

# SCOREBOARD ADVERTISING OPPORTUNITY

## City of West Des Moines Parks & Recreation Raccoon River Park Softball Complex West Des Moines, Iowa



*Raccoon River Park Softball Complex* will be opening its gates for our 15th year of operation in the Spring of 2013. It is the busiest and many feel the best 5 field softball complex in the mid-west. In fact we will welcome over 150,000 people through our gates this year. That's terrific exposure to local, mid-western and national visitors.

We feel this is an opportunity which fits any budget. For the price of a newspaper ad, area merchants and businesses can invest in the growing popularity of this one-of-a-kind, state-of-the-art softball facility while receiving exceptional recognition and consumer return. For those interested in larger advertising investments, negotiations are available.

### *Demographics*

- Primary age group is Mens & Women 25-44 years of age.
- Secondary age groups are Boys & Girls 7-16 & Mens 50 & over.
- Approximately 35% of softball league teams are made-up and sponsored by West Des Moines employers.
- Recreation and Commercial levels of league play for men, women, and coed teams.
- 5 year average of 40% West Des Moines and 60% non-West Des Moines league players.

### Why become an advertising partner with *Raccoon River Park Softball Complex and City of West Des Moines*?

- Exposure to over 350 local adult League teams and 850 Tournament teams from central Iowa and beyond with their families and friends totaling an attendance of over 150,000 visitors annually.
- Recognition in 3 *Raccoon River Park Softball Complex* E-Softball Guides (Spring, Summer & Fall) distributed to over 10,000 softball players.
- Recognition in the City's 3 seasonal "WDM Magazine" brochures that are direct mailed to over 22,000 west side homes as well as posted on City's website [www.wdm.iowa.gov](http://www.wdm.iowa.gov).
- Your company's name or logo prominently displayed on a scoreboard.
- Your business will be seen as part of the *Raccoon River Park Softball Complex* excitement and show your support and a strong involvement in your community.

| <u>ITEM</u>                | <u>NUMBER<br/>AVAIL.</u> | <u>YEARLY<br/>FEE</u>  | <u>LONG TERM<br/>FEE</u>        |
|----------------------------|--------------------------|------------------------|---------------------------------|
| Scoreboard Ad Signs        | 2                        | \$500                  | \$2000 (\$400/year for 5 years) |
| 12' x 2' horizontal layout | (one time cost)          | \$900 cost of ad board | \$900 cost of ad board          |

This partnership opportunity is available on a first-come, first serve basis, so please don't delay and miss out on this excellent opportunity.

Hit a "Grand Slam" with the *Raccoon River Park Softball Complex* in West Des Moines this year.

Contact Bruce Mankle, Recreation Program/Facility Supervisor, City of West Des Moines Parks & Recreation (515) 222-3454 or email at [bruce.mankle@wdm.iowa.gov](mailto:bruce.mankle@wdm.iowa.gov).