



PARTNERSHIPS





THE FACILITY

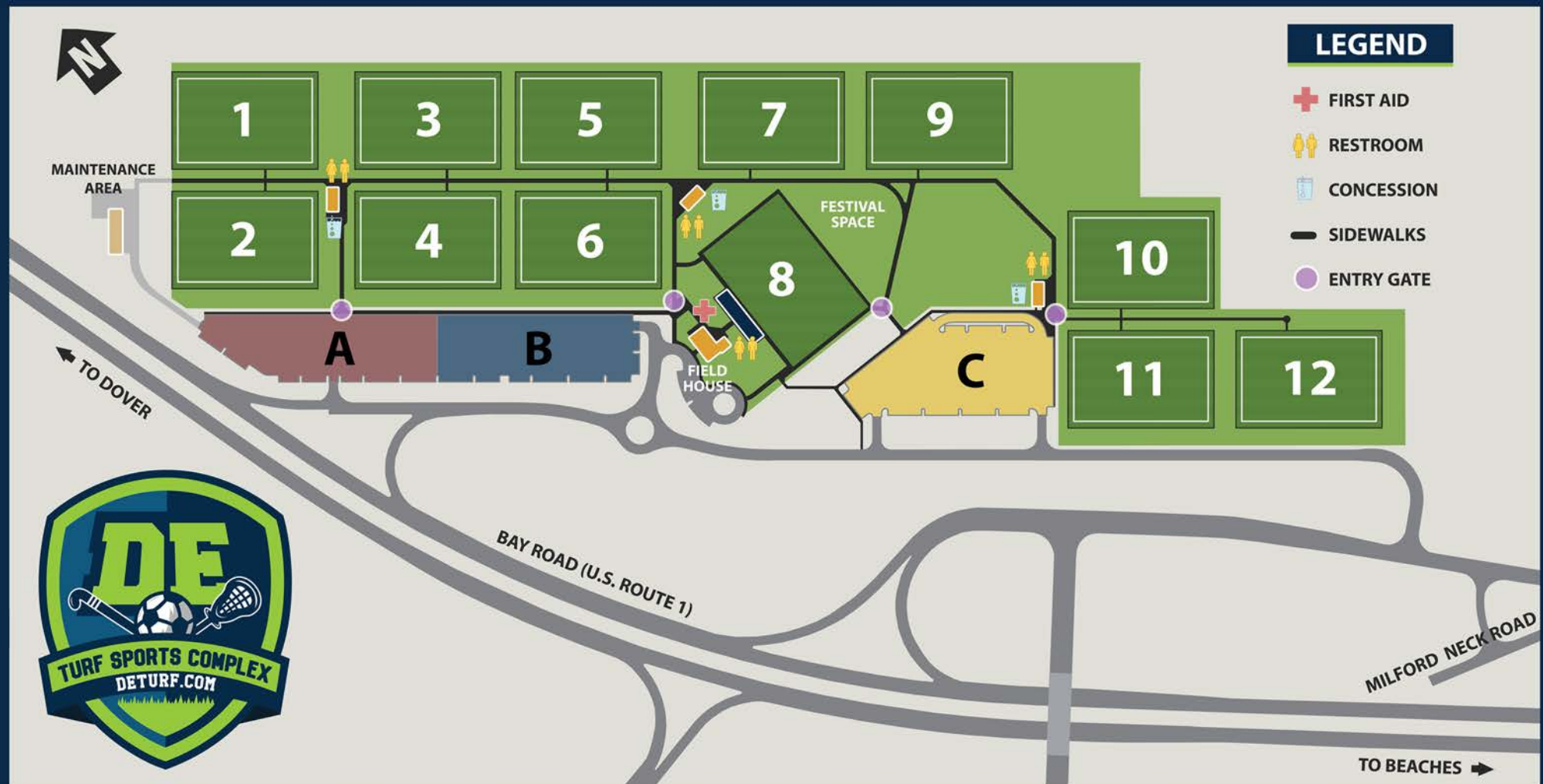
The DE Turf Sports Complex, located in Frederica, Delaware, was established in April 2017. Since its inception, the 12 field, all synthetic turf, multi-sport complex has served as an economic engine for central Delaware by providing a premier sports travel destination for teams from 35 states, Canada and New Zealand to compete in high-level tournaments. The complex is managed by the Kent County Regional Sports Complex Corporation, a 501c(3) non-profit organization.

Locally, the complex serves as a venue for adults and kids from all over the Delmarva region to play, learn, grow and compete through a variety of in-house sports program offerings developed by the area's top coaches. Currently the DE Turf offers recreational and instructional programs in the sports of lacrosse, soccer and field hockey in addition to hosting many large scale, nationwide tournaments.



New stadium addition being added in 2025

THE EXPERIENCE



DE TURF FIELD SPONSORS

- | | | |
|----------------------------|---------------------------|-------------------------|
| ① L&W Insurance | ⑤ Your Sponsorship Here | ⑨ Your Sponsorship Here |
| ② M&T Bank | ⑥ Premier Sports Medicine | ⑩ Highmark |
| ③ Your Sponsorship Here | ⑦ Axia | ⑪ Bayhealth |
| ④ First State Orthopaedics | ⑧ Visit Delaware | ⑫ Your Sponsorship Here |



THE PARTNERSHIP



AUTHENTICATION

DE Turf reinforces your brand promise through an authentic reflection of event and brand attributes.



AMPLIFICATION

DE Turf magnifies your brand messaging to increase awareness and exposure of your products and services.



SALES

DE Turf showcases your products and services to an engaged, qualified and interested target consumer.



TRANSFERENCE

DE Turf leverages all collective brand partners to increase the emotional attachment & affinity for each participating brand.





PREMIER ACTIVATIONS

WIFI BANNER AD



Located throughout the complex, wifi takes center stage offering athletes, coaches, referees and fans in attendance the ability to connect to wifi free of charge. Reliable wifi will be keeping fans and athletes engaged from the field and sidelines. As the sponsor of the WIFI, your brand will receive:

- ▶ Entitlement to WIFI advertising
 - Clickable logo on wifi sign-in page
- ▶ Inclusion on 35' digital sign rotation on Rt. 1
- ▶ Daily (3) verbal mentions during tournaments as the official wifi sponsor
- ▶ Digital inclusion on website/social as wifi sponsor
- ▶ Complimentary use of a field annually for one day event

FIELD SPONSORSHIP



As the sponsor of a field, your brand will receive:

- ▶ Entitlement of the Field
- ▶ Marquee signage displayed
 - Backstop Poles
 - Mesh Fence Banner
- ▶ Inclusion on 35' digital sign rotation on Rt. 1
- ▶ Digital inclusion on website/social as Field sponsor
- ▶ Complimentary use of Field annually for one day event



PREMIER ACTIVATIONS

TOURNAMENT ROOM



The "Tournament Room" is a curated space that is used by tournaments for hospitality, operations, college coaches, ect. This space is also used by the DE Turf's Board of Directors for meetings and is available for rent to host birthday parties.

As the sponsor of the Tournament Room, your brand will receive:

- ▶ Entitlement of Tournament Room
- ▶ Marquee signage displays
 - Both Entrances
- ▶ Digital inclusion on website/social as Tournament Room sponsor

EQUIPMENT



The equipment is an integral part of the success of the DE Turf. The Turf hosts individual games, leagues, tournaments, camps and brings together some of the best athletes in the mid-Atlantic, Northeast and nationally.

With the ability to maintain the integrity of the facility, the reputation and success will continue to go unmatched. As the sponsor of equipment, your brand will receive:

- ▶ Marquee wrap of the piece(s) of equipment
 - Golf Cart
 - Polaris Ranger
- ▶ Digital inclusion on website/social as Equipment sponsor



SPORTS PROGRAMS

SOCCER



Locally, the complex serves as a venue for kids from the Delmarva region to play, learn, grow and compete through a variety of soccer program offerings.

Seeing the opportunity to utilize the complex as an avenue for local youth to find a passion for the sport of soccer and develop themselves into potential collegiate student athletes, comparable to the thousands of soccer players that travel from out-of-state to compete at the Turf, the DE Turf offers soccer programming for athletes ages 2-18.

As the sponsor of DE Turf's soccer programs, your brand will receive:

- ▶ Logo included on athlete's uniforms
- ▶ Logo on all team communications, advertising, registration forms
- ▶ Digital inclusion on website/social media as soccer programs sponsor



SPORTS PROGRAMS

LACROSSE



Locally, the complex serves as a venue for kids from the Delmarva region to play, learn, grow and compete through a variety of lacrosse program offerings.

Seeing the opportunity to utilize the complex as an avenue for local youth to find a passion for the sport of lacrosse and develop themselves into potential collegiate student athletes, comparable to the thousands of lacrosse players that travel from out-of-state to compete at the Turf, the DE Turf offers lacrosse programming for athletes ages 2-18.

As the sponsor of DE Turf's lacrosse programs, your brand will receive:

- ▶ Logo included on athlete's uniforms
- ▶ Logo on all team communications, advertising, registration forms
- ▶ Digital inclusion on website/social media as lacrosse programs sponsor



SPORTS PROGRAMS

FIELD HOCKEY



Locally, the complex serves as a venue for kids from the Delmarva region to play, learn, grow and compete through a variety of field hockey program offerings.

Seeing the opportunity to utilize the complex as an avenue for local youth to find a passion for the sport of field hockey and develop themselves into potential collegiate student athletes, comparable to the thousands of field hockey players that travel from out-of-state to compete at the Turf, the DE Turf offers field hockey programming for athletes ages 2-18.

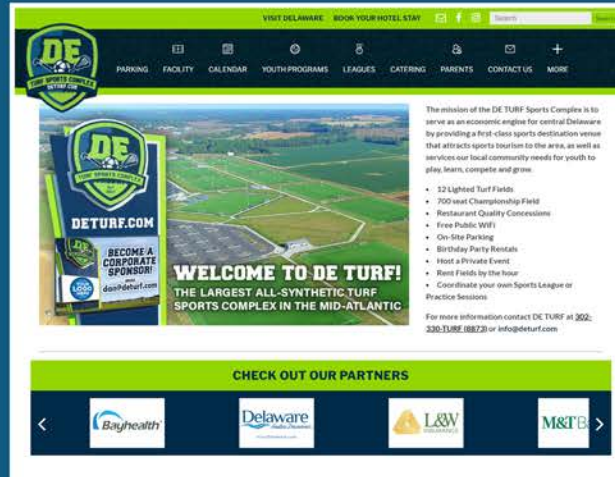
As the sponsor of DE Turf's field hockey programs, your brand will receive:

- ▶ Logo included on athlete's uniforms
- ▶ Logo on all team communications, advertising, registration forms
- ▶ Digital inclusion on website/social media as field hockey programs sponsor



DIGITAL & SOCIAL MEDIA

ENGAGEMENT



Digital and Social platforms play an integral part in the modern sports culture. It's a place to connect, explore, watch, like, follow, comment and engage. It promotes creativity, imagination and innovation. And is a place to share and form bonds with others of like interests.

The DE Turf is engaged across the following digital and social platforms:

- ▶ Website: www.deturf.com
- ▶ Digital Signage Asset
- ▶ Digital LED sign 12' x 14'
 - Graphics in rotation shown 10 seconds at a time
 - Each graphic shown 645 times per day equaling 1.84 hours per day and 674 hours per year
 - Two-way average of daily traffic is 45,700 vehicles (drastically increases during summer months)
- ▶ Social Media Pages
 - Facebook
 - Twitter
 - Instagram



PARTNERSHIP SUMMARY

WIFI PARTNER

As the WIFI Partner of the DE Turf, your brand will receive high level exposure, engagement and association with guests at the facility.

FACILITY ENTITLEMENT

- ▶ Logo inclusion on all DE Turf promotional recognition
 - Print, digital, social, tv, radio, etc.

PREMIER ACTIVATION

- ▶ Entitlement to wifi advertising
 - Clickable logo on wifi sign-in page
- ▶ Digital inclusion on website/social as wifi sponsor
- ▶ Inclusion on 35' digital sign rotation on Rt. 1
- ▶ Daily (3) verbal mentions during tournaments as the official wifi sponsor

DIGITAL & SOCIAL MEDIA

- ▶ Entitlement throughout website
- ▶ Brand logo w/ link on sponsor page
- ▶ Customized Social Media Promotion – Entitlement Tier

HOSPITALITY

- ▶ Complimentary use of a field and tournament room annually for an event

PREMIER FIELD PARTNER

As one (1) of only twelve (12) Premier Partners, your brand will receive significant exposure, engagement and association with guests at the facility.

PREMIER ACTIVATION (pending availability)

FACILITY SIGNAGE

- ▶ Marquee signage displayed
 - Backstop Poles
 - Mesh Fence Banner

DIGITAL & SOCIAL MEDIA

- ▶ Inclusion on 35' digital sign rotation on Rt. 1
- ▶ Brand logo w/ link on sponsor page
- ▶ Digital inclusion on website/social as Field sponsor
- ▶ Customized Social Media Promotion

HOSPITALITY

- ▶ Complimentary use of the field and tournament room annually for an event



PARTNERSHIP SUMMARY

TOURNAMENT ROOM PARTNER

As one (1) of only one (1) Tournament Room Partners, your brand will receive the following activation and visibility each day at the facility.

ACTIVATION

- ▶ Naming Rights to the Tournament Room:
 - Signage displays at both entrances

DIGITAL & SOCIAL MEDIA

- ▶ Brand logo w/ link on webpage

HOSPITALITY

- ▶ Complimentary use of the tournament room annually for an event

EQUIPMENT PARTNER

As one (1) of only four (4) Equipment Partners, your brand will be predominately featured on the wrapped equipment, used daily at the facility

ASSOCIATE ACTIVATION

- ▶ Marquee wrap of the piece(s) of equipment
 - Golf Cart
 - Polaris Ranger

DIGITAL & SOCIAL MEDIA

- ▶ Inclusion throughout facility website
- ▶ Brand logo w/ link on facility sponsor page

HOSPITALITY

- ▶ Complimentary use of the tournament room annually for an event

PROGRAM PARTNER

As one (1) of only fourteen (14) Program Partners, your brand will receive the following activation and visibility.

ACTIVATION

- ▶ Logo included on athlete's uniforms
- ▶ Logo on all team communications, advertising and registration forms
- ▶ Digital inclusion on website/social as programs sponsor

DIGITAL & SOCIAL MEDIA

- ▶ Brand logo w/ link on programs page



THE FUTURE OF DE TURF



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 **Dan Yearick**
 **302-399-4023**
 **dan@deturf.com**