

ADVERTISING/SPONSORSHIP PACKAGES



City of
Sparks
Parks & Recreation

SPORTS COMPLEX AT
GOLDEN EAGLE REGIONAL PARK

\$20.5 MILLION

Generates an estimated \$20.5 million annually in economic impact from tournaments and events visitors

40,000 ROOM NIGHTS

From more than 1,000 visiting teams



1.4 MILLION SQUARE FEET

Largest single installation of artificial turf in North America

1 MILLION

Athletes, participants and spectators for league and tournament play each year

48

Tournaments and rental events this past year



Garnered 5 hours of nationally televised live coverage as host of the Triple Crown Sports 18U/Gold National Championship on CBS Sports Network

9,000

More than 9,000 games played annually on the 15 synthetic-grass fields, including 2,700 city league softball games and 4,900 tournament games

15 FIELDS

Softball • Football • Soccer
Baseball • Kickball • Lacrosse



3 Concessions



Red's Golden Eagle Grill

Full Service Memorabilia Themed Restaurant

GOLDEN EAGLE SPORTS COMPLEX

The Sports Complex at Golden Eagle Regional Park attracts one million people to the area and contributes more than \$20 million to the economy annually. The massive sports complex, built in 2008, spans 140 acres and is the largest public works project in the City of Sparks. The park has 15 synthetic fields, trails, playgrounds, and a restaurant boasting spectacular views from the wraparound deck. The state-of-the-art facility is booked solid with tournaments almost every weekend, and features national- and regional-level play for events produced by organizations such as Triple Crown Sports, the Amateur Softball Association, and Senior Softball USA. Additionally, the complex is home to 500 city league teams participating in games 11 months out of the year.

Players from all 50 states and Canada have visited Golden Eagle Regional Park. It has become a fun and exciting destination for tourists and locals alike. The fun comes in the form of nearly every sport out there, from baseball, softball, soccer and kickball to lacrosse, football, bocce ball – and even the filming of a movie!

“Never in my wildest dreams did I ever think a sports complex like this could be such an economic driver for our community.”

– Sparks Mayor Geno Martini

“This is the best complex I’ve ever played at. The turf fields, the sports grille, and the views are incredible. I’ve played all over the United States and Canada and no other place compares.”

– Brett Helmer, Member of USA National Slow Pitch Softball Team



MONTH	TOURNAMENT NAME	TYPE
Feb.	Valentine Massacre	Adult Slowpitch
	AWS	Youth Baseball
	Nevada ASA	Adult Slowpitch
	16 Inch	Adult Slowpitch
March	Senior Softball USA	Senior Slowpitch
	Reed JV	High School
	Dublin Dirty	Adult Slowpitch
	Helping Hands AWS	Adult Slowpitch Youth Baseball
April	Reed Varsity	High School
	Down-N-Dirty	Adult Slowpitch
	NSA	Youth Fastpitch
	Centennial Softball NSA/Sactown Tourneys	Youth Fastpitch Adult Slowpitch
May	AWS	slowpitch/baseball
	Mother's Day Tournament	Womens/Mens
	West Coast Fastpitch Assoc.	Adult Fastpitch
	No Crying	Adult Slowpitch
June	Rock n Reno	Senior Slowpitch
	Capital Sports Assoc.	Youth Fastpitch
	NSA	Youth Fastpitch
	NSA/Sactown Tourneys	Adult Slowpitch
July	Nevada ASA State Championships	Adult Slowpitch
	Nevada ASA	Adult Slowpitch
	Capital Sports Assoc.	Youth Fastpitch
	Triple Crown	Youth Baseball
August	Boneyard Blast	Adult Slowpitch
	Triple Crown Nationals	Youth Fastpitch
	AWS	Youth Baseball
	Triple Crown World Series	Youth Fastpitch
Sept.	Summer Blast	Adult Slowpitch
	NSA	Youth Fastpitch
	Nevada ASA 5X5X5	Adult Slowpitch
	Summer Slammer	Adult Slowpitch
Nov.	Red's Golden Eagle Grill	Adult Slowpitch
	NSA	Youth Fastpitch
	UNR X country	X country
	Youth Baseball	Youth Baseball

MONTH	TOURNAMENT NAME	TYPE
Oct.	Balloon Race	Adult Slowpitch
	NSA	Youth Fastpitch
	Smoke	Adult Slowpitch
	Capital Sports Assoc.	Youth Fastpitch
Nov.	Toys-4-Tots	Adult Slowpitch
	Breast Cancer	Adult Slowpitch
	TCS	Youth Fastpitch
	Blood-N-Guts	Adult Slowpitch
Dec.	Blood-N-Guts	Adult Slowpitch
	Blood-N-Guts Womens	Adult Slowpitch
	16 Inch	Adult Slowpitch
	WSL	Adult Slowpitch
Jan.	AWS	Youth Baseball

TOURNAMENT SCHEDULE



SPORTS COMPLEX AT GOLDEN EAGLE REGIONAL PARK

SOFTBALL

- ASA Softball
- Adult & Senior Tournaments
- Adult & Senior Leagues
- Youth Tournaments
- Little League

FOOTBALL

- Adult Semi-Pro
- Pop Warner
- Sierra Youth

SOCCER

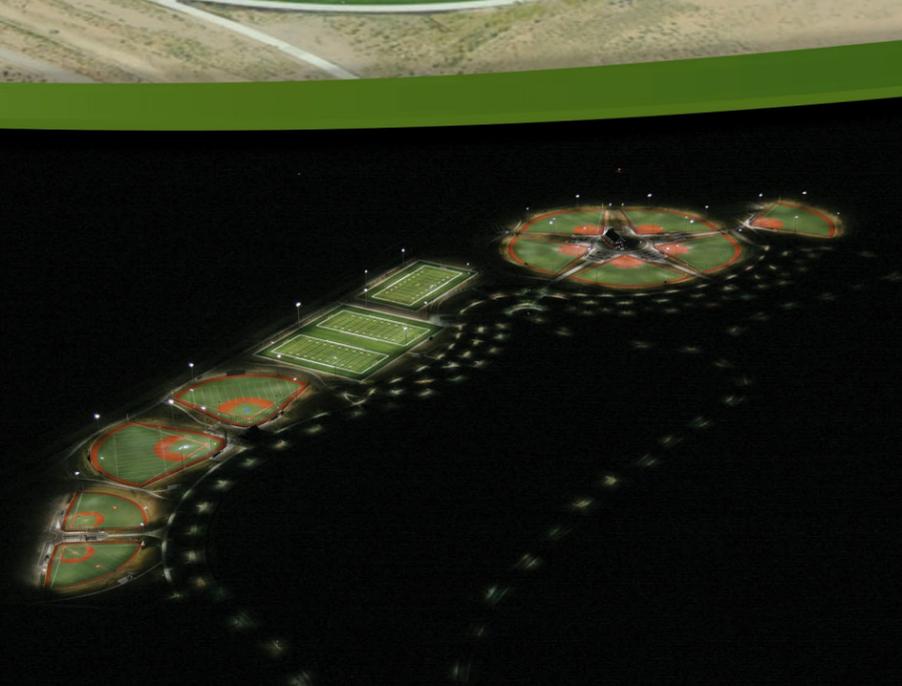
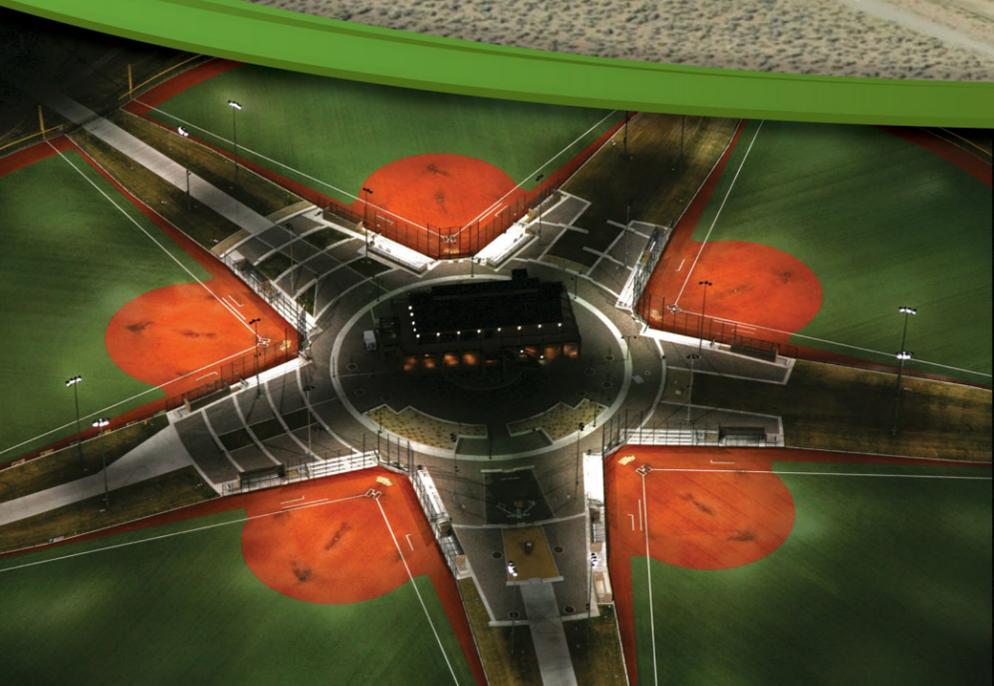
- AYSO
- Great Basin Youth Soccer
- Northern Nevada League – Adult
- Tournament and Club Soccer

BASEBALL

- Babe Ruth
- Tournament Baseball – Youth
- Little League

KICKBALL

- League play
- High School teams



ADVERTISING/SPONSORSHIP PACKAGES

Reach more than 1 million people per year while showing your support for the local Sparks Community!

★ GRAND SLAM PACKAGE ★



QTY	DESCRIPTION	SIZE	COST
5	Fence Banner	8' w x 3' h	\$1,150/ Month
5	Outfield Banner	15' w x 7' h	
1	Light Pole Banner	2.5' w x 6' h	
2	Backstop Banner	80" w x 60" h	

★ HOME RUN PACKAGE ★



QTY	DESCRIPTION	SIZE	COST
4	Fence Banner	8' w x 3' h	\$800/ Month
3	Outfield Banner	15' w x 7' h	
1	Light Pole Banner	2.5' w x 6' h	
1	Backstop Banner	80" w x 60" h	

★ TRIPLE PLAY PACKAGE ★



QTY	DESCRIPTION	SIZE	COST
3	Fence Banner	8' w x 3' h	\$650/ Month
2	Outfield Banner	15' w x 7' h	
2	Light Pole Banner	2.5' w x 6' h	

★ DOUBLE PLAY PACKAGE ★



QTY	DESCRIPTION	SIZE	COST
2	Fence Banner	8' w x 3' h	\$400/ Month
2	Outfield Banner	15' w x 7' h	
1	Light Pole Banner	2.5' w x 7' h	

ADVERTISING/SPONSORSHIP PACKAGES

★ RESTAURANT PLAZA SPONSORSHIP ★



QTY	DESCRIPTION	SIZE	COST
8	Light Pole Banner	2.5' w x 6' h	\$700/ Month
4	Light Pole Banner	2.5' w x 6' h	\$400/ Month

★ FIELD SPONSORSHIP ★



QTY	DESCRIPTION	SIZE	COST
2	Fence Banner	8' w x 3' h	\$350/ Month
2	Large Outfield Banner	22' w x 7' h	
1	Backstop Banner	80" w x 60" h	

★ BUY A BANNER ★



QTY	DESCRIPTION	SIZE	COST
1	Fence Banner	8' w x 3' h	\$100/ Month

100% of your investment goes directly back to park improvements

Production and Installation will be billed separately based on Sponsorship Package selection.



City of Sparks
Parks and Recreation
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