand] Ballparks National"
Indoor Complex	\$500K–\$900K / yr	Volleyball, basketball & club sports	Indoor category	"[Brand] Indoor Complex"
The Lab	\$400K–\$750K / yr	Player development & training	Tech / training	"The Lab by [Brand]"
Outdoor Multi-Sport	\$250K–\$500K / yr	Soccer, lacrosse, football, field hockey	Outdoor field sports	"[Brand] Fields"

Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
- **Blended value:** Cash, product/VIK, and activation commitments can be combined to fit budgets.
- **Renewal protection:** Right of first refusal and category exclusivity carry through renewals.

YOUR RECOMMENDED PARTNERSHIP

Recommendation for NIKE

A tailored naming-rights recommendation for NIKE — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Title or Championship Stadium naming rights — premium broadcast-visible asset matching Nike's flagship-only approach.
Why It Wins	Swoosh on all premier signage across diamonds, outdoor multi-sport fields, and the indoor complex; elite event presenting rights; potential Nike Baseball/Softball and multi-sport camp series on site. Note: Nike does not accept unsolicited proposals — a warm introduction via a Nike-sponsored partner or EYBL/RZN contact is recommended.
Department	Nike Sports Marketing (Baseball/Softball)
Contact	Nike, Inc. — Nike Sports Marketing One Bowerman Drive, Beaverton, OR 97005 Phone: 1-800-806-6453 • Web: nike.com/help (Company Info & Inquiries)
Route To	Sports Marketing — Baseball/Softball Category Director

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand's goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
4. Finalize a multi-year agreement with renewal and first-right-of-refusal clauses.

Let's Build This Partnership

Ready to position NIKE at the center of the fastest-growing arena in youth sports? Contact the 360 Sports Group Partnerships Office to tailor this package.

Dave Miller • 682-220-0899 • dmiller@360sportsgroup.com • Lake of the Ozarks, MO

Contact details reflect publicly listed corporate departments and submission channels as of July 2026; named decision-makers are identified by role, not individual.

WHERE THE GAME MEETS THE LAKE

JORDAN BRAND

Corporate Naming Rights & Partnership Opportunity

Ballparks National is a destination sports complex on the Lake of the Ozarks, Missouri, purpose-built to host World Series-caliber baseball and softball across **8 championship diamonds**, plus an **outdoor multi-sport complex** (soccer, lacrosse, football & field hockey) and a **Phase 2 indoor complex** for volleyball, basketball and indoor club sports. It is anchored by **The Lab** — the next phase of Ballparks National: a technology-driven player-development center where motion capture, ball & bat tracking, and force-plate biomechanics power elite training. The complex draws hundreds of thousands of families, athletes, and coaches every season.

<p>425K+</p> <p>Annual visitors at maturity</p>	<p>8</p> <p>Championship diamonds</p>	<p>10+</p> <p>Sports hosted</p>
<p>\$7.8M</p> <p>5-yr est. media value</p>	<p>205M</p> <p>Annual brand impressions</p>	<p>15 yr</p> <p>Max partnership term</p>

Why Title Naming Rights Wins

- **Identity:** Your name becomes the destination — every event, ticket, schedule, and direction references your brand.
- **Broadcast:** Front-and-center signage on every livestream and highlight reel across all sports.
- **Exclusivity:** Category exclusivity locks competitors out of the entire complex for the full term.
- **Reach:** Millions of organic impressions from families, teams, and travel networks across 10+ sports each season.
- **Growth:** First right of refusal on all new facilities — including the Phase 2 indoor complex — expansions, and renewals.
- **Activation:** Year-round retail pop-ups, sampling, camps, MVP awards, and naming of marquee events.

The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

A Growing, High-Value Audience

Youth travel sports is one of the fastest-growing segments in America — a \$40B+ annual market. By hosting baseball, softball, outdoor field sports, and indoor club sports on one campus, Ballparks National converts that momentum into sustained, repeat foot traffic and a captive family audience with real purchasing power.

<p>\$40B+</p> <p>U.S. youth-sports economy</p>	<p>3.5 nights</p> <p>Avg. family stay / event</p>	<p>68%</p> <p>Return the next season</p>
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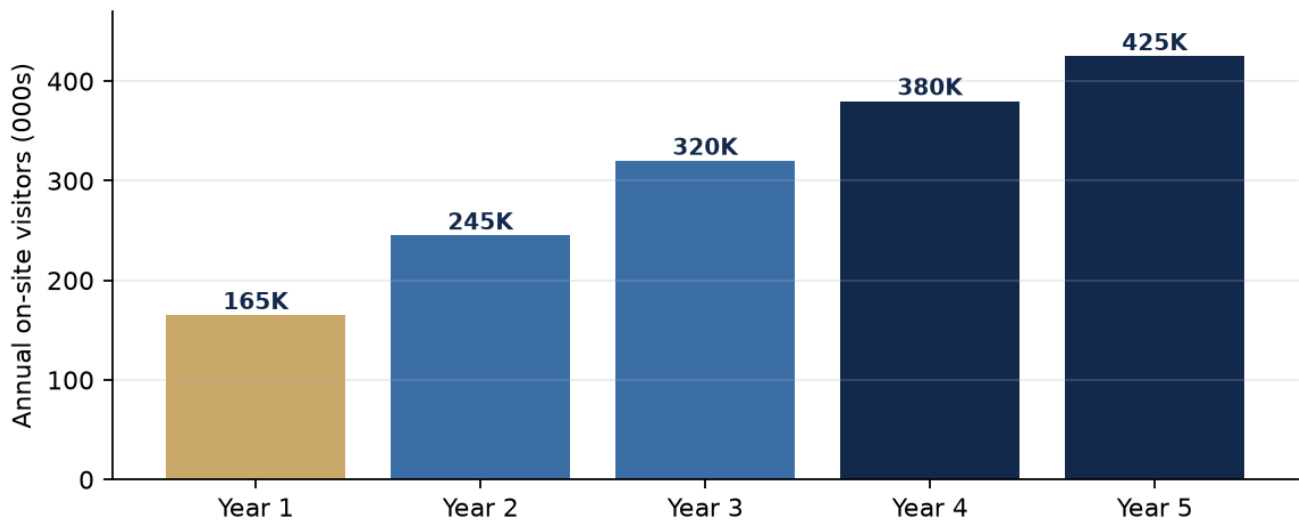


Figure 1 — Projected on-site attendance ramps to 425K annual visitors by Year 5 as multi-sport and indoor programming come online.

Who Attends

Families make up the majority of on-site traffic — the exact decision-makers brands compete to reach. Coaches, scouts, and college recruiters add a high-influence tier across every sport, while regional tourism extends reach beyond game day. Every visitor passes branded signage an average of 14 times per event, compounding impressions across a multi-day stay.

<p>40M+</p> <p>People within a day's drive</p>	<p>22</p> <p>States represented / season</p>	<p>14x</p> <p>Signage views per visit</p>
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Regional Draw

The complex pulls teams and families from a multi-state footprint across the Midwest and beyond. Marquee tournaments consistently sell out travel-team fields months in advance, and destination lodging extends each visit into a multi-day stay — multiplying dwell time and brand exposure per family across baseball, softball, and the growing outdoor and indoor sport calendar.

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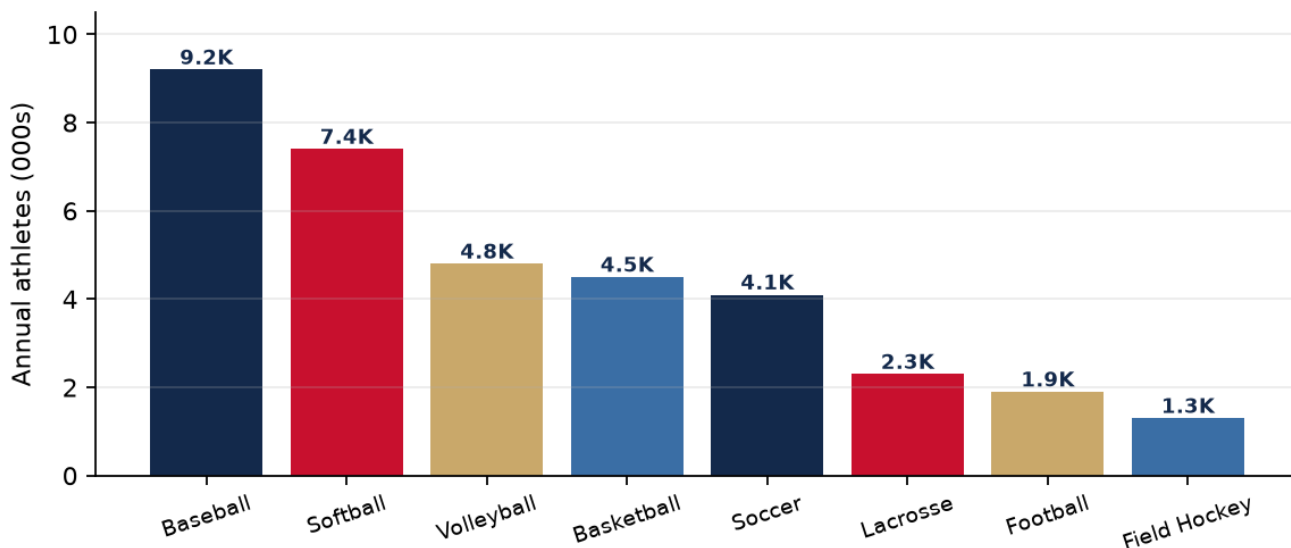


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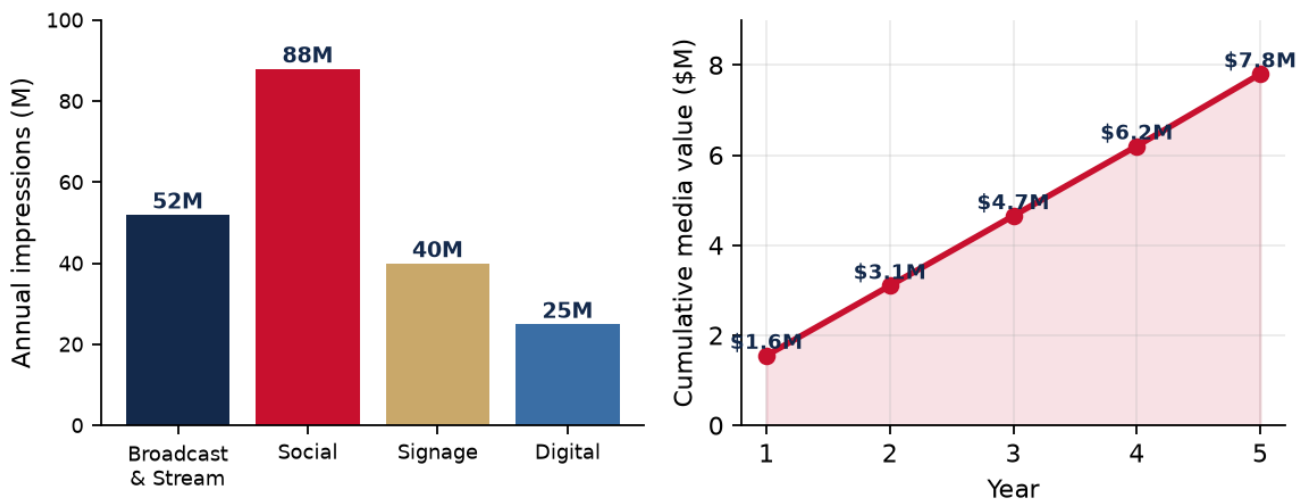


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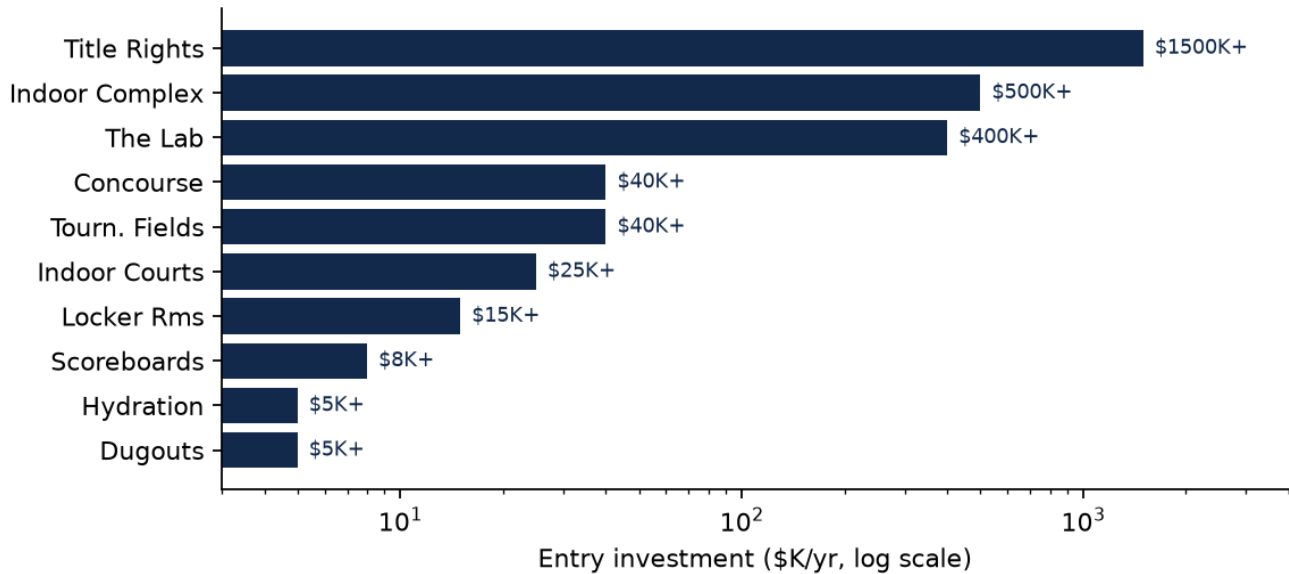


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YOUR RECOMMENDED PARTNERSHIP

Recommendation for JORDAN BRAND

A tailored naming-rights recommendation for JORDAN BRAND — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Anchor the Phase 2 Indoor Complex or The Lab — Jordan Brand resonates with elite youth-athlete culture, basketball, and indoor training.
Why It Wins	Jumpman branding on the marquee indoor complex and hardwood courts; flagship court/turf identity for volleyball & basketball; signature athlete appearance opportunities. (Division of Nike — same submission path.)
Department	Jordan Brand — Sports Marketing (a division of Nike)
Contact	Jordan Brand c/o Nike, Inc. One Bowerman Drive, Beaverton, OR 97005 Phone: 1-800-806-6453 • Via Nike Sports Marketing
Route To	Jordan Brand Sports Marketing — Court/Training

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<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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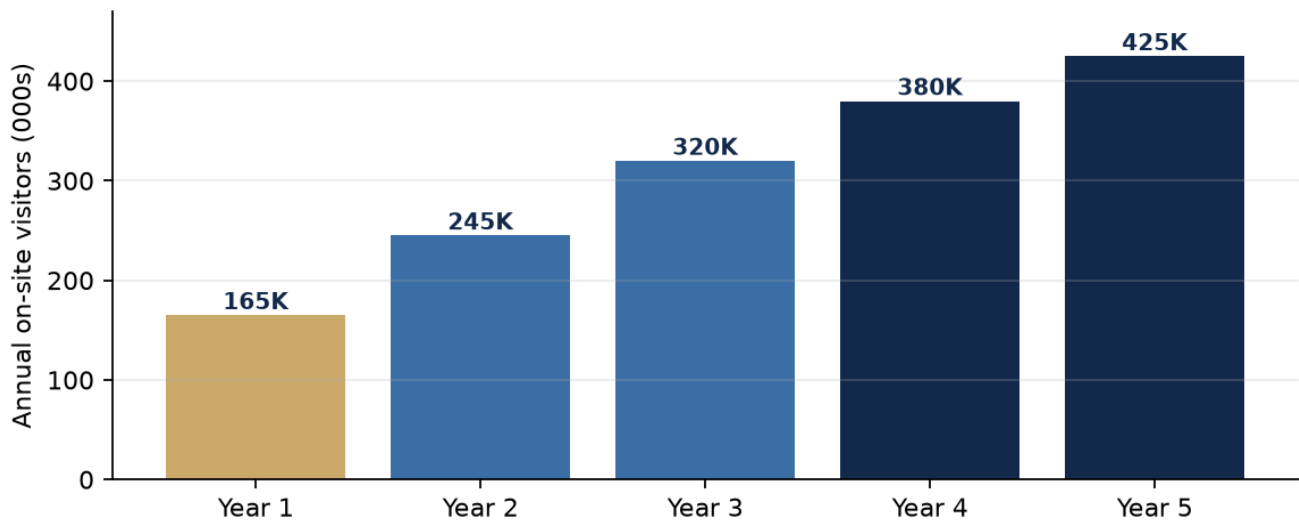


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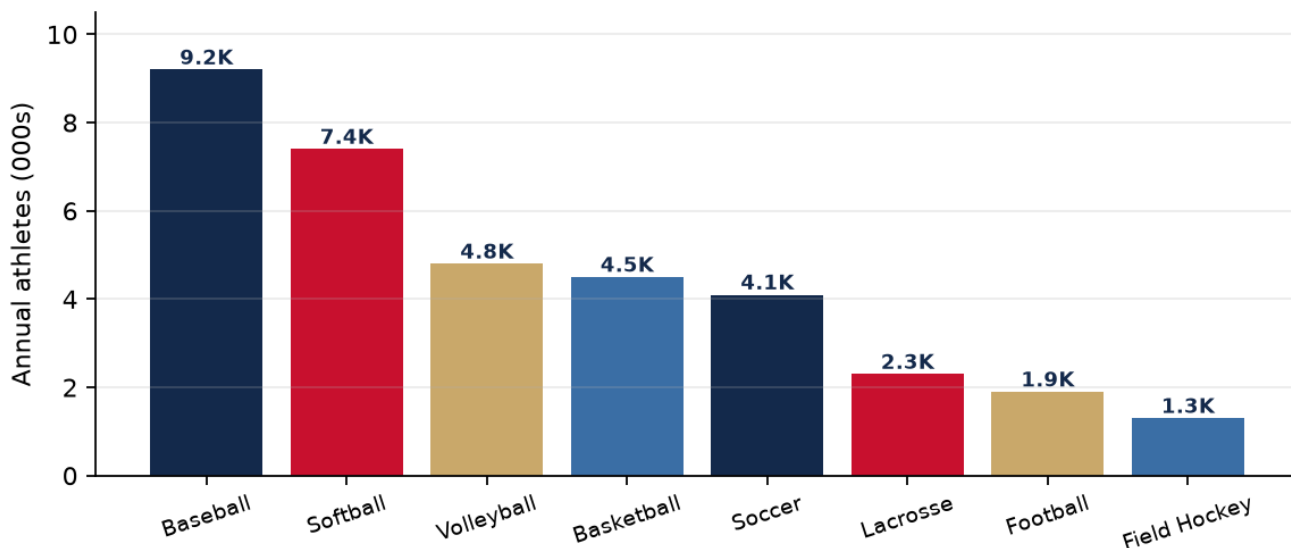


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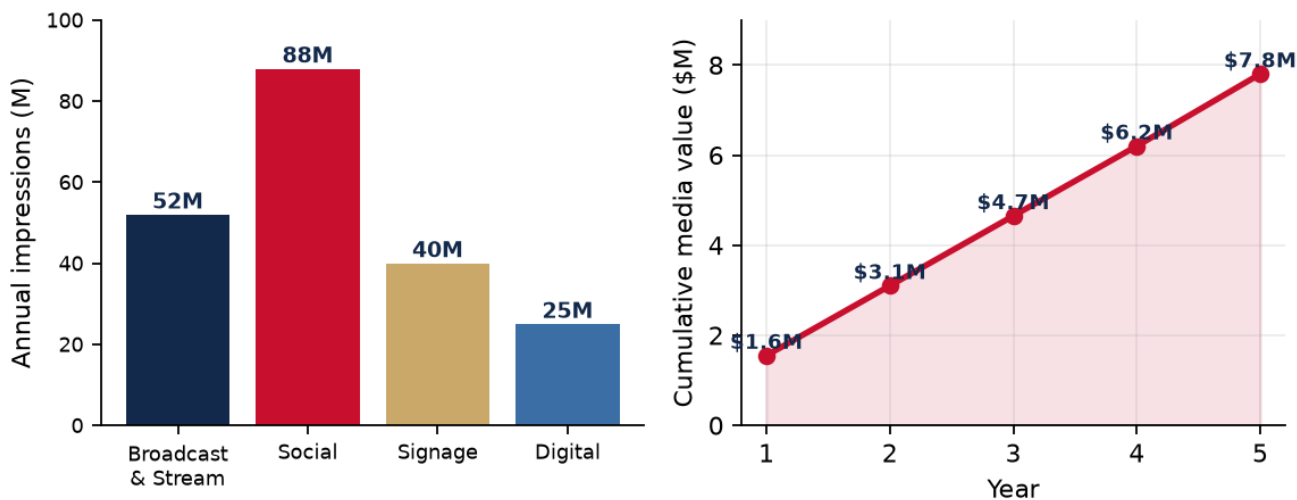


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Entry Plaza & Main Gate	Walk-of-fame arrival experience	1	\$75K – \$150K / yr	5–10 yr
Concourse & Concessions	Branded food court / fueling station	1	\$40K – \$80K / yr	3–5 yr
Scoreboards & Video Boards	LED scoreboards and ribbon boards	14+	\$8K – \$20K / yr	3–5 yr
Dugouts	Branded dugout pairs across all fields	16+	\$5K – \$12K / pr / yr	1–3 yr
Hydration / Fueling Stations	Beverage stations complex-wide	24+	\$30K – \$75K / yr	Cat.-excl.

All packages include signage, digital/web presence, social mentions, PA recognition, and category protection. Bundles (e.g., “Title + Indoor + Hydration”) unlock preferred pricing.

INVESTMENT & RETURN

Investment Ladder & ROI

Entry points span from single-asset activations to flagship title rights, so partners can scale involvement to budget and objective. Every tier compounds impressions across a multi-day, multi-sport season.

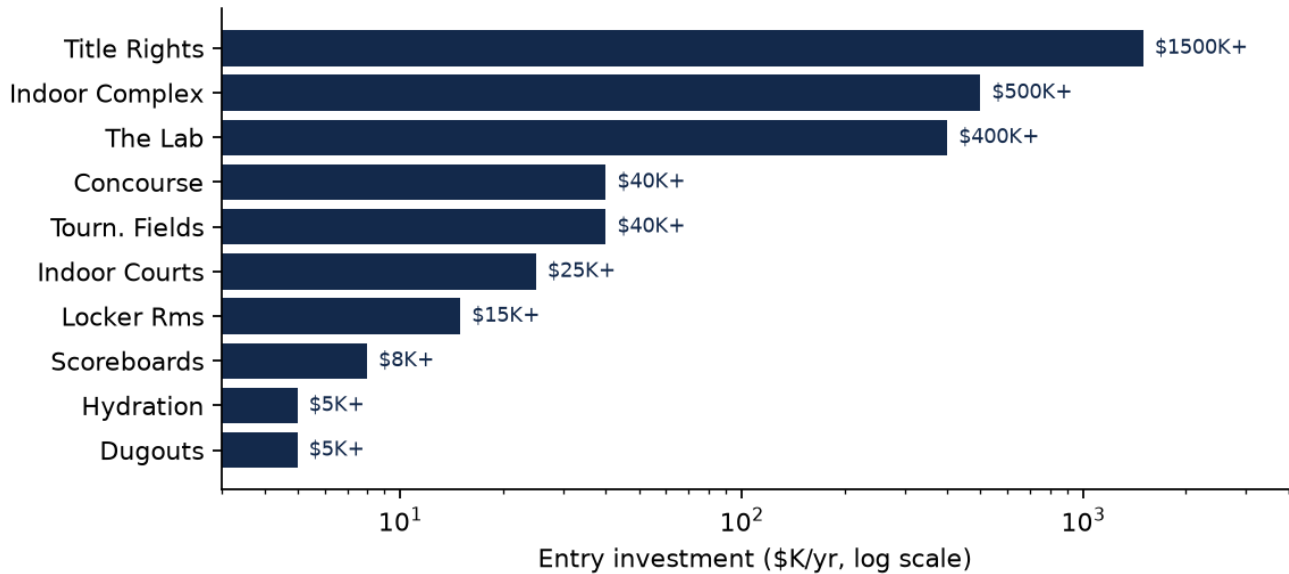


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

Compare Partnership Tiers

Tier	Investment	Reach	Exclusivity	Naming
Title Partner	\$1.5M–\$3M / yr	Entire complex + all events	Full category	"[Brand] Ballparks National"
Indoor Complex	\$500K–\$900K / yr	Volleyball, basketball & club sports	Indoor category	"[Brand] Indoor Complex"
The Lab	\$400K–\$750K / yr	Player development & training	Tech / training	"The Lab by [Brand]"
Outdoor Multi-Sport	\$250K–\$500K / yr	Soccer, lacrosse, football, field hockey	Outdoor field sports	"[Brand] Fields"

Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
- **Blended value:** Cash, product/VIK, and activation commitments can be combined to fit budgets.
- **Renewal protection:** Right of first refusal and category exclusivity carry through renewals.

YOUR RECOMMENDED PARTNERSHIP

Recommendation for ADIDAS

A tailored naming-rights recommendation for ADIDAS — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Title naming rights or the Outdoor Multi-Sport Complex package — adidas seeks grassroots visibility across soccer, baseball, and softball.
Why It Wins	Three Stripes category exclusivity on apparel/footwear; adidas-branded showcase events; team uniform programs; retail pop-up at the complex; soccer & multi-sport field identity.
Department	adidas Sports Marketing — North America
Contact	adidas America, Inc. 5055 N Greeley Ave, Portland, OR 97217 Phone: 1-800-982-9337 • Web: adidas-group.com/en/about/contact
Route To	Sports Marketing Manager — Baseball/Softball & Soccer, North America

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand’s goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
4. Finalize a multi-year agreement with renewal and first-right-of-refusal clauses.

Let’s Build This Partnership

Ready to position ADIDAS at the center of the fastest-growing arena in youth sports? Contact the 360 Sports Group Partnerships Office to tailor this package.

Dave Miller • 682-220-0899 • dmiller@360sportsgroup.com • Lake of the Ozarks, MO

Contact details reflect publicly listed corporate departments and submission channels as of July 2026; named decision-makers are identified by role, not individual.

WHERE THE GAME MEETS THE LAKE

PUMA

Corporate Naming Rights & Partnership Opportunity

Ballparks National is a destination sports complex on the Lake of the Ozarks, Missouri, purpose-built to host World Series-caliber baseball and softball across **8 championship diamonds**, plus an **outdoor multi-sport complex** (soccer, lacrosse, football & field hockey) and a **Phase 2 indoor complex** for volleyball, basketball and indoor club sports. It is anchored by **The Lab** — the next phase of Ballparks National: a technology-driven player-development center where motion capture, ball & bat tracking, and force-plate biomechanics power elite training. The complex draws hundreds of thousands of families, athletes, and coaches every season.

<p>425K+</p> <p>Annual visitors at maturity</p>	<p>8</p> <p>Championship diamonds</p>	<p>10+</p> <p>Sports hosted</p>
<p>\$7.8M</p> <p>5-yr est. media value</p>	<p>205M</p> <p>Annual brand impressions</p>	<p>15 yr</p> <p>Max partnership term</p>

Why Title Naming Rights Wins

- **Identity:** Your name becomes the destination — every event, ticket, schedule, and direction references your brand.
- **Broadcast:** Front-and-center signage on every livestream and highlight reel across all sports.
- **Exclusivity:** Category exclusivity locks competitors out of the entire complex for the full term.
- **Reach:** Millions of organic impressions from families, teams, and travel networks across 10+ sports each season.
- **Growth:** First right of refusal on all new facilities — including the Phase 2 indoor complex — expansions, and renewals.
- **Activation:** Year-round retail pop-ups, sampling, camps, MVP awards, and naming of marquee events.

The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

A Growing, High-Value Audience

Youth travel sports is one of the fastest-growing segments in America — a \$40B+ annual market. By hosting baseball, softball, outdoor field sports, and indoor club sports on one campus, Ballparks National converts that momentum into sustained, repeat foot traffic and a captive family audience with real purchasing power.

\$40B+ U.S. youth-sports economy	3.5 nights Avg. family stay / event	68% Return the next season
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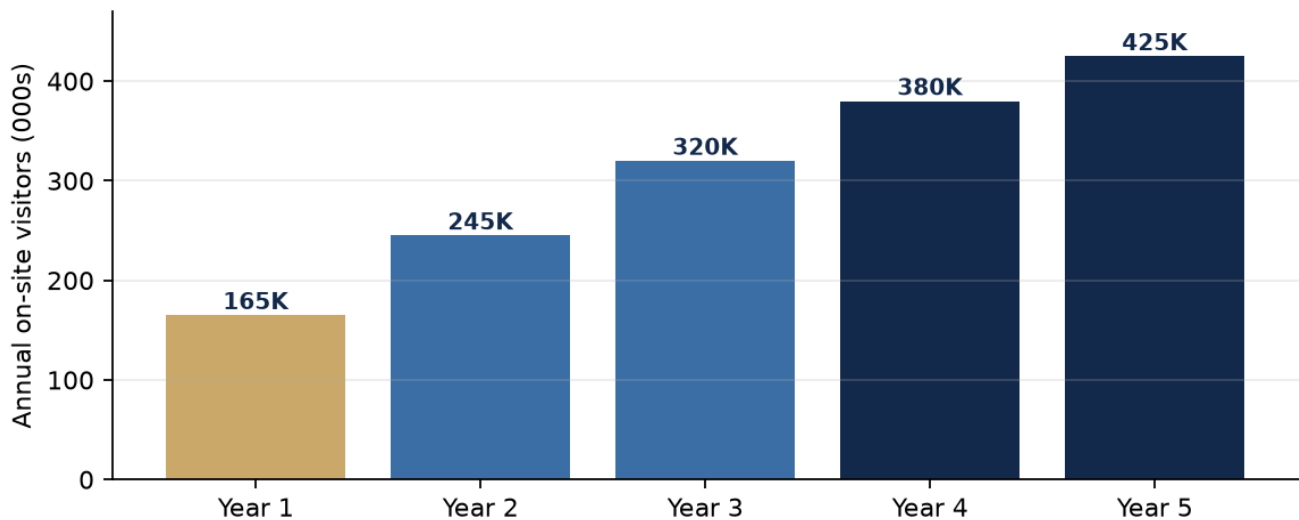


Figure 1 — Projected on-site attendance ramps to 425K annual visitors by Year 5 as multi-sport and indoor programming come online.

Who Attends

Families make up the majority of on-site traffic — the exact decision-makers brands compete to reach. Coaches, scouts, and college recruiters add a high-influence tier across every sport, while regional tourism extends reach beyond game day. Every visitor passes branded signage an average of 14 times per event, compounding impressions across a multi-day stay.

40M+ People within a day's drive	22 States represented / season	14x Signage views per visit
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Regional Draw

The complex pulls teams and families from a multi-state footprint across the Midwest and beyond. Marquee tournaments consistently sell out travel-team fields months in advance, and destination lodging extends each visit into a multi-day stay — multiplying dwell time and brand exposure per family across baseball, softball, and the growing outdoor and indoor sport calendar.

PARTICIPATION & PROGRAMMING

A True Multi-Sport Destination

Ballparks National now hosts 10+ sports across its diamonds, outdoor multi-sport complex, and Phase 2 indoor complex. That breadth diversifies attendance, lengthens the calendar into every season, and multiplies the branded touchpoints a partner reaches.

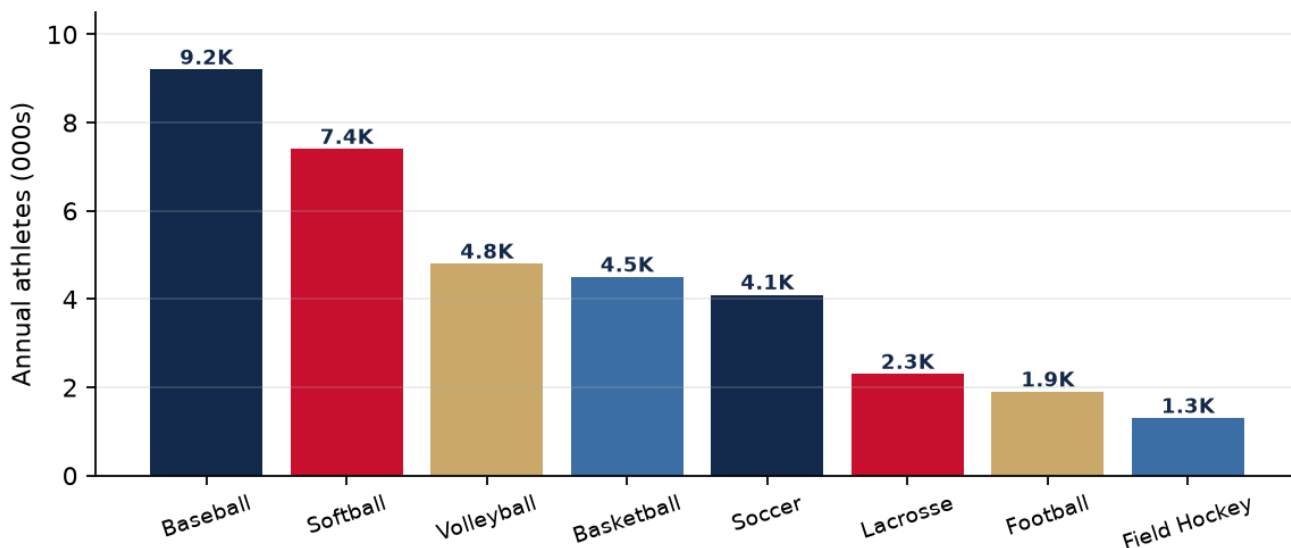


Figure 4 — Projected annual athlete participation by sport at complex maturity.

Venue	Sports	Peak season
8 Championship Diamonds	Baseball, softball	Spring–Summer
Outdoor Multi-Sport Complex	Soccer, lacrosse, football, field hockey	Spring & Fall
Phase 2 Indoor Complex	Volleyball, basketball, indoor club sports	Fall–Winter
The Lab	Player development & training (all sports)	Year-round

Why Multi-Sport Depth Matters to Partners

- **Year-round exposure:** Diamond, outdoor field, and indoor seasons stack into a 12-month activation calendar — no dark months.
- **Broader audience:** 10+ sports pull distinct family, club, and recruiting audiences to the same branded campus.
- **More inventory:** Courts, multi-sport fields, and the indoor complex add high-value naming assets beyond the diamonds.
- **Diversified attendance:** Volleyball and basketball anchor fall/winter traffic that baseball and softball alone can't reach.
- **Compounding impressions:** Every added event multiplies signage views, streams, and social reach for the title partner.

MEDIA & BRAND EXPOSURE

Where Your Brand Shows Up

A naming-rights partnership delivers year-round, multi-channel exposure — not a single event. Broadcast and streamed tournaments across all sports, an active social ecosystem, permanent on-site signage, and every digital schedule and ticket combine into an estimated 205 million impressions annually.

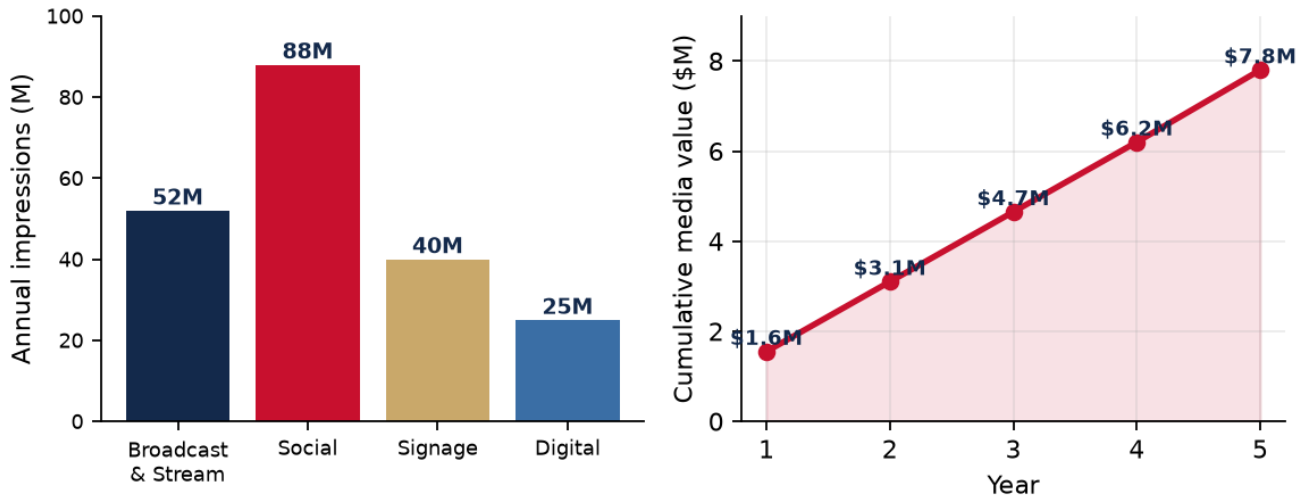


Figure 2 — Impressions by channel (left) and cumulative estimated media value over a 5-year term (right).

- **Broadcast & streaming:** 52M+ annual views across tournament livestreams and highlight distribution.
- **Social media:** 88M+ organic impressions from families, teams, and multi-sport networks.
- **Permanent signage:** 40M+ on-site impressions across diamonds, fields, indoor courts, plaza, and The Lab.
- **Digital footprint:** 25M+ impressions on schedules, tickets, apps, and the event microsite.

Independent valuation places the cumulative media equivalency of a title partnership at approximately **\$7.8M over five years** — before factoring hospitality, activation, and category-exclusivity value.

Year-Round Activation Calendar

Season	Signature activation opportunities
Spring	Season-opening showcases, uniform & gear reveals, sampling at first diamond & soccer tournaments.
Summer	Peak travel-ball championships, multi-sport tournaments, camps & clinics, MVP awards, retail pop-ups.
Fall	Recruiting showcases, The Lab combine events, football & field-hockey events, skills competitions.
Winter	Indoor volleyball & basketball leagues in the Phase 2 complex, off-season data & development at The Lab.

PARTNERSHIP INVENTORY

Full Naming-Rights Inventory

Beyond the title sponsorship, every surface of the complex is available — individually or bundled. Ranges below are illustrative starting points for multi-year agreements and are tailored per partner.

Asset	Description	Qty	Investment	Term
Title / Presenting Rights	Entire complex — “[Brand] Ballparks National”	1	\$1.5M – \$3M / yr	10–15 yr
Phase 2 Indoor Complex	Volleyball, basketball & indoor club-sport venue	1	\$500K – \$900K / yr	7–10 yr
The Lab — Player Dev Tech	Motion capture, tracking, biomechanics & analytics	1	\$400K – \$750K / yr	7–10 yr
Outdoor Multi-Sport Complex	Soccer, lacrosse, football & field-hockey fields	1	\$250K – \$500K / yr	5–10 yr
Championship Stadium Field	Premier broadcast diamond & grandstand	1	\$150K – \$300K / yr	5–10 yr
Championship Diamonds	Individual lighted competition diamonds	8	\$40K – \$90K / yr	3–5 yr
Indoor Courts	Hardwood / multi-sport courts	6+	\$25K – \$60K / yr	3–5 yr
Performance & Strength Ctr	Athlete training / weight room	1	\$50K – \$120K / yr	5 yr
Locker Rooms / Clubhouses	Branded player locker & team rooms	10+	\$15K – \$35K / yr	3–5 yr
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Hydration / Fueling Stations	Beverage stations complex-wide	24+	\$30K – \$75K / yr	Cat.-excl.

All packages include signage, digital/web presence, social mentions, PA recognition, and category protection. Bundles (e.g., “Title + Indoor + Hydration”) unlock preferred pricing.

INVESTMENT & RETURN

Investment Ladder & ROI

Entry points span from single-asset activations to flagship title rights, so partners can scale involvement to budget and objective. Every tier compounds impressions across a multi-day, multi-sport season.

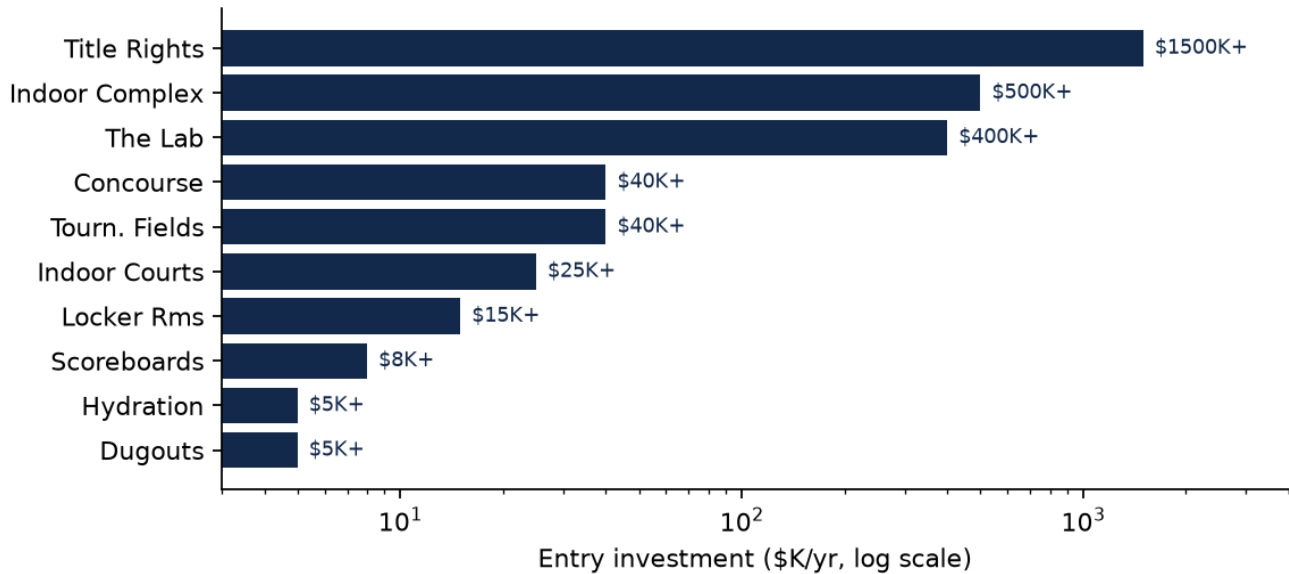


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

Compare Partnership Tiers

Tier	Investment	Reach	Exclusivity	Naming
Title Partner	\$1.5M–\$3M / yr	Entire complex + all events	Full category	“[Brand] Ballparks National”
Indoor Complex	\$500K–\$900K / yr	Volleyball, basketball & club sports	Indoor category	“[Brand] Indoor Complex”
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Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
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YOUR RECOMMENDED PARTNERSHIP

Recommendation for PUMA

A tailored naming-rights recommendation for PUMA — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Anchor the Phase 2 Indoor Complex or the Outdoor Multi-Sport Fields — PUMA is aggressively growing its U.S. diamond and team-sports footprint.
Why It Wins	PUMA / Stars & Stripes branding; emerging-athlete activation across indoor and outdoor sports; co-branded gear drops. Note: PUMA does not accept unsolicited proposals — submit via a referral or direct sports-marketing contact.
Department	PUMA North America — Sports Marketing
Contact	PUMA North America, Inc. 455 Grand Union Blvd, Somerville, MA 02145 Email: info@puma.com • Web: help.us.puma.com (sponsorship)
Route To	Sports Marketing — Team Sports / Baseball

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand’s goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
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Let’s Build This Partnership

Ready to position PUMA at the center of the fastest-growing arena in youth sports? Contact the 360 Sports Group Partnerships Office to tailor this package.

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WHERE THE GAME MEETS THE LAKE

REEBOK

Corporate Naming Rights & Partnership Opportunity

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<p>425K+</p> <p>Annual visitors at maturity</p>	<p>8</p> <p>Championship diamonds</p>	<p>10+</p> <p>Sports hosted</p>
<p>\$7.8M</p> <p>5-yr est. media value</p>	<p>205M</p> <p>Annual brand impressions</p>	<p>15 yr</p> <p>Max partnership term</p>

Why Title Naming Rights Wins

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The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

A Growing, High-Value Audience

Youth travel sports is one of the fastest-growing segments in America — a \$40B+ annual market. By hosting baseball, softball, outdoor field sports, and indoor club sports on one campus, Ballparks National converts that momentum into sustained, repeat foot traffic and a captive family audience with real purchasing power.

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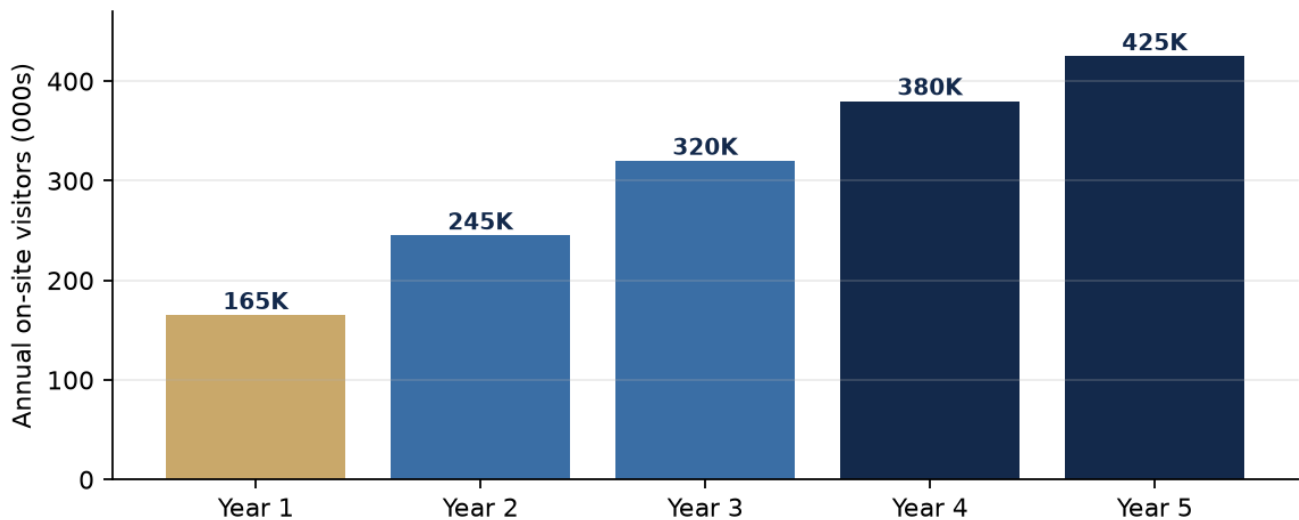


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Who Attends

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Regional Draw

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PARTICIPATION & PROGRAMMING

A True Multi-Sport Destination

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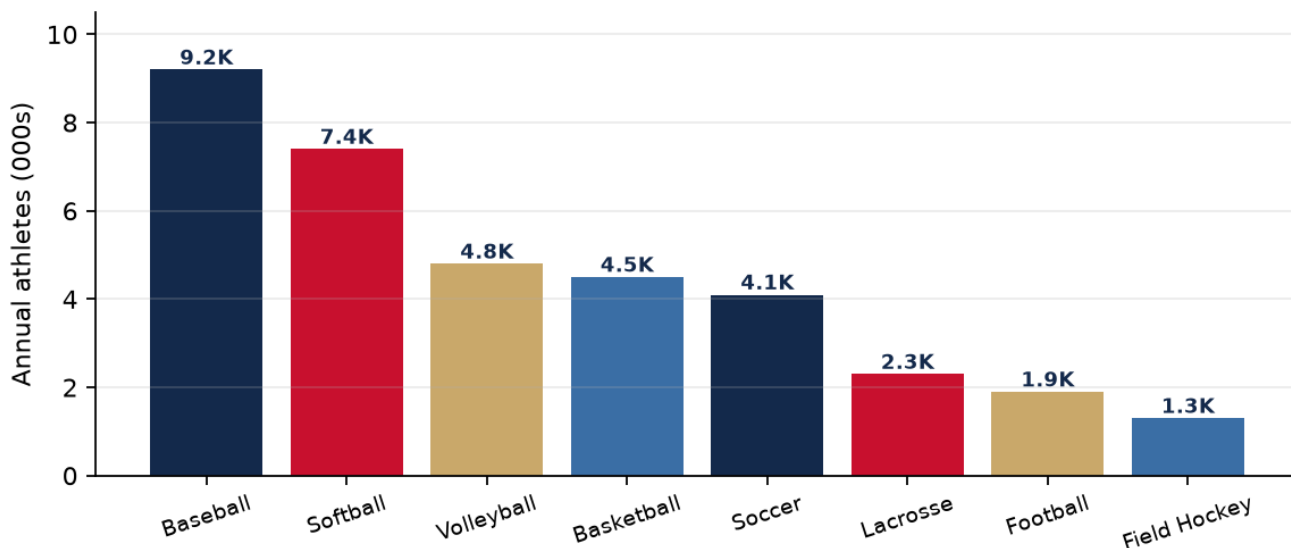


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Why Multi-Sport Depth Matters to Partners

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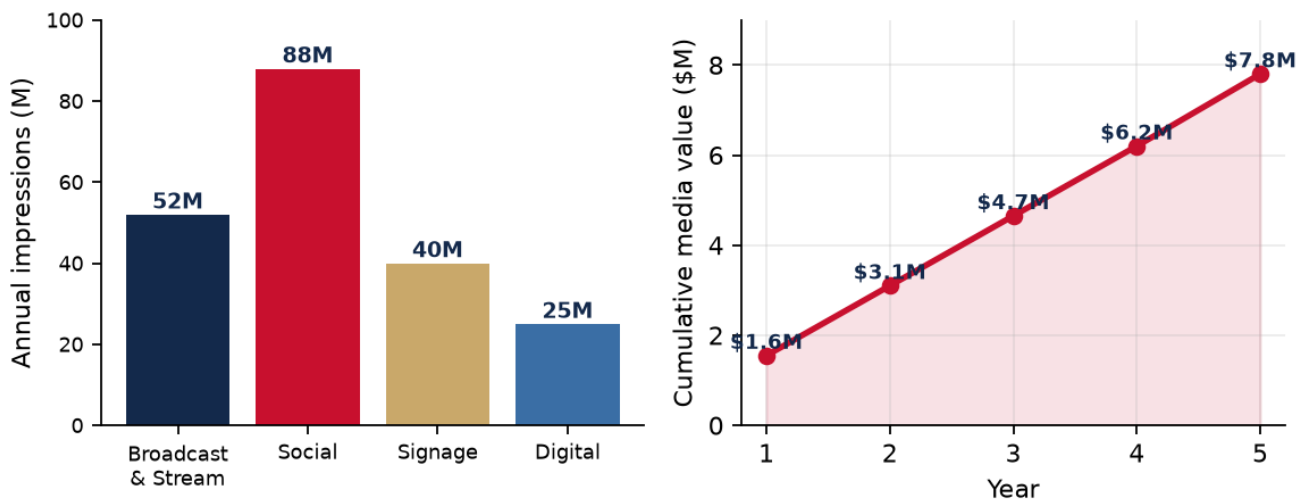


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PARTNERSHIP INVENTORY

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INVESTMENT & RETURN

Investment Ladder & ROI

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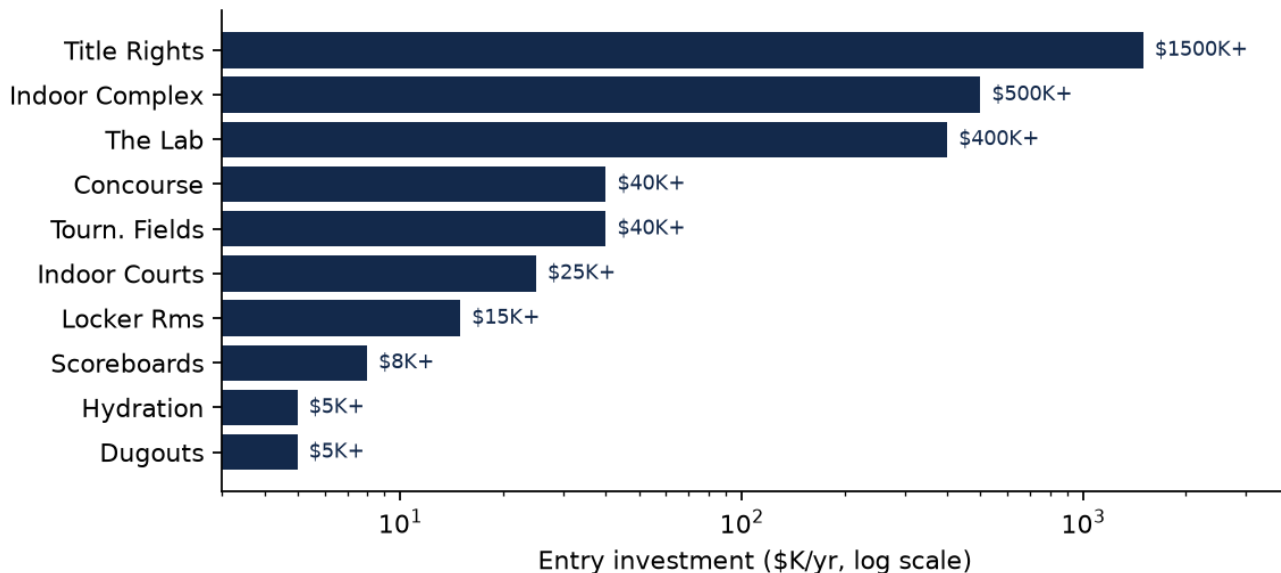


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Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
- **Blended value:** Cash, product/VIK, and activation commitments can be combined to fit budgets.
- **Renewal protection:** Right of first refusal and category exclusivity carry through renewals.

YOUR RECOMMENDED PARTNERSHIP

Recommendation for REEBOK

A tailored naming-rights recommendation for REEBOK — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Title Naming Rights or the Phase 2 Indoor Complex — a Boston-rooted heritage brand re-entering U.S. team sports with a youth-and-fitness mission that maps directly to a family destination complex.
Why It Wins	Reinforces Reebok’s “be your best through movement” brand platform; turnkey grassroots activation, footwear/apparel outfitting, camps, and co-branded gear drops at a high-traffic multi-sport hub. Note: route through the Sports Marketing team rather than general customer service.
Department	Reebok — Global Sports Marketing & Partnerships
Contact	Reebok International Ltd. — Attn: Director, Sports Marketing 25 Drydock Ave, Boston, MA 02210 Web: reebok.com (Sports Marketing & Partnerships inquiries)
Route To	Global Sports Marketing & Partnerships — Team Sports

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand’s goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
4. Finalize a multi-year agreement with renewal and first-right-of-refusal clauses.

Let’s Build This Partnership

Ready to position REEBOK at the center of the fastest-growing arena in youth sports? Contact the 360 Sports Group Partnerships Office to tailor this package.

Dave Miller • 682-220-0899 • dmiller@360sportsgroup.com • Lake of the Ozarks, MO

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WHERE THE GAME MEETS THE LAKE

GATORADE (PepsiCo)

Corporate Naming Rights & Partnership Opportunity

Ballparks National is a destination sports complex on the Lake of the Ozarks, Missouri, purpose-built to host World Series-caliber baseball and softball across **8 championship diamonds**, plus an **outdoor multi-sport complex** (soccer, lacrosse, football & field hockey) and a **Phase 2 indoor complex** for volleyball, basketball and indoor club sports. It is anchored by **The Lab** — the next phase of Ballparks National: a technology-driven player-development center where motion capture, ball & bat tracking, and force-plate biomechanics power elite training. The complex draws hundreds of thousands of families, athletes, and coaches every season.

<p>425K+</p> <p>Annual visitors at maturity</p>	<p>8</p> <p>Championship diamonds</p>	<p>10+</p> <p>Sports hosted</p>
<p>\$7.8M</p> <p>5-yr est. media value</p>	<p>205M</p> <p>Annual brand impressions</p>	<p>15 yr</p> <p>Max partnership term</p>

Why Title Naming Rights Wins

- **Identity:** Your name becomes the destination — every event, ticket, schedule, and direction references your brand.
- **Broadcast:** Front-and-center signage on every livestream and highlight reel across all sports.
- **Exclusivity:** Category exclusivity locks competitors out of the entire complex for the full term.
- **Reach:** Millions of organic impressions from families, teams, and travel networks across 10+ sports each season.
- **Growth:** First right of refusal on all new facilities — including the Phase 2 indoor complex — expansions, and renewals.
- **Activation:** Year-round retail pop-ups, sampling, camps, MVP awards, and naming of marquee events.

The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

A Growing, High-Value Audience

Youth travel sports is one of the fastest-growing segments in America — a \$40B+ annual market. By hosting baseball, softball, outdoor field sports, and indoor club sports on one campus, Ballparks National converts that momentum into sustained, repeat foot traffic and a captive family audience with real purchasing power.

<p>\$40B+</p> <p>U.S. youth-sports economy</p>	<p>3.5 nights</p> <p>Avg. family stay / event</p>	<p>68%</p> <p>Return the next season</p>
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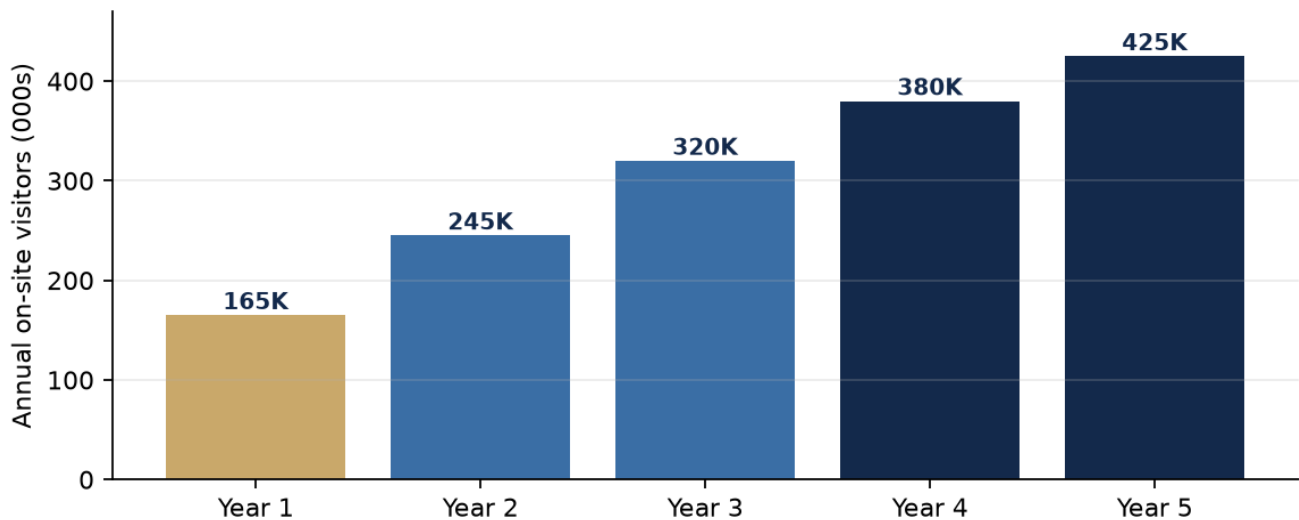


Figure 1 — Projected on-site attendance ramps to 425K annual visitors by Year 5 as multi-sport and indoor programming come online.

Who Attends

Families make up the majority of on-site traffic — the exact decision-makers brands compete to reach. Coaches, scouts, and college recruiters add a high-influence tier across every sport, while regional tourism extends reach beyond game day. Every visitor passes branded signage an average of 14 times per event, compounding impressions across a multi-day stay.

<p>40M+</p> <p>People within a day's drive</p>	<p>22</p> <p>States represented / season</p>	<p>14x</p> <p>Signage views per visit</p>
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Regional Draw

The complex pulls teams and families from a multi-state footprint across the Midwest and beyond. Marquee tournaments consistently sell out travel-team fields months in advance, and destination lodging extends each visit into a multi-day stay — multiplying dwell time and brand exposure per family across baseball, softball, and the growing outdoor and indoor sport calendar.

PARTICIPATION & PROGRAMMING

A True Multi-Sport Destination

Ballparks National now hosts 10+ sports across its diamonds, outdoor multi-sport complex, and Phase 2 indoor complex. That breadth diversifies attendance, lengthens the calendar into every season, and multiplies the branded touchpoints a partner reaches.

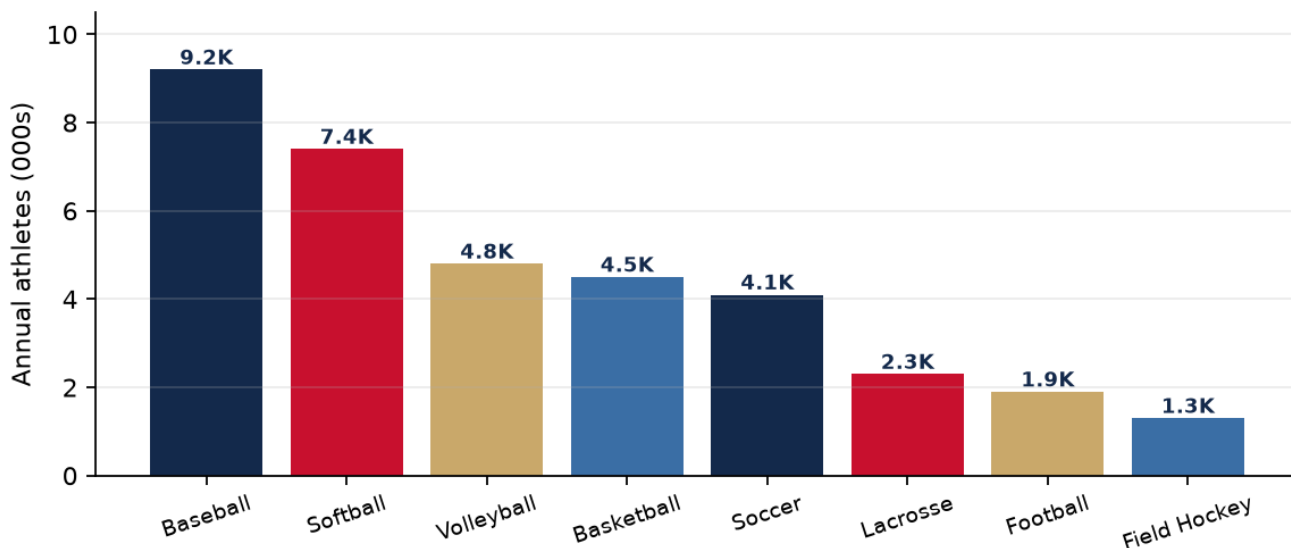


Figure 4 — Projected annual athlete participation by sport at complex maturity.

Venue	Sports	Peak season
8 Championship Diamonds	Baseball, softball	Spring–Summer
Outdoor Multi-Sport Complex	Soccer, lacrosse, football, field hockey	Spring & Fall
Phase 2 Indoor Complex	Volleyball, basketball, indoor club sports	Fall–Winter
The Lab	Player development & training (all sports)	Year-round

Why Multi-Sport Depth Matters to Partners

- **Year-round exposure:** Diamond, outdoor field, and indoor seasons stack into a 12-month activation calendar — no dark months.
- **Broader audience:** 10+ sports pull distinct family, club, and recruiting audiences to the same branded campus.
- **More inventory:** Courts, multi-sport fields, and the indoor complex add high-value naming assets beyond the diamonds.
- **Diversified attendance:** Volleyball and basketball anchor fall/winter traffic that baseball and softball alone can't reach.
- **Compounding impressions:** Every added event multiplies signage views, streams, and social reach for the title partner.

MEDIA & BRAND EXPOSURE

Where Your Brand Shows Up

A naming-rights partnership delivers year-round, multi-channel exposure — not a single event. Broadcast and streamed tournaments across all sports, an active social ecosystem, permanent on-site signage, and every digital schedule and ticket combine into an estimated 205 million impressions annually.

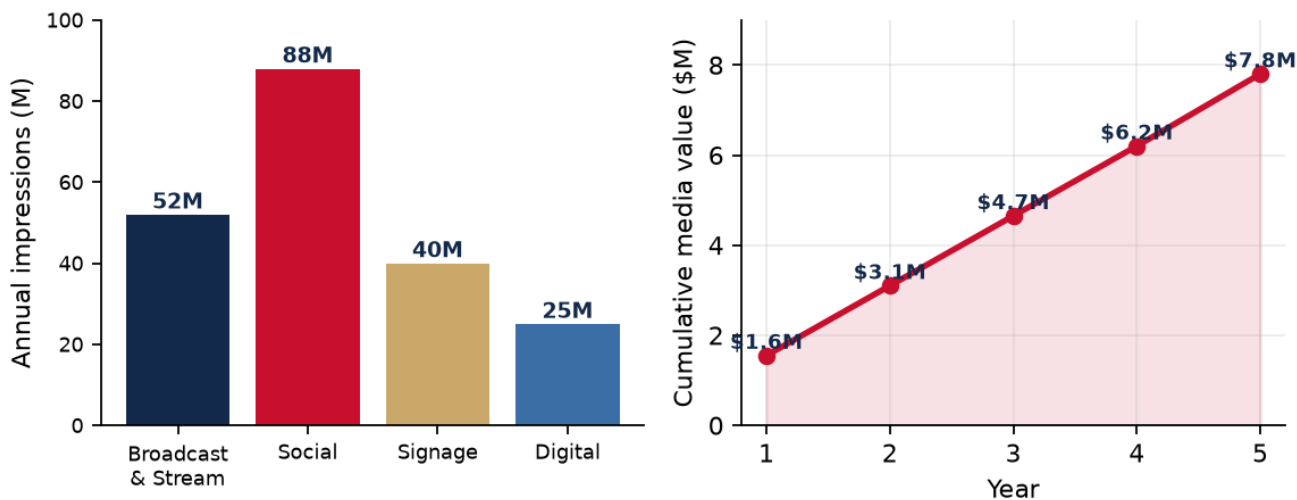


Figure 2 — Impressions by channel (left) and cumulative estimated media value over a 5-year term (right).

- **Broadcast & streaming:** 52M+ annual views across tournament livestreams and highlight distribution.
- **Social media:** 88M+ organic impressions from families, teams, and multi-sport networks.
- **Permanent signage:** 40M+ on-site impressions across diamonds, fields, indoor courts, plaza, and The Lab.
- **Digital footprint:** 25M+ impressions on schedules, tickets, apps, and the event microsite.

Independent valuation places the cumulative media equivalency of a title partnership at approximately **\$7.8M over five years** — before factoring hospitality, activation, and category-exclusivity value.

Year-Round Activation Calendar

Season	Signature activation opportunities
Spring	Season-opening showcases, uniform & gear reveals, sampling at first diamond & soccer tournaments.
Summer	Peak travel-ball championships, multi-sport tournaments, camps & clinics, MVP awards, retail pop-ups.
Fall	Recruiting showcases, The Lab combine events, football & field-hockey events, skills competitions.
Winter	Indoor volleyball & basketball leagues in the Phase 2 complex, off-season data & development at The Lab.

PARTNERSHIP INVENTORY

Full Naming-Rights Inventory

Beyond the title sponsorship, every surface of the complex is available — individually or bundled. Ranges below are illustrative starting points for multi-year agreements and are tailored per partner.

Asset	Description	Qty	Investment	Term
Title / Presenting Rights	Entire complex — “[Brand] Ballparks National”	1	\$1.5M – \$3M / yr	10–15 yr
Phase 2 Indoor Complex	Volleyball, basketball & indoor club-sport venue	1	\$500K – \$900K / yr	7–10 yr
The Lab — Player Dev Tech	Motion capture, tracking, biomechanics & analytics	1	\$400K – \$750K / yr	7–10 yr
Outdoor Multi-Sport Complex	Soccer, lacrosse, football & field-hockey fields	1	\$250K – \$500K / yr	5–10 yr
Championship Stadium Field	Premier broadcast diamond & grandstand	1	\$150K – \$300K / yr	5–10 yr
Championship Diamonds	Individual lighted competition diamonds	8	\$40K – \$90K / yr	3–5 yr
Indoor Courts	Hardwood / multi-sport courts	6+	\$25K – \$60K / yr	3–5 yr
Performance & Strength Ctr	Athlete training / weight room	1	\$50K – \$120K / yr	5 yr
Locker Rooms / Clubhouses	Branded player locker & team rooms	10+	\$15K – \$35K / yr	3–5 yr
Batting Cages & Tunnels	Indoor/outdoor hitting & pitching lab	10+	\$10K – \$25K / yr	3–5 yr
Entry Plaza & Main Gate	Walk-of-fame arrival experience	1	\$75K – \$150K / yr	5–10 yr
Concourse & Concessions	Branded food court / fueling station	1	\$40K – \$80K / yr	3–5 yr
Scoreboards & Video Boards	LED scoreboards and ribbon boards	14+	\$8K – \$20K / yr	3–5 yr
Dugouts	Branded dugout pairs across all fields	16+	\$5K – \$12K / pr / yr	1–3 yr
Hydration / Fueling Stations	Beverage stations complex-wide	24+	\$30K – \$75K / yr	Cat.-excl.

All packages include signage, digital/web presence, social mentions, PA recognition, and category protection. Bundles (e.g., “Title + Indoor + Hydration”) unlock preferred pricing.

INVESTMENT & RETURN

Investment Ladder & ROI

Entry points span from single-asset activations to flagship title rights, so partners can scale involvement to budget and objective. Every tier compounds impressions across a multi-day, multi-sport season.

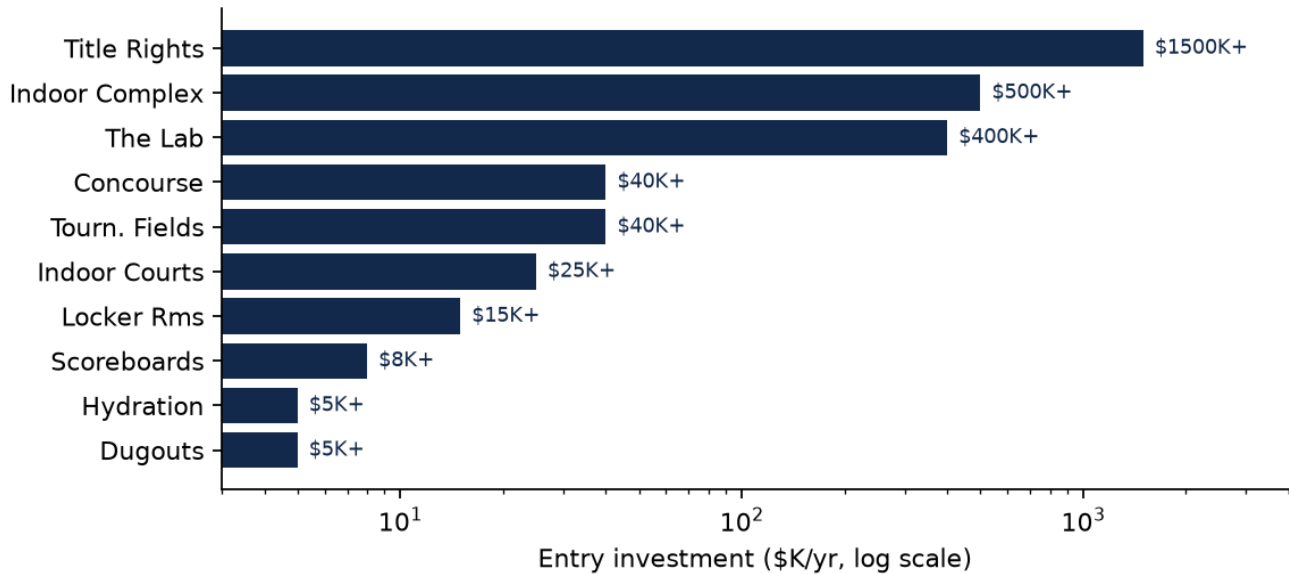


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

Compare Partnership Tiers

Tier	Investment	Reach	Exclusivity	Naming
Title Partner	\$1.5M–\$3M / yr	Entire complex + all events	Full category	"[Brand] Ballparks National"
Indoor Complex	\$500K–\$900K / yr	Volleyball, basketball & club sports	Indoor category	"[Brand] Indoor Complex"
The Lab	\$400K–\$750K / yr	Player development & training	Tech / training	"The Lab by [Brand]"
Outdoor Multi-Sport	\$250K–\$500K / yr	Soccer, lacrosse, football, field hockey	Outdoor field sports	"[Brand] Fields"

Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
- **Blended value:** Cash, product/VIK, and activation commitments can be combined to fit budgets.
- **Renewal protection:** Right of first refusal and category exclusivity carry through renewals.

YOUR RECOMMENDED PARTNERSHIP

Recommendation for GATORADE (PepsiCo)

A tailored naming-rights recommendation for GATORADE (PepsiCo) — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Campus Fueling / Hydration Stations + Performance Center presenting — natural category fit for on-field hydration across all venues.
Why It Wins	Beverage category exclusivity; branded hydration stations at every field, court, and dugout; Gatorade Performance Partner / sports-science activation; cooler & towel program; youth event presenting across baseball, softball, and the multi-sport circuit.
Department	Gatorade Sports Marketing / Youth Partnerships (PepsiCo)
Contact	Gatorade — The Gatorade Company (PepsiCo, Inc.) 700 Anderson Hill Rd, Purchase, NY 10577 Web: youthpartnership.gatorade.com • contact.pepsico.com/gatorade
Route To	Sports Marketing — Field Activation / Youth Partnerships

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand’s goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
4. Finalize a multi-year agreement with renewal and first-right-of-refusal clauses.

Let’s Build This Partnership

Ready to position GATORADE (PepsiCo) at the center of the fastest-growing arena in youth sports? Contact the 360 Sports Group Partnerships Office to tailor this package.

Dave Miller • 682-220-0899 • dmiller@360sportsgroup.com • Lake of the Ozarks, MO

Contact details reflect publicly listed corporate departments and submission channels as of July 2026; named decision-makers are identified by role, not individual.

WHERE THE GAME MEETS THE LAKE

BODYARMOR (Coca-Cola)

Corporate Naming Rights & Partnership Opportunity

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<p>425K+</p> <p>Annual visitors at maturity</p>	<p>8</p> <p>Championship diamonds</p>	<p>10+</p> <p>Sports hosted</p>
<p>\$7.8M</p> <p>5-yr est. media value</p>	<p>205M</p> <p>Annual brand impressions</p>	<p>15 yr</p> <p>Max partnership term</p>

Why Title Naming Rights Wins

- **Identity:** Your name becomes the destination — every event, ticket, schedule, and direction references your brand.
- **Broadcast:** Front-and-center signage on every livestream and highlight reel across all sports.
- **Exclusivity:** Category exclusivity locks competitors out of the entire complex for the full term.
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The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

A Growing, High-Value Audience

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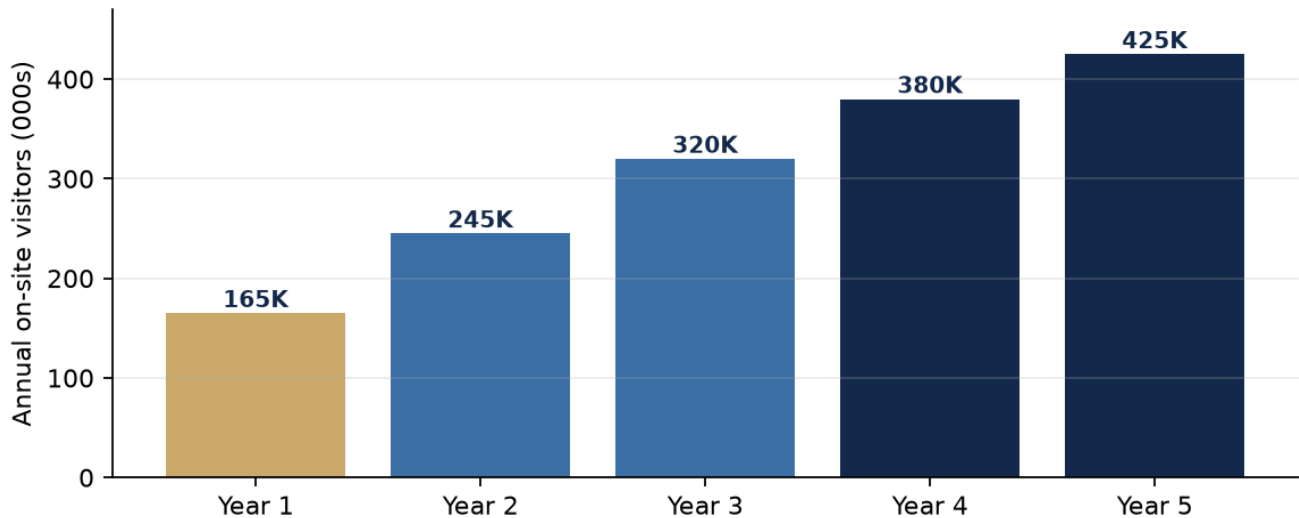


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Who Attends

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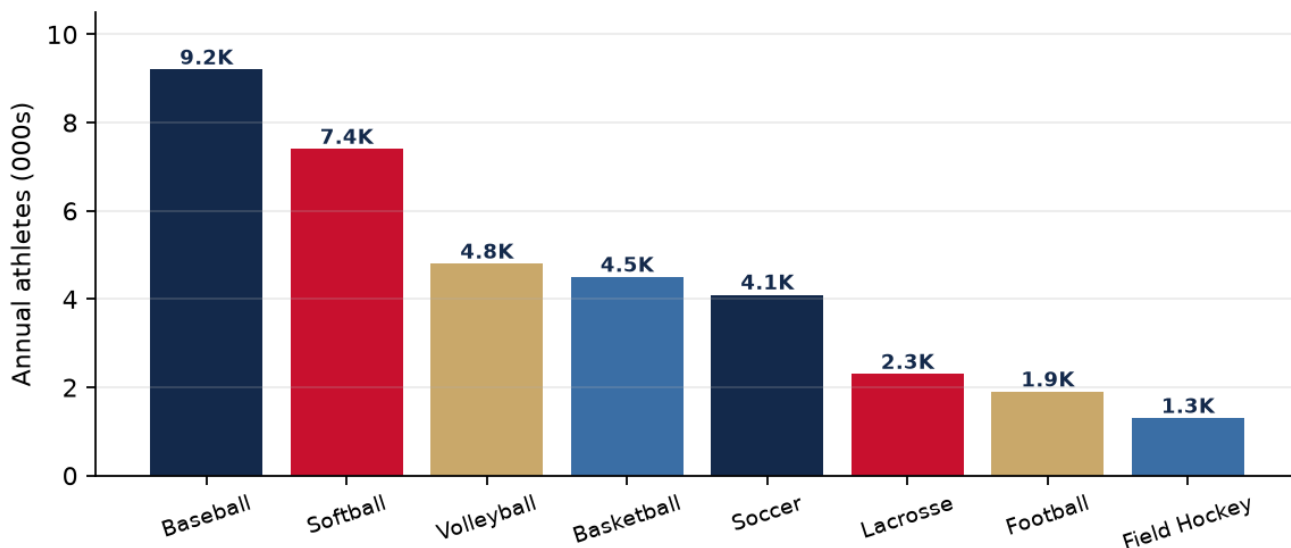


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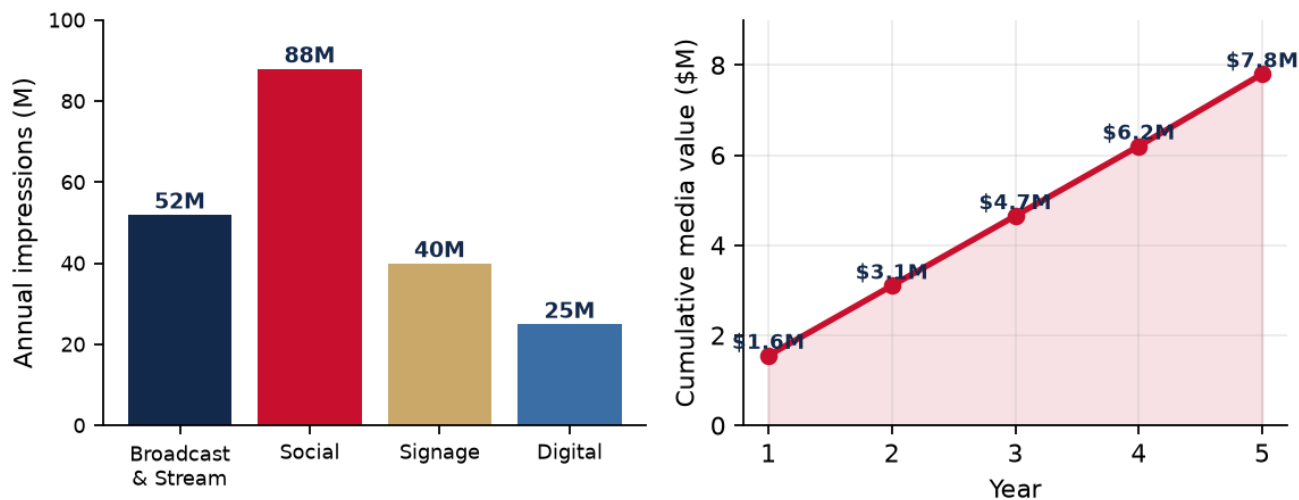


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INVESTMENT & RETURN

Investment Ladder & ROI

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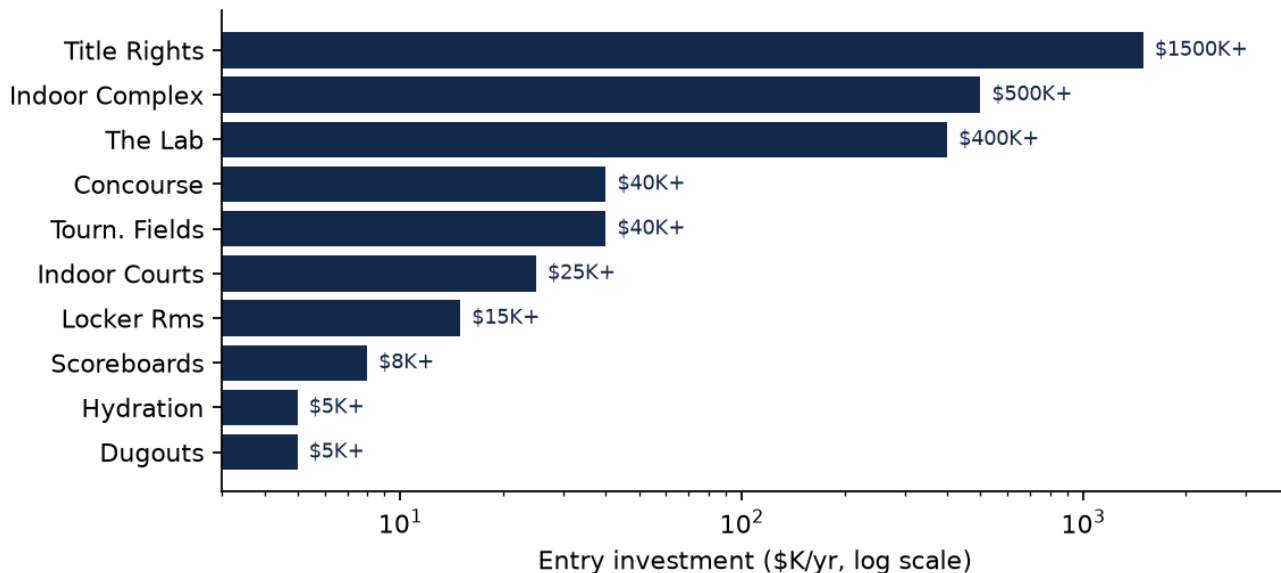


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Term & Payment Flexibility

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YOUR RECOMMENDED PARTNERSHIP

Recommendation for BODYARMOR (Coca-Cola)

A tailored naming-rights recommendation for BODYARMOR (Coca-Cola) — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Campus Fueling / Hydration Stations + Concessions — BODYARMOR targets youth & travel-ball audiences across every sport on campus.
Why It Wins	Sports-drink category exclusivity; 'Superior Hydration' station branding at diamonds, fields, and indoor courts; athlete & influencer activation; sampling at marquee tournaments.
Department	BODYARMOR Partnerships / Coca-Cola North America Sports Marketing
Contact	BODYARMOR Sports Nutrition (The Coca-Cola Company) Web: drinkbodyarmor.com/partners • Atlanta, GA 30313 Coca-Cola: coca-colacompany.com/contact-us
Route To	Coca-Cola NA — Sports & Entertainment Marketing

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand’s goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
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Let’s Build This Partnership

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WHERE THE GAME MEETS THE LAKE

POWERADE (Coca-Cola)

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The Destination Advantage

<p>Prime Location</p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p>Multi-Sport Scale</p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball & basketball.</p>	<p>Stay & Play</p> <p>On-site lodging, dining, and retail keep families on campus 3.5 nights per event — a captive audience.</p>
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MARKET & AUDIENCE

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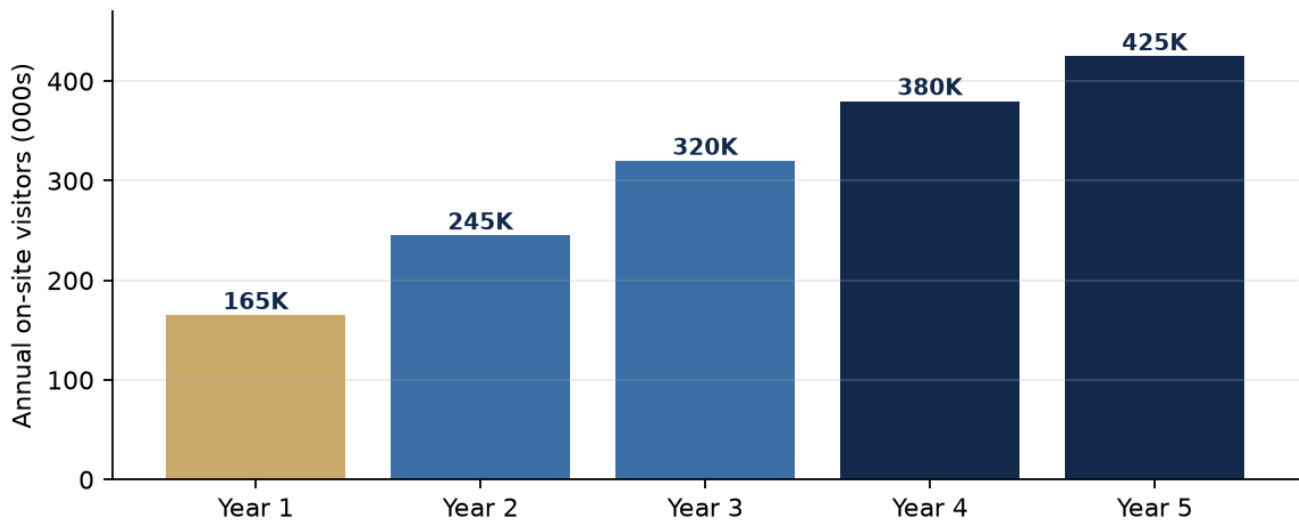


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Regional Draw

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PARTICIPATION & PROGRAMMING

A True Multi-Sport Destination

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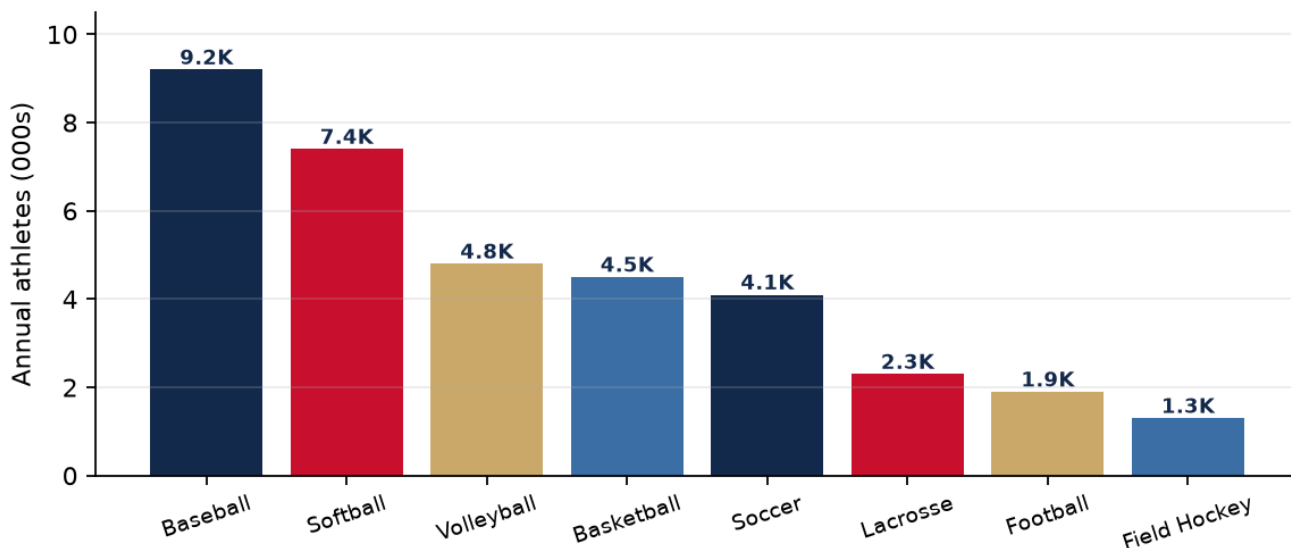


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Venue	Sports	Peak season
8 Championship Diamonds	Baseball, softball	Spring–Summer
Outdoor Multi-Sport Complex	Soccer, lacrosse, football, field hockey	Spring & Fall
Phase 2 Indoor Complex	Volleyball, basketball, indoor club sports	Fall–Winter
The Lab	Player development & training (all sports)	Year-round

Why Multi-Sport Depth Matters to Partners

- **Year-round exposure:** Diamond, outdoor field, and indoor seasons stack into a 12-month activation calendar — no dark months.
- **Broader audience:** 10+ sports pull distinct family, club, and recruiting audiences to the same branded campus.
- **More inventory:** Courts, multi-sport fields, and the indoor complex add high-value naming assets beyond the diamonds.
- **Diversified attendance:** Volleyball and basketball anchor fall/winter traffic that baseball and softball alone can't reach.
- **Compounding impressions:** Every added event multiplies signage views, streams, and social reach for the title partner.

MEDIA & BRAND EXPOSURE

Where Your Brand Shows Up

A naming-rights partnership delivers year-round, multi-channel exposure — not a single event. Broadcast and streamed tournaments across all sports, an active social ecosystem, permanent on-site signage, and every digital schedule and ticket combine into an estimated 205 million impressions annually.

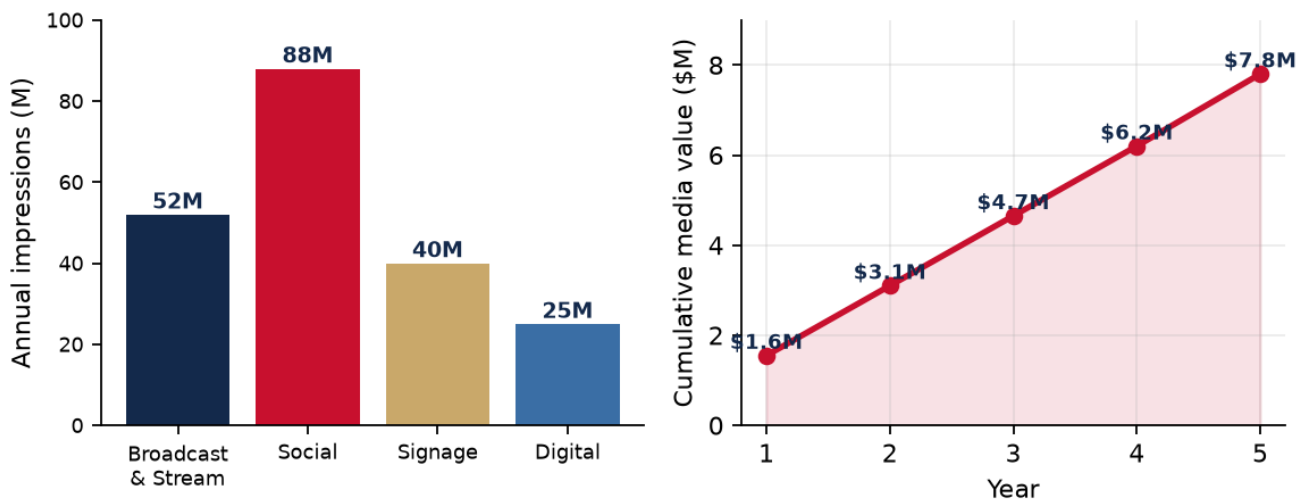


Figure 2 — Impressions by channel (left) and cumulative estimated media value over a 5-year term (right).

- **Broadcast & streaming:** 52M+ annual views across tournament livestreams and highlight distribution.
- **Social media:** 88M+ organic impressions from families, teams, and multi-sport networks.
- **Permanent signage:** 40M+ on-site impressions across diamonds, fields, indoor courts, plaza, and The Lab.
- **Digital footprint:** 25M+ impressions on schedules, tickets, apps, and the event microsite.

Independent valuation places the cumulative media equivalency of a title partnership at approximately **\$7.8M over five years** — before factoring hospitality, activation, and category-exclusivity value.

Year-Round Activation Calendar

Season	Signature activation opportunities
Spring	Season-opening showcases, uniform & gear reveals, sampling at first diamond & soccer tournaments.
Summer	Peak travel-ball championships, multi-sport tournaments, camps & clinics, MVP awards, retail pop-ups.
Fall	Recruiting showcases, The Lab combine events, football & field-hockey events, skills competitions.
Winter	Indoor volleyball & basketball leagues in the Phase 2 complex, off-season data & development at The Lab.

PARTNERSHIP INVENTORY

Full Naming-Rights Inventory

Beyond the title sponsorship, every surface of the complex is available — individually or bundled. Ranges below are illustrative starting points for multi-year agreements and are tailored per partner.

Asset	Description	Qty	Investment	Term
Title / Presenting Rights	Entire complex — “[Brand] Ballparks National”	1	\$1.5M – \$3M / yr	10–15 yr
Phase 2 Indoor Complex	Volleyball, basketball & indoor club-sport venue	1	\$500K – \$900K / yr	7–10 yr
The Lab — Player Dev Tech	Motion capture, tracking, biomechanics & analytics	1	\$400K – \$750K / yr	7–10 yr
Outdoor Multi-Sport Complex	Soccer, lacrosse, football & field-hockey fields	1	\$250K – \$500K / yr	5–10 yr
Championship Stadium Field	Premier broadcast diamond & grandstand	1	\$150K – \$300K / yr	5–10 yr
Championship Diamonds	Individual lighted competition diamonds	8	\$40K – \$90K / yr	3–5 yr
Indoor Courts	Hardwood / multi-sport courts	6+	\$25K – \$60K / yr	3–5 yr
Performance & Strength Ctr	Athlete training / weight room	1	\$50K – \$120K / yr	5 yr
Locker Rooms / Clubhouses	Branded player locker & team rooms	10+	\$15K – \$35K / yr	3–5 yr
Batting Cages & Tunnels	Indoor/outdoor hitting & pitching lab	10+	\$10K – \$25K / yr	3–5 yr
Entry Plaza & Main Gate	Walk-of-fame arrival experience	1	\$75K – \$150K / yr	5–10 yr
Concourse & Concessions	Branded food court / fueling station	1	\$40K – \$80K / yr	3–5 yr
Scoreboards & Video Boards	LED scoreboards and ribbon boards	14+	\$8K – \$20K / yr	3–5 yr
Dugouts	Branded dugout pairs across all fields	16+	\$5K – \$12K / pr / yr	1–3 yr
Hydration / Fueling Stations	Beverage stations complex-wide	24+	\$30K – \$75K / yr	Cat.-excl.

All packages include signage, digital/web presence, social mentions, PA recognition, and category protection. Bundles (e.g., “Title + Indoor + Hydration”) unlock preferred pricing.

INVESTMENT & RETURN

Investment Ladder & ROI

Entry points span from single-asset activations to flagship title rights, so partners can scale involvement to budget and objective. Every tier compounds impressions across a multi-day, multi-sport season.

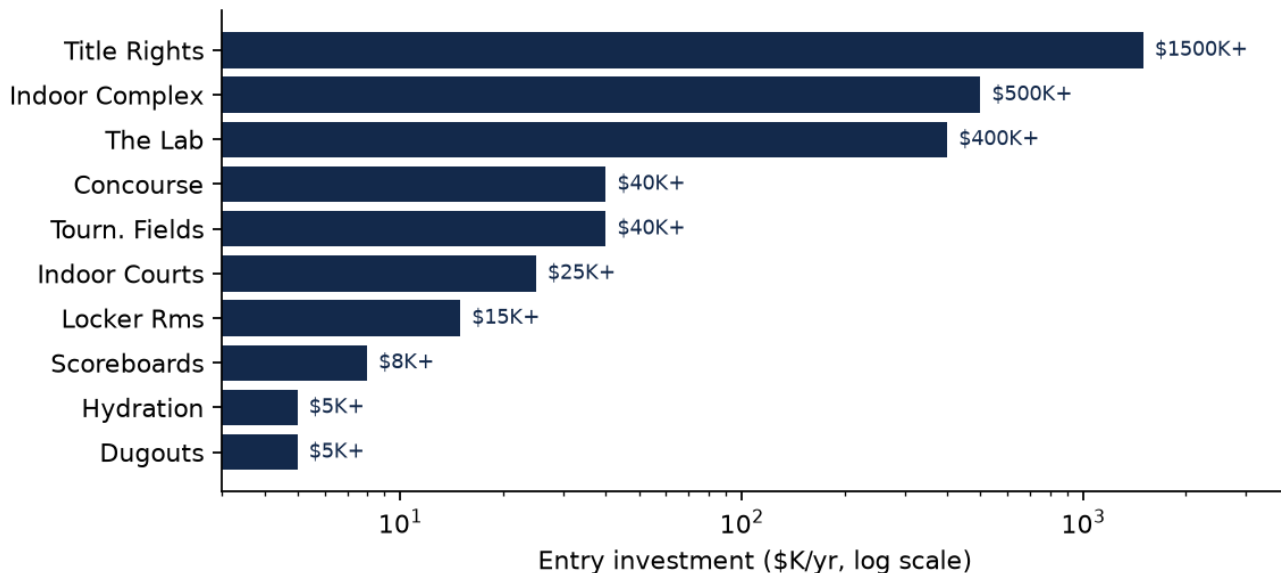


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

Compare Partnership Tiers

Tier	Investment	Reach	Exclusivity	Naming
Title Partner	\$1.5M–\$3M / yr	Entire complex + all events	Full category	“[Brand] Ballparks National”
Indoor Complex	\$500K–\$900K / yr	Volleyball, basketball & club sports	Indoor category	“[Brand] Indoor Complex”
The Lab	\$400K–\$750K / yr	Player development & training	Tech / training	“The Lab by [Brand]”
Outdoor Multi-Sport	\$250K–\$500K / yr	Soccer, lacrosse, football, field hockey	Outdoor field sports	“[Brand] Fields”

Term & Payment Flexibility

- **Multi-year terms:** 1–15 year agreements structured to the asset and partner objectives.
- **Scalable entry:** Start with a single asset and expand via first-right-of-refusal on new inventory.
- **Blended value:** Cash, product/VIK, and activation commitments can be combined to fit budgets.
- **Renewal protection:** Right of first refusal and category exclusivity carry through renewals.

YOUR RECOMMENDED PARTNERSHIP

Recommendation for POWERADE (Coca-Cola)

A tailored naming-rights recommendation for POWERADE (Coca-Cola) — best-fit assets, strategic rationale, and the correct department and contact channel.

Recommended Package	Hydration Stations or Scoreboards package — alternative beverage partner under the Coca-Cola umbrella.
Why It Wins	Powerade 'Power Through' branding on hydration & scoreboards complex-wide; pourable rights across all venues; tournament fueling activation across indoor and outdoor sports.
Department	Coca-Cola North America — Sports & Entertainment Marketing
Contact	Powerade (The Coca-Cola Company) One Coca-Cola Plaza, Atlanta, GA 30313 Web: coca-colacompany.com/contact-us (Sports proposal submission)
Route To	Sports & Entertainment Marketing — Beverage Activation

Next Steps

1. Select a flagship target and tailor the title or anchor package to the brand's goals.
2. Route the proposal to the named department; secure a warm introduction where unsolicited proposals are not accepted.
3. Present the activation calendar, multi-sport audience data, and exclusivity terms.
4. Finalize a multi-year agreement with renewal and first-right-of-refusal clauses.

Let's Build This Partnership

Ready to position POWERADE (Coca-Cola) at the center of the fastest-growing arena in youth sports? Contact the 360 Sports Group Partnerships Office to tailor this package.

Dave Miller • 682-220-0899 • dmiller@360sportsgroup.com • Lake of the Ozarks, MO

Contact details reflect publicly listed corporate departments and submission channels as of July 2026; named decision-makers are identified by role, not individual.

BALLPARKS NATIONAL

QR-Powered Social Media Campaign Strategy

Turning tournament participants into a year-round, cross-platform audience
through scannable in-venue activations



Scan to preview the BallParks National Social Hub

Executive Summary

Every tournament weekend brings thousands of players, families, coaches, and fans to BallParks National — a captive, highly-engaged, phone-in-hand audience. This strategy converts that in-person foot traffic into measurable, compounding social reach. Strategically placed QR codes across the facility make it effortless for visitors to follow, tag, share, and create content, turning each event into a self-perpetuating marketing engine that grows every BallParks National social platform simultaneously.

The program is built on a simple loop: **Scan** → **Follow** → **Create** → **Share** → **Amplify**. Each touchpoint is designed to remove friction, reward participation, and cross-promote every platform so a single scan can grow Instagram, TikTok, Facebook, X, and YouTube at once.

325K+	15+	5	1 Scan
Annual on-site visitors	QR touchpoints per venue	Platforms cross-promoted	Follows all channels

Strategic Objectives

- **Grow follower base:** Convert one-time visitors into permanent followers across all five platforms.
- **Generate user content:** Turn participants into creators who post BallParks National-tagged content to their own networks.
- **Cross-promote platforms:** Use each scan as an entry point that surfaces every channel, not just one.
- **Extend event reach:** Push tournament moments beyond the fences to families and recruiters watching from home.
- **Build a sponsor-ready audience:** Deliver measurable, growing reach that adds tangible value to naming-rights and partnership packages.

The Engagement Loop

Every QR interaction is designed to move a visitor through five reinforcing stages. The output of each stage feeds the next, compounding reach with every weekend of play.

1 SCAN	2 FOLLOW	3 CREATE	4 SHARE	5 AMPLIFY
Visitor scans an in-venue QR code with their phone.	Landing page one-taps a follow across all platforms.	Prompts to film, photo, or check in at the venue.	Content posts to the visitor's own network, tagged @BallParksNational.	New audiences discover BPN and the loop repeats.

QR Placement Map — Where Codes Live

Location	Call-to-Action	Primary Goal
Main entrance & check-in	"Scan to follow the action all weekend"	Follows
Dugouts & player benches	"Tag your team — get featured"	User content
Scoreboards & field signage	"Live scores + highlights here"	Follows / retention
Concessions & merch stands	"Scan for today's deals & giveaways"	Follows / conversion
Bleachers & family seating	"Share your game-day moment"	User content
Restrooms & hallways	"Vote for Play of the Day"	Engagement
The Lab / training areas	"See the tech behind the training"	Brand story
Parking & exits	"Miss a moment? Watch the recap"	Retention

Signature Campaign Playbook

#PlayedAtBPN — The Signature Hashtag

Every QR landing page prompts visitors to post with #PlayedAtBPN. A live feed on facility screens and the website pulls tagged posts in real time, so participants see their content displayed on-site — a powerful incentive to keep posting. Weekly winners get reshared and rewarded.

Play of the Day / Highlight Reels

Dugout and bleacher QR codes let families upload clips. The BPN team curates the best into daily highlight reels across TikTok, Instagram Reels, and YouTube Shorts, tagging teams so they reshare to their own followings.

Scan-to-Win Giveaways

Concession and merch QR codes enter visitors into weekend prize drawings (gear, free registration, sponsor products). Entry requires a follow + tag, directly converting foot traffic into followers and sponsor impressions.

Team Spotlight Program

Coaches scan a dedicated QR to submit their roster for a team spotlight post. Guaranteed features drive entire teams — and their parent networks — to follow BPN before they even arrive.

Recruiter & Family Livestream Hub

A 'Watch Live' QR at every field routes remote family and recruiters to livestreams, keeping off-site audiences engaged and subscribed to the YouTube channel.

Cross-Platform QR Toolkit

Each QR code below is production-ready and points to a BallParks National channel. The **Social Hub** code is the hero of the program — a single scan that lets a visitor follow every platform at once and drops them into the live #PlayedAtBPN feed. Print these on signage, table tents, wristbands, and jumbotron slides throughout the facility.



Social Hub



Instagram



TikTok



Facebook



X / Twitter



YouTube

Note: QR destinations are placeholders wired to the BallParks National domain and can be repointed to final handles or a UTM-tracked landing page before print.

Sponsor & Naming-Rights Value

This program is a direct, quantifiable benefit for partners. Co-branded QR codes and campaign hashtags place sponsor logos on every scan, landing page, and reshared highlight — delivering impressions that grow with every tournament.

- **Co-branded activations:** "Scan-to-Win presented by [Sponsor]" places the partner on every entry.
- **Guaranteed impressions:** Sponsor logo on landing pages tied to 325K+ annual visitors.
- **Measurable ROI:** UTM tracking reports exact scans, follows, and content generated per sponsor.
- **Highlight integration:** Sponsor bumpers on the daily reels distributed across all platforms.

Measurement & KPIs

Metric	How It's Tracked	Target (Year 1)
QR scans per event	UTM / QR analytics	8,000+ / weekend
Net new followers	Platform insights	25,000+ annually
#PlayedAtBPN posts	Hashtag tracking	500+ / weekend
Reshares & tags	Social listening	3x per featured post
Livestream views	YouTube analytics	10,000+ / event
Sponsor impressions	Landing-page logs	2M+ annually

90-Day Rollout Plan

Phase	Timeline	Key Actions
Build	Days 1-30	Finalize handles & UTM landing pages, design co-branded QR signage, set up hashtag feed.
Launch	Days 31-60	Install QR touchpoints facility-wide, train staff, run first Scan-to-Win at a live tournament.
Optimize	Days 61-90	Review scan analytics, double down on top touchpoints, onboard first sponsor co-brand.

Ready to activate.

One scan. Every platform. A tournament audience that markets BallParks National for you.

IN-VENUE QR ACTIVATION

The Hero Poster Series

Blockbuster, movie-style posters are printed at poster scale and placed at every high-traffic point across the campus. Each casts real baseball and softball athletes as the stars and carries a single QR code that turns a glance into a scan, a follow, and a share — with the partner's brand riding on every one.



The Lineup

One Scan. Every Platform.

The all-in-one social gateway. A single scan connects fans to every BallParks National platform — Instagram, TikTok, YouTube, X, and Facebook.

Placed at main entrances and the central concourse: the highest-traffic scan point on campus, delivering the largest volume of new followers.



Played at BPN

Share Your Game Day — #PlayedAtBPN

The user-generated-content engine. Scanning prompts guests to post their game-day highlight with #PlayedAtBPN and get featured.

Placed at dugouts and fields at peak emotion: thousands of authentic, branded posts — organic reach a partner could never buy at this scale.



Scan to Win

Gear · Giveaways · Glory

The incentive-driven follow magnet. Daily prizes, free gear, and team spotlights drive immediate follows and opt-ins.

Placed at concessions and merch areas: the fastest follower-conversion tool in the series, with prize sponsorship offering product placement.



Watch Live

Every Game. Everywhere.

The broadcast and recruiter reach amplifier. Points remote family, fans, and college recruiters to live streams of every diamond.

Placed at field entrances and The Lab: extends brand exposure to a national streaming audience alongside recruiter-grade viewership.