

**MIDAMERICAN**  
ENERGY COMPANY.

# REC RP PLEX

## Corporate Naming Partnerships



Proudly owned & operated by



THE CITY OF  
West Des Moines.

6500 Grand Avenue  
West Des Moines, IA 50266

[www.TheRecPlex.com](http://www.TheRecPlex.com)



## The MidAmerican Energy Company RecPlex



The MidAmerican Energy Company RecPlex truly is in a league of its own. The 66-acre, youth-focused athletic venue delivers 300,000 sq ft of space for soccer, ice hockey, basketball, volleyball, baseball, softball, pickleball, an Esports Center and a wide range of additional recreational, educational, and adaptive programs. Attendance projections indicate more than 1000 participants per weeknight and roughly 5000 per weekend day at the facility – indicating that the RecPlex will be self-sufficient and sustainable. Scheduled to be fully open in March 2021, the RecPlex will be owned and operated by the City of West Des Moines.

The RecPlex will host a wide variety of events bringing in a diverse demographic of participants and attendees. Becoming a partner with the RecPlex provides your company a unique opportunity to highlight your brand in a specialized way while reaching the Central Iowa region and beyond.

### **CORPORATE PARTNER BENEFITS**

- Broad Based Exposure - Hundreds of Thousands of Impressions
- Multi-Cultural Events with Diverse Demographics
- Year-Round Unique Interaction with Captive Audience
- Positive Image while Supporting the Community
- Business Opportunities & Hospitality
- Direct and Straight-Forward Messaging



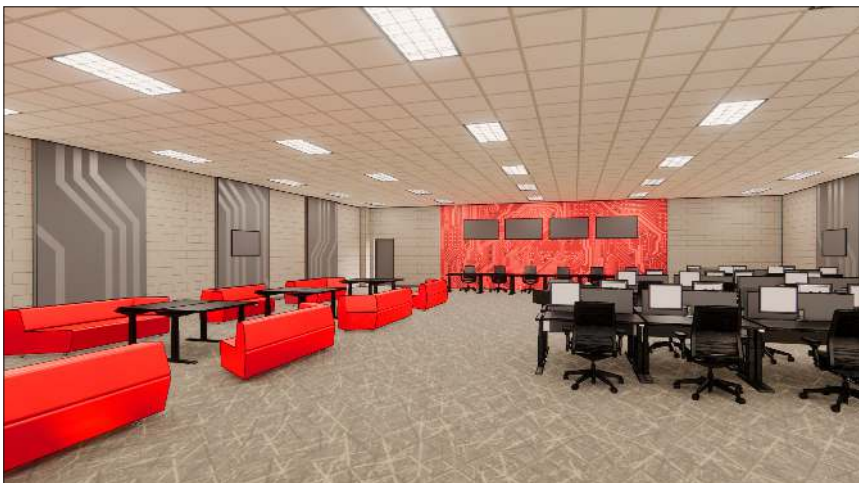


## Corporate Naming Partnerships

The areas listed below are some of the Corporate Naming Partnerships that remain at the MidAmerican Energy Company RecPlex. There may be other areas inside and outside of the facility that would be appropriate for naming, as well. The City of West Des Moines is open to working with potential sponsors and the RecPlex architect to explore these opportunities. The illustrations are architect interpretations and may not exactly represent the finished product. Partnerships are secured on a first come, first served basis and can be paid upfront or over a period of up to 20 years.

### Outdoor Turf Field #3 \$600,000

**OUTDOOR TURF FIELD #3** is a lighted, synthetic turf field that allows play for a significant part of the year — something in great demand locally. A prominent sign at the entrance to the field will include the sponsor's name and branding as well as the field number.



### Esports Center \$300,000

We are excited to announce an addition to the original RecPlex plans – a 3500 square foot **ESPORTS CENTER** – for the fastest growing sport in the world! The space offers ample room for corporate naming and branding opportunities.



## Overlook Room

**\$100,000**

The Overlook Room will be a popular space at the RecPlex. With 2400 square feet of space and seating for 200, this space is perfect for birthday parties, showers, small corporate events and other community gatherings. Branding opportunities are numerous in this space.

## Activities Room

**\$50,000**

The Activities Room is located in a prime area of the RecPlex right off the Commons on the main floor. With 1200 square feet of space and room for 110 people, this space can be used for parties, team meetings, film sessions, as well as other community events. Branding opportunities are numerous in this space.



## Pickleball Courts \$50,000

Pickleball is one of the fastest growing sports in the nation, especially with the country's seniors. The RecPlex features three pickleball courts located at the south end of Hy-Vee Fieldhouse. Large 10' x 15' wall banners will identify naming partners in this space.



## Batting Cage Area \$50,000

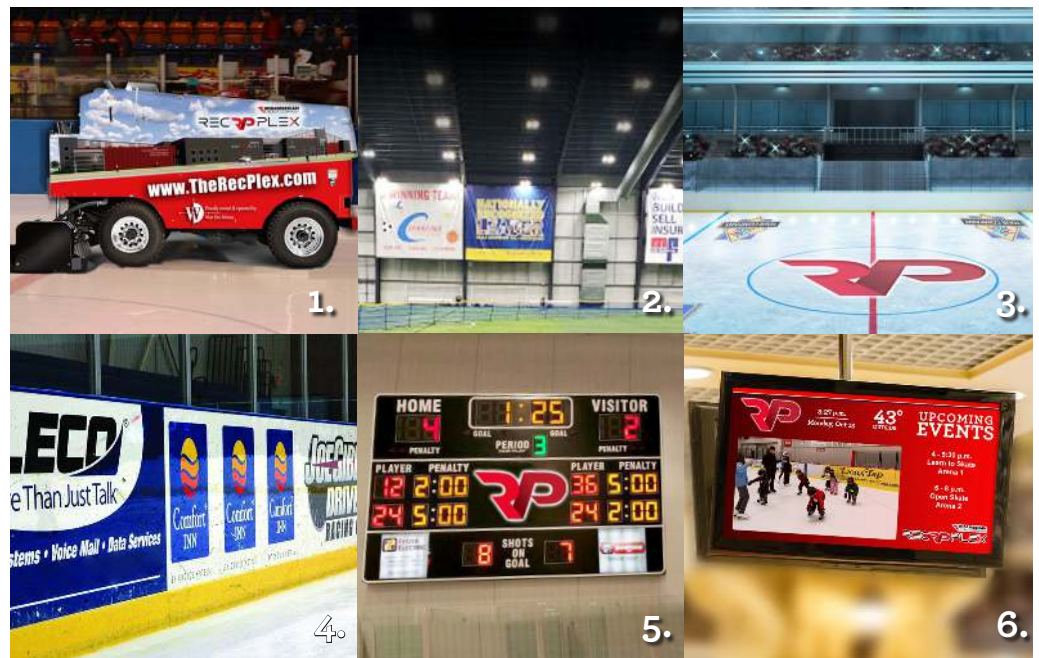
The RecPlex has a dedicated area for baseball and softball. The space includes four batting cages and ample room for pitching practice. Large 10' x 15' wall banners will identify naming partners in this space.

## Corporate Advertising Partnerships

In addition to the Corporate Naming Partnerships listed in previous pages, the MidAmerican Energy Company RecPlex also offers shorter term Corporate Advertising Partnerships.

Corporate Advertising Partnerships are available from \$400 to \$7500. All Corporate Advertising Partnerships require a three-year commitment. Please contact us for more information on advertising opportunities.

1. Ice Resurfacer Ad
2. Fieldhouse Wall Banner
3. In-Ice Ad
4. Dasherboard Ad
5. Scoreboard Ad
6. Digital Board Ad



For more information on Corporate Advertising & Corporate Naming Partnerships at the RecPlex, please contact General Manager, Shayne Ratcliff at 515.440.4775 or [Shayne.Ratcliff@wdm.iowa.gov](mailto:Shayne.Ratcliff@wdm.iowa.gov)