

# **BALLPARKS NATIONAL**



PREPARED EXCLUSIVELY FOR

# **UNDER ARMOUR**

## **Corporate Naming Rights & Partnership Proposal**

A Title Partnership Opportunity at Ballparks National

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

**Prepared by the 360 Sports Group Partnerships Office**

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WHERE THE GAME MEETS THE LAKE

# UNDER ARMOUR

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><b>425K+</b></p> <p>Annual visitors at maturity</p>	<p><b>8</b></p> <p>Championship diamonds</p>	<p><b>10+</b></p> <p>Sports hosted</p>
<p><b>\$7.8M</b></p> <p>5-yr est. media value</p>	<p><b>205M</b></p> <p>Annual brand impressions</p>	<p><b>15 yr</b></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><b>Prime Location</b></p> <p>On the Lake of the Ozarks — a top Midwest family-travel destination, within a day’s drive of 40M+ people.</p>	<p><b>Multi-Sport Scale</b></p> <p>8 diamonds, an outdoor multi-sport complex, and a Phase 2 indoor complex for volleyball &amp; basketball.</p>	<p><b>Stay &amp; Play</b></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><b>\$40B+</b></p> <p>U.S. youth-sports economy</p>	<p><b>3.5 nights</b></p> <p>Avg. family stay / event</p>	<p><b>68%</b></p> <p>Return the next season</p>
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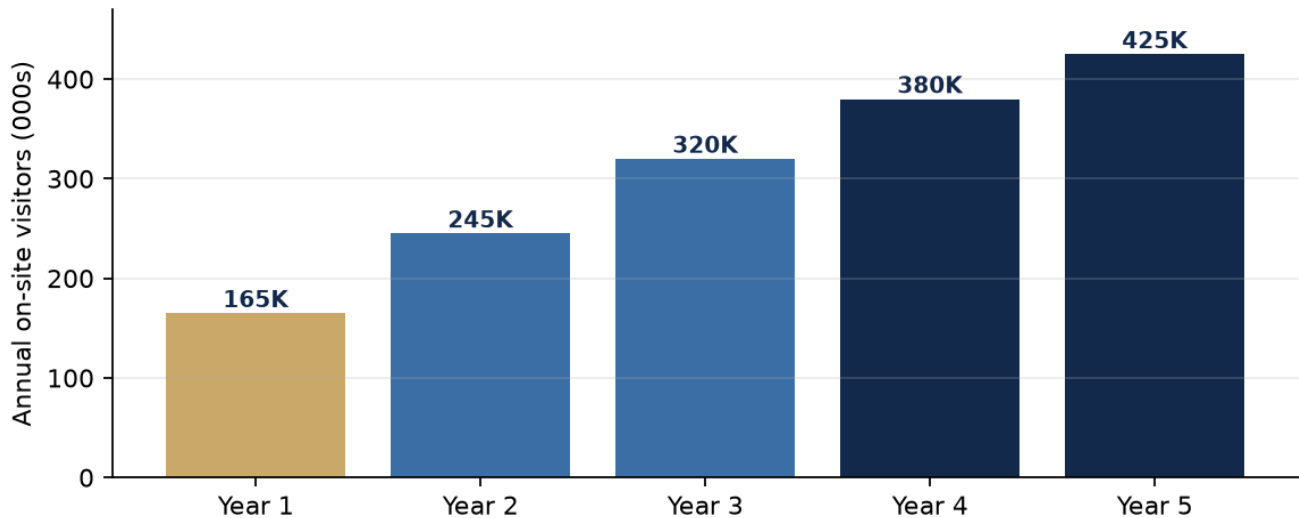


Figure 1 — Projected on-site attendance ramps to 425K annual visitors by Year 5 as multi-sport and indoor programming come online.

**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><b>40M+</b></p> <p>People within a day's drive</p>	<p><b>22</b></p> <p>States represented / season</p>	<p><b>14x</b></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.

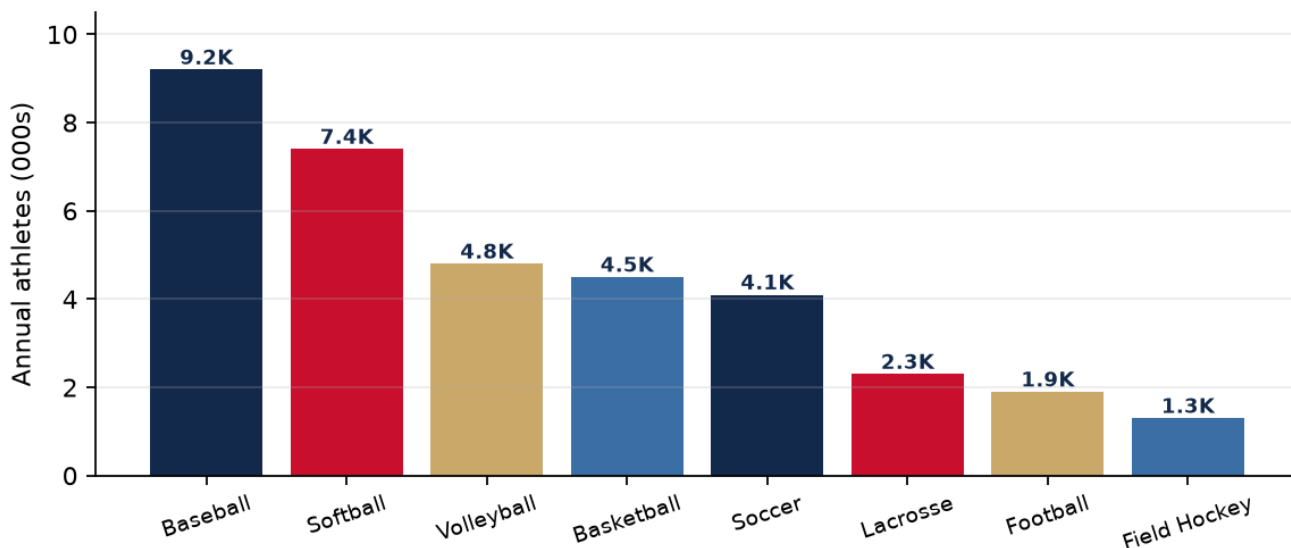


Figure 4 — Projected annual athlete participation by sport at complex maturity.

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.

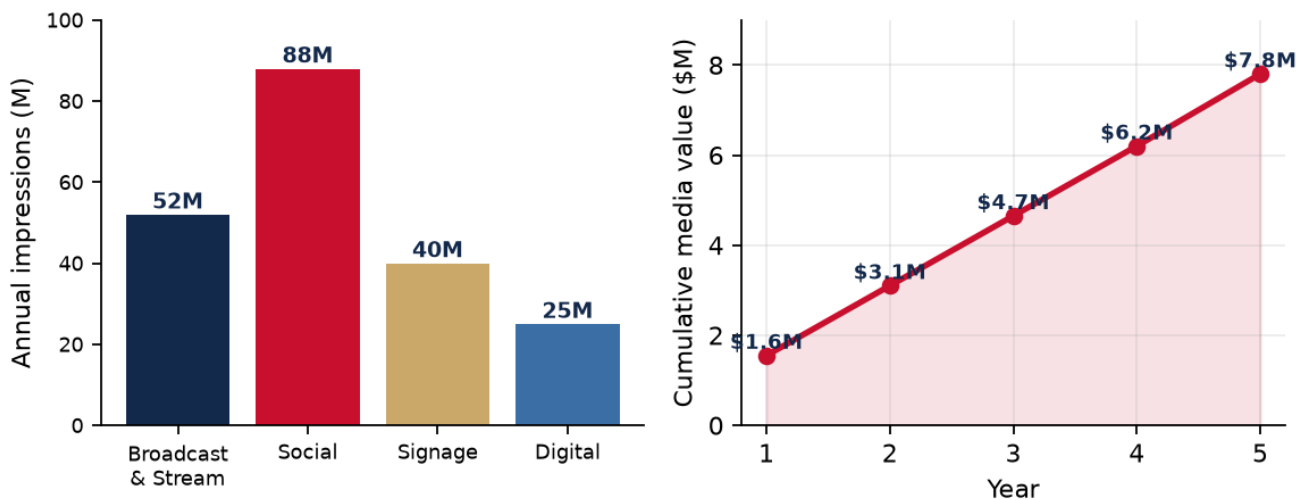


Figure 2 — Impressions by channel (left) and cumulative estimated media value over a 5-year term (right).

- **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.

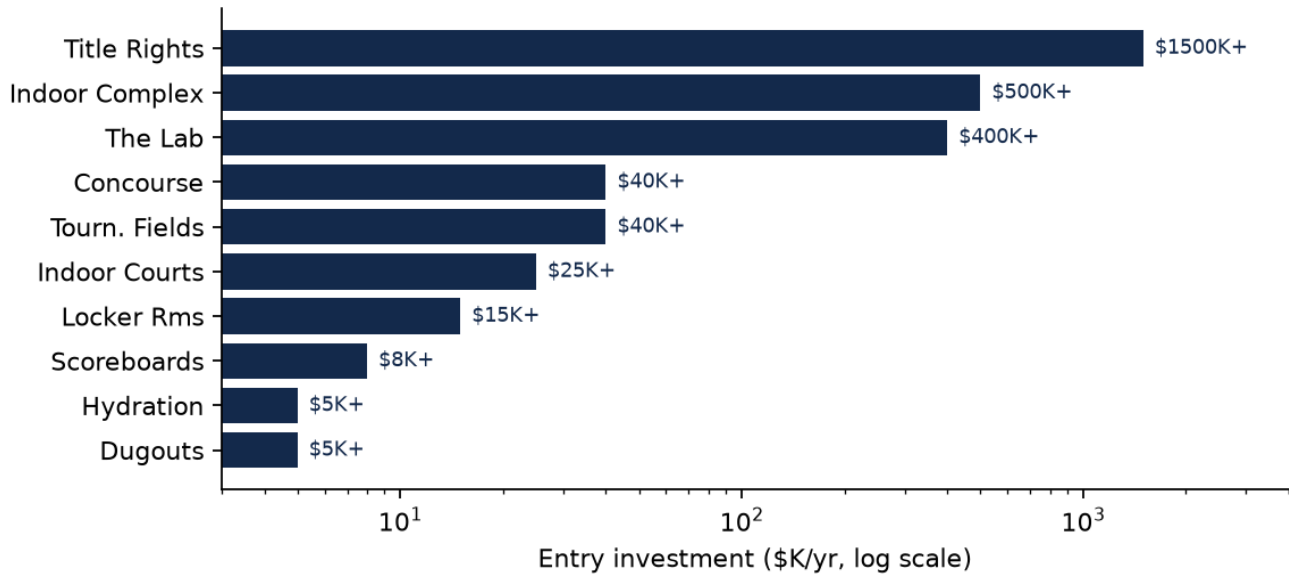


Figure 3 — Entry investment by asset tier (logarithmic scale, \$K per year).

**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 UNDER ARMOUR**

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

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

**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 UNDER ARMOUR 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

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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.

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

## Strategic Objectives

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- **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

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## **#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

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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

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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 Ballparks National. Each carries a single QR code that funnels visitors into our social channels — with Under Armour's brand riding on every scan, share, and stream.



## 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.