



Steve Luker - Legacy Pointe
2050 Iles Ave | Springfield, IL 62704
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A Spectacular Indoor/Outdoor Sports Complex in Springfield, IL

LAND OF LINCOLN



**I like to see a man proud
of the place in which he
lives. I like to see a man
live so that his place will
be proud of him.**

ABRAHAM LINCOLN

To learn more about advertising, sponsorships, and naming rights opportunities with SCHEELS Sports Park, contact Steve Luker via phone (217-306-4950) or email (sluker@legacypointe.net).



SCHEELS SPORTS PARK AT LEGACY POINTE

Spanning 90-acres of the 276-acre mixed-use Legacy Pointe Development and anchored by Scheels All Sports, **SCHEELS Sports Park at Legacy Pointe** is a private/public partnership that creates a world-class sports entertainment venue at the crossroads of I-55 and I-72 in Springfield, IL.

SCHEELS Sports Park at Legacy Pointe strives to increase the quality of life for our community and attract visitors to Springfield and all that it offers.

The proximity to **SCHEELS All Sports** and the ability to attract other retail growth will allow the sports campus to serve as an economic engine for Springfield, changing the landscapes for generations to come. With great visibility and daily traffic, the campus offers an incredible opportunity for local businesses to benefit from naming rights, sponsorships, and advertising in addition to making a positive impact on the Springfield community.





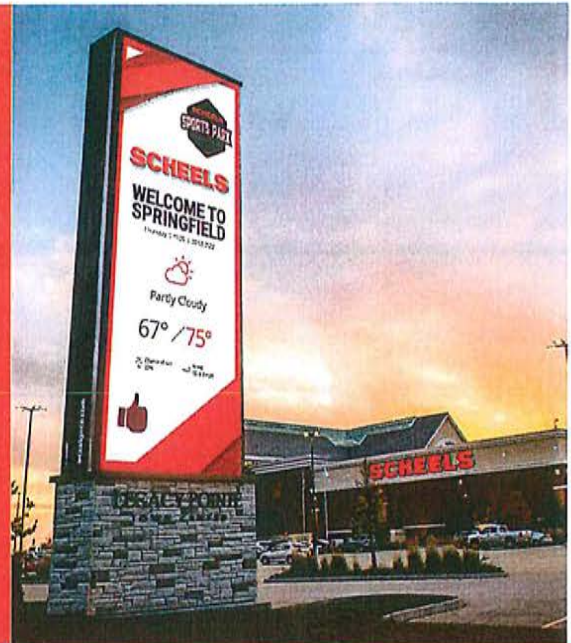
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Advertising Opportunities

SCHEELS Sports Park will attract visitors from all over the midwest, boosting the Springfield economy and helping to sustain our community's businesses. Local utilization Sunday evening through Thursday will drive daily traffic to the campus. The great visibility and high-traffic location will ensure visitors are aware of what your business has to offer. Specialty advertising placements throughout the campus will help Springfield businesses get noticed and attract customers.

Legacy Pointe checks all boxes to create a unique and desirable sports tourism development:

- ✓ Accessibility
- ✓ Visibility and Daily Traffic
- ✓ Large Acreage for Future Developments
- ✓ Existing Infrastructure



I hold that while man exists, it is his duty to improve not only his own condition, but to assist in ameliorating mankind.

ABRAHAM LINCOLN

Ad Placement Examples

- Scoreboard Frames
- Time on Jumbotron
- Area Wall Graphic Wraps
- Fence Wind Screens
- Back of Dugout
- Retaining Walls
- Time on Message Board
- Indoor Walls
- Indoor Field Billboard Banners
- Restroom Signage
- Interior Walls
- Concession Walls

VISION PARTNERS

- Major Venue Naming Rights
- Multiple Ad Presence at Every Amenity
- Brick on Legacy Walk
- Plaque of Appreciation

FOUNDATION PARTNERS

\$25,000 Annual Commitment

- Venue Naming Rights
- Ad Presence at Every Amenity
- Brick on Legacy Walk
- Plaque of Appreciation

FANS OF THE PARK

\$5,000 Annual Commitment

- Ad Presence
- Brick on Legacy Walk
- Plaque of Appreciation



FRIENDS OF SCHEELS SPORTS PARK

Scholarship Program - \$1,000 Donation

Friends of Scheels Sports Park at Legacy Pointe is a scholarship program aimed at removing financial barriers and provide as many young people as possible the ability to benefit from a sports complex in their community.



VISION PARTNER

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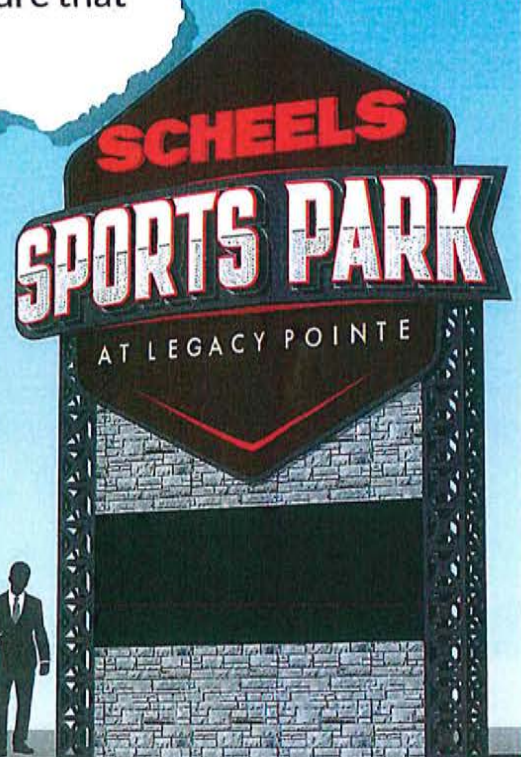
“Commitment is what transforms a promise into reality.”

ABRAHAM LINCOLN

vi-sion part·ner \ vī-sən pärt-nər \ n. 1. community leader, either an individual or a business, that sees the generational changing vision of the Scheels Sports Park at Legacy Pointe. 2. believes in this community and is willing to step forward with their passion and their financial support to ensure that this vision becomes a reality for our community.

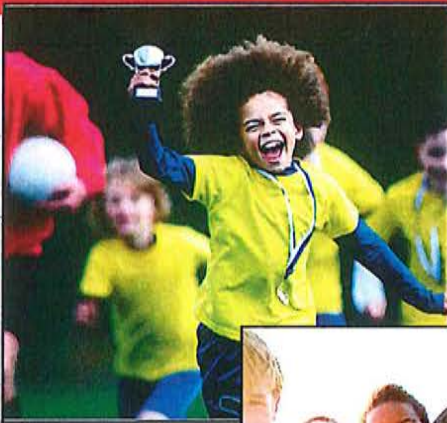
“Determine that the thing can and shall be done, and then we shall find the way.”

ABRAHAM LINCOLN





FOUNDATION PARTNERS



*The foundation of a community is built
on the investment of its people in its people.*



SPRINGFIELD, ILLINOIS

PROJECTED TIME LINE

- FINAL PLAT • ZONING • SITE PLAN
APPROVED BY CITY COUNCIL June 7th
- FINALIZE MONDAY-THURSDAY AGREEMENTS
- FINALIZE NAMING RIGHTS/SPONSORSHIP AGREEMENTS
- FINALIZE FINAL DESIGN OF COMPLEX
- BID CONSTRUCTION OF PROJECT • AWARD BIDS • FINALIZE COST
- FINALIZE/CLOSE FINANCING 60-90 days
- GRADING/UNDERGROUND INFRASTRUCTURE WORK BEGINS AUG/SEP
- FIELD CONSTRUCTION BEGINS OCT/NOV
- VERTICAL CONSTRUCTION BEGINS NOV/DEC
- INDOOR OPENING WINTER SEASON (Nov) 2023
- OUTDOOR/GRAND OPENING SPRING (Mar) 2024



SPRINGFIELD, ILLINOIS

⑥ MULTIPURPOSE/TURF/LIGHTED FIELDS
400' BASEBALL CONVERTIBLE TO
2 * 225' YOUTH BASEBALL/SOFTBALL OR
11x11 SOCCER or MULTIPLE SMALLER FIELDS

② MULTIPURPOSE/TURF/LIGHTED FIELDS
11x11 SOCCER • CONVERTIBLE TO SMALL
SOCCER FIELDS OR
2 * 225' YOUTH BASEBALL/SOFTBALL

ALL FIELDS ARE CAPABLE OF MULTIPLE USES FOR SPORTS
AND RECREATION (Football, Lacrosse, Rugby)

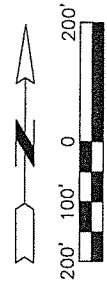
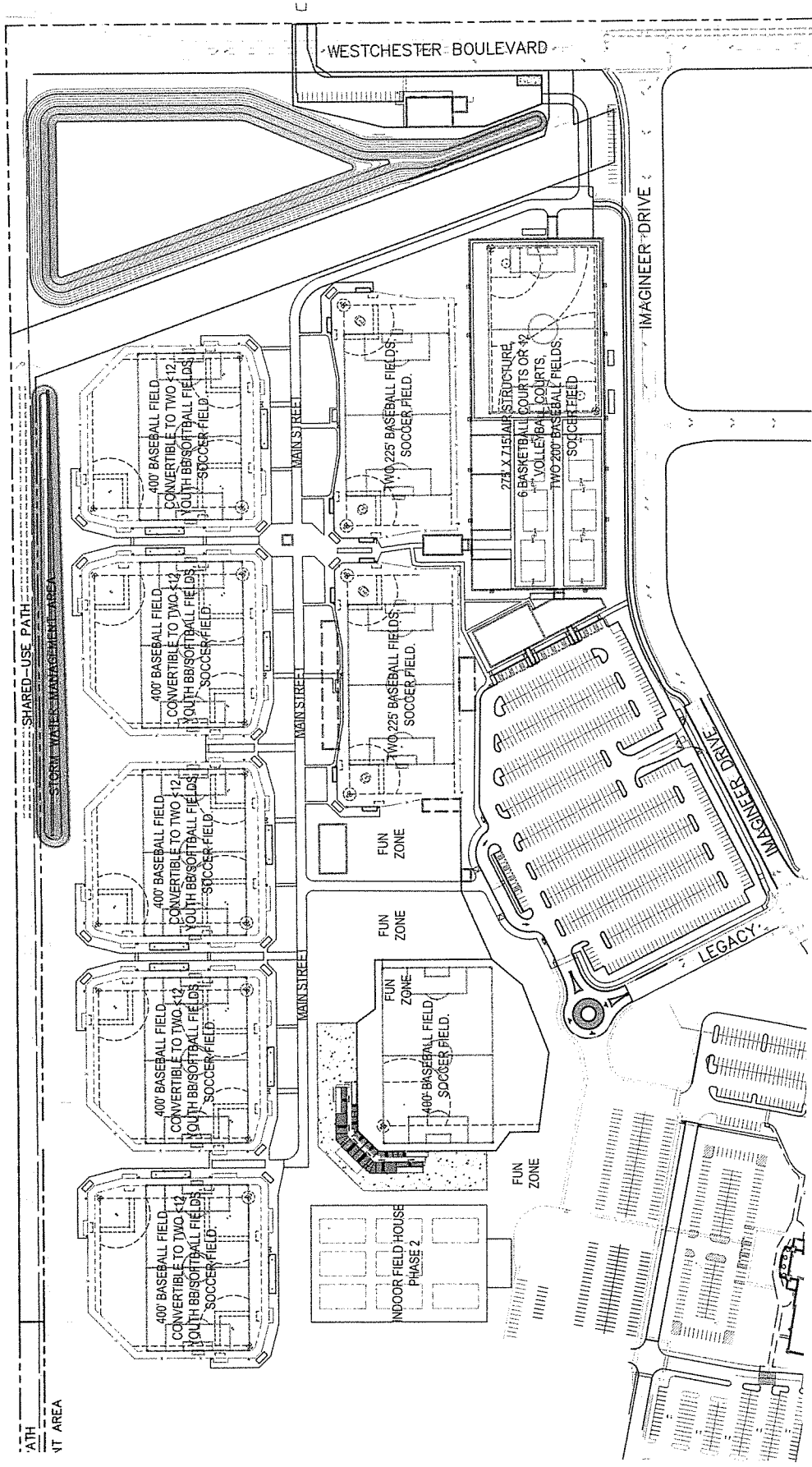
25,000 – 30,000 Sq Ft of Support/Administration Buildings

270' X 715' AIR STRUCTURE

ONE TURF 11x11 SOCCER OR
2 YOUTH BASEBALL

SIX BASKETBALL COURTS or
12 VOLLEYBALL COURTS or
16 PICKLEBALL COURTS or
multiple combinations

30,000 Sq Ft of Multi-Use Performance Area



SCALE : 1" = 200'
DATE: MAY 31, 2022



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