

SPONSORSHIP OPPORTUNITY

PERPETUAL NAMING RIGHTS



OVERVIEW

The Park and Recreation Board is seeking a **Perpetual Naming Rights Sponsor** for the Community Courts Project, a public-private partnership designed to preserve and enhance vital recreational assets for residents and visitors alike. Without investment, the existing public tennis courts—currently in disrepair—face removal due to limited municipal funding. Securing a sponsor will ensure these courts remain a lasting recreational resource while expanding opportunities for new and emerging sports.

This sponsorship represents a mutually beneficial investment in the Green Lake community. In exchange for a monetary contribution, the sponsor will receive permanent naming recognition associated with the courts, along with strong community goodwill and visibility in a high-traffic, family-oriented setting.

Green Lake welcomes tens of thousands of visitors each year, in addition to our vibrant year-round residents. As tourism continues to grow and the community works to attract and retain families, the demand for inclusive, multi-generational outdoor amenities has never been greater. Public recreation plays a key role in quality of life, economic vitality, and community identity.

To meet this need, the Park and Recreation Board plans to:

- Construct two new public tennis courts
- Construct two new pickleball courts, one of the fastest-growing sports in the nation

Engineering plans are complete, and land has been designated for the project. The only remaining requirement to move forward is funding. To meet the **targeted court completion date of July 2026**, a Perpetual Naming Rights Sponsor must be secured. If sponsorship funding is not obtained, the existing tennis courts will be removed and will no longer be available as a recreational option for the community. By partnering with the Park and Recreation Board on the Community Courts Project, a sponsor will play a pivotal role in preserving public recreation, supporting healthy lifestyles, and leaving a lasting legacy in one of Wisconsin's most beloved destinations.

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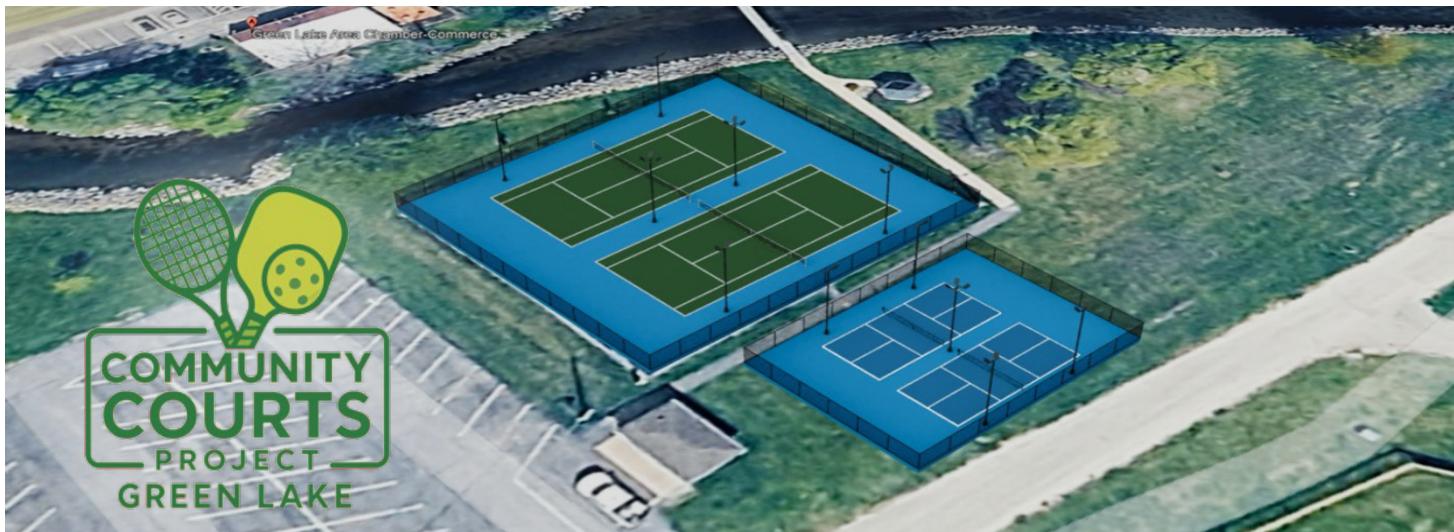
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Funding Opportunity & Investment Ask

The Park and Recreation Board is seeking a Perpetual Naming Rights Sponsorship investment of **\$300,000** to fully fund the Community Courts Project. This investment will support:

• Construction of two new public Tennis Courts, two new Pickleball Courts and black vinyl coated steel fencing	\$270,000
• New Lighting with Timers	\$20,000
• Asphalt Court Paths	\$5,000
• Benches and Tables	\$5,000
	\$300,000

All planning has been completed, positioning the project to move forward immediately upon securing sponsorship. This funding will enable the Park and Recreation Board to meet its **targeted July 2026 completion date** and prevent the loss of the existing tennis courts.

Sponsor Recognition & Benefits

The Perpetual Naming Rights Sponsor will receive prominent, lasting recognition in connection with one of Green Lake's most visible public recreational amenities. This opportunity is designed to provide meaningful exposure while demonstrating a strong commitment to community enrichment and healthy living.

The Park and Recreation Board welcomes discussions to tailor recognition opportunities to align with the sponsor's goals and values, while ensuring the long-term success of this important community asset. Funds will be recognized as a charitable 501-C3 Tax Deductable Donation.

Sponsor recognition and benefits may include:

- Perpetual naming rights to the Community Courts (e.g., [Sponsor Name] Community Courts at Green Lake)
- Permanent on-site signage prominently displayed at the courts recognizing the sponsor
- Inclusion of the sponsor name in all official references to the courts, including: Park and Recreation website and recreational materials, press releases and public announcements, dedication ceremonies and community events.
- Public recognition at the grand opening and any future renovation or milestone celebrations.
- High-visibility exposure to tens of thousands of annual visitors and current and future residents.
- A lasting civic investment and community legacy.

This sponsorship offers a rare opportunity to establish a permanent presence in a cherished public space while supporting an amenity that serves all ages and abilities.

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