

Appendix A

Northern Kentucky University Athletics Naming Rights Opportunities

1. “Healthcare Provider Name” Basketball Performance Center

- Primary naming rights recognition of new facility
- Construction of dedicated basketball facility for MBB and WBB (on par with Horizon League competitors)
- Reasons for need:
 1. Dedicated practice space for NKU’s two flagship programs with necessary facilities for functional practice and player development
 2. Current facility is not available year-round for practice and player development; year round training facility is necessary to develop players to be a competitive Division-I program
 3. Facility would also include men’s and women’s team rooms, meeting/film rooms, sports medicine facility and strength/conditioning area, coaches’ offices
 4. Facility would serve as a recruiting magnate, which is necessary in order to attract top-level Division-I prospects
 5. A new facility is needed to be on-par with other similar institutions in the Horizon League and other comparative institutions

2. “Healthcare Provider Name” Ballpark at the Bill Aker Baseball Complex

- Primary naming rights recognition on remodeled facility
- Serve as the southern-most baseball facility in the Horizon League (ability to host collegiate, high school, and youth tournaments)
- Approximate usage (number of players):
 - 2013 = 10,500
 - 2014 = 8,330
 - 2015 = 4,375
- Reasons for need:
 1. Current facility lacks basic needs for a Division-I program (bathrooms, clubhouse, storage, concessions, first aid, and training room)
 2. Grandstand seating is needed to improve the fan experience and attract top-level tournaments (both collegiately and community)
 3. A fully artificial turf field will provide an opportunity to increase the number of times the field is rented to outside groups, such as youth and high school baseball teams
 4. As the southernmost team in the conference, in order to host any post-season conference tournament, mandatory upgrades are needed to comply with Horizon League regulations (i.e. Press Box and Field Lighting system)
 5. Facility would serve as a recruiting magnate, which is needed when attracting top-level Division-I prospects to be competitive
 6. An upgraded facility is needed to be on-par with other similar institutions in the Horizon League, comparative institutions, and other venues which are hosting youth tournaments previously held at Northern Kentucky University

3. “Healthcare Provider Name” Soccer Complex

- Primary naming rights recognition on remodeled facility

- Serve as the southern-most soccer facility in the Horizon League (ability to host collegiate, high school, and youth tournaments)
- Approximate usage (number of players):
 - 2013 = 3,780
 - 2014 = 4,520
 - 2015 = 4,860
- Reasons for need:
 1. With advances in artificial turf technology, primarily health and physical implications, a new turf is needed as the current stadium
 2. Construction of an event-level training area would provide for better care of student-athletes during practice and competition
 3. Improvements to locker rooms, coach's offices, and training rooms are needed for student-athlete and program growth
 4. Facility would serve as a recruiting magnet, which is needed when attracting top-level Division-I prospects to be competitive in the world's fastest growing sport.

Length of Naming Rights

Naming rights of any of these facilities would be for ten (10) years. At the conclusion of ten (10) years the University reserves the right to sell the naming rights to another entity.