

Sportsman Solutions Sponsorship Sales Overview



Overview

Sportsman Solutions, headquartered in Waukee, Iowa, with a regional office in Sioux Falls, South Dakota has been operating since 2015. Sportsman Solutions is a third-party consultant that can assess and secure additional funding and private revenue streams for sports and recreation properties.

As a comprehensive service provider, Sportsman Solutions specializes in securing naming rights and developing sponsorship strategies. The company acts as a consultant to help subsidize project costs by strategically optimizing revenue through corporate partnerships. Its naming rights and sponsorship packages can include, as agreed by the parties in writing, a variety of benefits such as exterior and on-site branding, media exposure, digital marketing assets, hospitality offerings, and other opportunities beyond traditional marketing channels.

With a proven track record, Sportsman Solutions has spearheaded \$2 billion in new construction and project development while actively managing over a dozen municipal properties currently in operation.

Sportsman Solutions is committed to helping clients achieve their financial goals through the power of partnerships and sponsorships.

WHY SPORTSMAN SOLUTIONS?

- We don't win until our client wins
- Sponsorship outreach starts right away
- \$25,000+ in marketing tools used at no cost to the client





Our Approach

EVALUATION TIMELINE

Before contract execution with client, Sportsman Solutions has already conducted a market study of researching client demographics and similar projects to bring on the first day of the job. Sportsman Solutions will do an examination of local market which includes an assessment of the competitive landscape an assessment of the cooperative landscape.

FIRST DAY ON THE JOB

- Sportsman Solutions will work with the local chamber of commerce with their intent being to positively introduce themselves to local market
- Sportsman Solutions will set up introductory meeting with key contact to get go to market marketing packet ready. This marketing package will include all items available and the priced evaluation of these assets.
- Marketing packet valuations are based on Sportsman Solutions database of past projects similar to yours and comparable market pricing

REVIEW OF FACILITIES | 2-3 DAYS AFTER SIGN OFF WITH CLIENT

- Sportsman Solutions will analyze the facilities to identify and review key assets, including any existing sold and unsold inventory. (if applicable).
- Sportsman Solutions will typically separate and catalog these assets as different key categories. Sportsman Solutions will use a database of all successful go to market evaluations for such assets and comparable markets to place value on below assets

- | | |
|----------------------|-------------------------|
| o Naming Rights | o Intellectual Property |
| o Shared Sponsorship | o Category Exclusivity |
| o Primary Partner | o Hospitality |
| o Sponsorships | o Print |
| o Iconic Landmarks | o Database Marketing |
| o Permanent Signage | o Website Exposure |
| o Digital Signage | |



IDENTIFICATION OF NEW ASSETS | TIMELINE 2-3 DAYS AFTER SIGN OFF WITH CLIENT

- Analyze viability of traditional inventory associated with naming rights and sponsorships
- Creatively develop and unlock opportunities associated with non-traditional assets
- Evaluate marketability of all assets to determine revenue potential
- Analyze traditional and creative assets for hospitality
- Goal is to generate significant incremental revenue Sportsman Solutions shall seek sponsorship opportunities for client to provide the following described benefits.

PRESALES EXECUTION

- Sportsman Solutions will send over a live excel spreadsheet with 200+ businesses and contacts, for those businesses you will be able to highlight from that list who they would like us to reach to first
- You will also be able to provide notes for certain prospects if they have a better contact compared to Sportsman Solutions. For example, Sportsman Solutions might have connection to COO but you might have contact for CEO if you have worked together in the past.
- Sportsman Solutions will look at all local and regional contacts before casting a wider net to outside the region
- If you desire, you may provide Sportsman Solutions with a uniform email address. Sportsman Solutions understands some clients prefer to be seen in market as one brand and in a conjoined effort.

SALES EXECUTION-GO TO MARKET

- Sportsman Solutions is always ready to go and hit the market within 30 days of contract being signed. Sportsman Solutions maintains a professional sense of urgency.

DEVELOPMENT OF PROSPECT DATABASE

- Sportsman Solutions puts in 200+ businesses for client to initially review
- These 200+ businesses will have shared values and missions as your group
- Prospect database will be updated live and shared with you to review for real time update
- Sportsman Solutions will add to excel database as project develops and after first round of outreach to local businesses
- Develop approach strategy for incumbent corporate partners
- Identify and tier qualified local and regional prospects
- Assess specific sponsorship opportunities unique to the property
- Utilize knowledge of marketing initiatives to strategically rank and tier categories and appropriate candidates



COLD CALLS, WARM LEADS, MEET AND GREETINGS, SITE TOURS

- Sportsman Solutions will personally call, email, and utilize other forms of outreach to prospect partners
- Sportsman Solutions will send introductory email detailing partnership between you and Sportsman Solutions.
- Email will include created and approved marketing packet requesting to meet and discuss the sponsorship opportunities available
- Sportsman Solutions will handle all scheduling for meetings through teams, zoom, or in person
- Sportsman Solutions will handle all costs associated with in person meetings. You are not required to attend meetings online or in person
- Sportsman Solutions will periodically follow up with businesses in a professional manner. Sportsman Solutions understands the market and follow ups help so emails don't fall through the cracks

EXECUTION OF SPONSORSHIP SALES

- Upon outreach and prospect voicing that they want to be involved, Sportsman Solutions will begin the negotiation process with respective sponsor to get best value possible for you based on comparable projects and markets.
- Sportsman Solutions will provide detailed sponsorship contract to be reviewed and all contracts will be signed by you and sponsor.
- You retain 100% authority/veto power over who becomes a sponsor and who doesn't.
- Sportsman Solutions will prepare briefing reports, be available for meetings to help further educate leadership on sponsorship agreements.
- Upon formal approval from leadership, Sportsman Solutions will work to obtain the written or DocuSign signatures for agreements between you and sponsor.
- Sportsman Solutions will handle all year to year invoicing for you where sponsor will send agreed upon amount directly to you.
- Sportsman Solutions will help coordinate the sponsorship activation process for sponsor.
- 6 months prior to sponsorship expiration, Sportsman Solutions will help renew/renege contracts.



Deliverables

Sportsman Solutions will provide clients with a comprehensive set of deliverables that directly support the launch and execution of a full-scale sponsorship sales program. Each deliverable is designed to help us effectively represent clients in the marketplace by showcasing its facilities, communicating partnership value, and driving measurable revenue through corporate partnerships and naming rights.

WEBSITE LANDING PAGE

A dedicated webpage highlighting available sponsorship and naming rights opportunities across the client's facilities. This will serve as a central resource for interested businesses, featuring facility overviews, partnership categories, and a direct point of contact for sales inquiries. [**Click Here to Take Me to Website**](#)

MARKETING VIDEO (SEPARATE FEE THAT CAN BE AGREED UPON)

One professional marketing video can be produced to generate awareness and excitement around the client's sponsorship opportunities. The video can feature either:

- A drone-based hype video highlighting facilities, events, and community energy, or
- An interview-based feature with a client representative discussing the vision, impact, and value of community partnerships.

[**Click Here to Take Me to Hype Video**](#)

[**Click Here to Watch Interview**](#)

SPONSORSHIP ASSET VALUATION & PRICING GUIDE

A comprehensive pricing guide outlining recommended market values for all sellable assets. Each asset will include:

- Minimum value thresholds (amounts client would not sell below), and
- Target market pricing ranges used in our outreach and negotiation process.

This ensures consistency, transparency, and alignment with regional market standards.

TARGET MARKET IDENTIFICATION

A curated list of target companies and industries most likely to align with client's audience, community presence, and partnership goals. This database will serve as the foundation for our outreach efforts and sales prioritization.

SPONSORSHIP DECK

A designed Sponsorship Sales Deck that highlights the client's facilities, audience reach, partnership tiers, and activation examples. This deck will serve as the primary presentation tool in sales meetings and digital outreach.

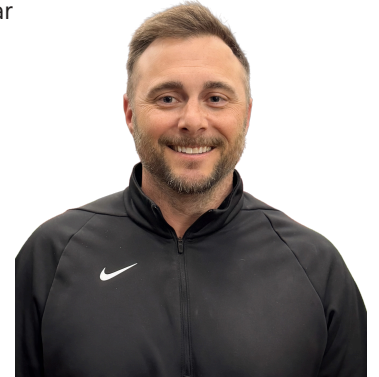


Key Personnel

Jake Shandri-Managing Partner

Jake Shandri serves as Managing Partner and provides strategic oversight for all sponsorship initiatives at Sportsman Solutions. He ensures that each project maintains clear direction, organized workflow, and consistent communication between internal teams, clients, and external partners. Jake brings extensive experience guiding municipal, school district, and multi-sport facility clients through sponsorship planning and operational support.

In his role, Jake oversees the administrative and financial structure of each engagement, including sponsor invoicing, renewal preparation, and coordination with vendors involved in signage and activation elements. He plays a key role in setting project priorities, supporting long-term planning, and ensuring that every stage of the sponsorship program from initial launch to annual stewardship operates smoothly and professionally.



Ryan Patrick-Vice President

Ryan Patrick leads the sponsorship strategy, valuation, and sales execution efforts for Sportsman Solutions. With deep experience guiding sponsorship programs across cities, school districts, and large sports complexes nationwide, Ryan develops the asset structures, pricing recommendations, and go-to-market strategies that form the foundation of each project.

Ryan plays a central role in prospect engagement, outreach communication, and partnership negotiations. His approach combines industry insight with an understanding of brand behavior and category value, ensuring that opportunities are presented clearly and positioned to maximize long-term return. Ryan also provides guidance throughout the proposal, contracting, and negotiation stages, helping align partnership terms with client goals and market potential.



Jacob Goyke-Partnership Services Coordinator

Jacob Goyke supports the daily execution of each sponsorship initiative, ensuring that outreach, communication, and organizational processes move forward smoothly. He assists with sales outreach, prepares customized marketing materials, and develops the proposal documents used throughout the sponsorship process.

Jacob manages the operational structure behind each partnership initiative, including contract coordination, invoicing schedules, renewal preparation, and CRM tracking. His focus on organization, communication, and follow-through helps maintain clear momentum across all stages of the sponsorship pipeline.





SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY

CY-HOPE ATHLETIC COMPLEX

HOUSTON, TX



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION
- PROGRAMMING/SCHEDULING

Population: 473,500

SUMMARY

Sportsman Solutions was hired by Cy-Hope (501c3) to provide sponsorship, naming rights, beverage rights services. The Cy-Hope organization is a program that supports the largest non urban school district in the country and home to 55,000 economically impacted residents. Sportsman Solutions was hired in the middle of a capital campaign, raising funds for a three field athletic complex. Sportsman Solutions worked to help secure a **\$1.5 million** dollar donation from a private individual and **\$2 million dollar naming rights** gift from a regional credit union. **Project leadership raised \$2 million in just 16 days of work.**

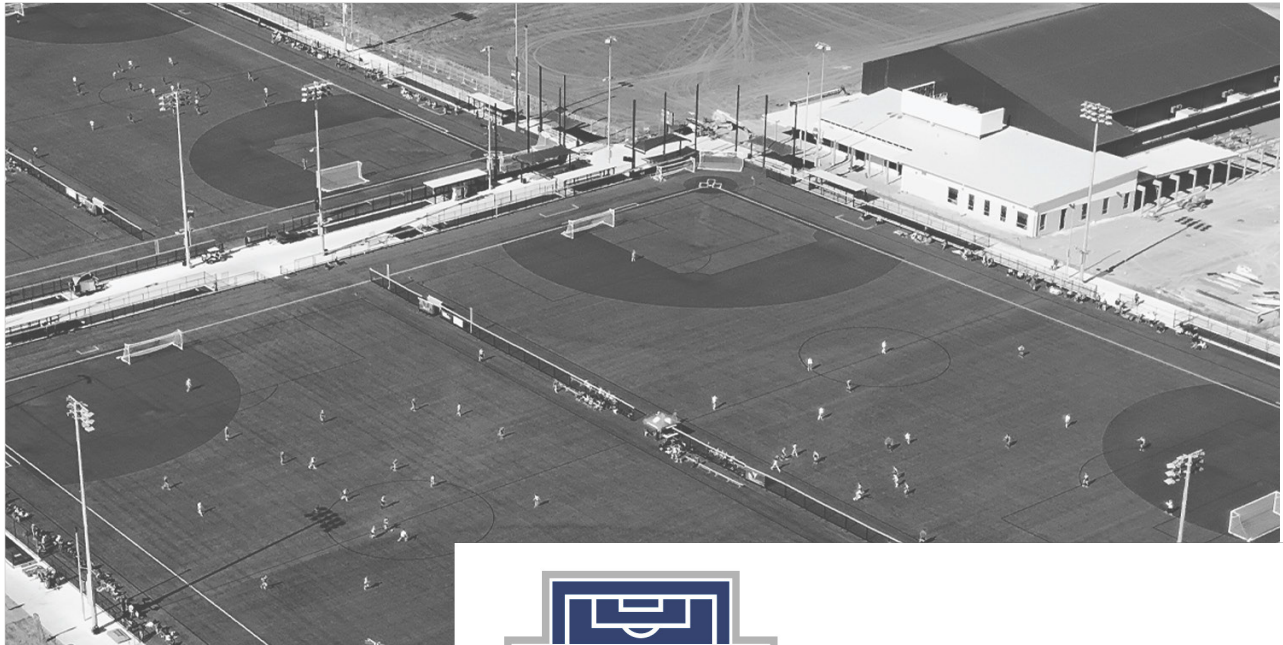


SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY

GREGG YOUNG SPORTS CAMPUS

NORWALK, IA



PROJECT SCOPE

- FEASIBILITY STUDY
- OWNERS REP DURING CONSTRUCTION
- NAMING RIGHTS & SPONSORSHIPS
- RETAIL TENANT AGREEMENTS
- POURING RIGHTS
- ASSET VALUATION
- WEBSITE DESIGN
- PROGRAMMING/SPORTS COMPLEX

MANAGEMENT

Population: 15,396



SUMMARY

Sportsman Solutions was hired by the City of Norwalk, IA and Heartland Sports Properties to help secure sponsorships, naming rights, beverage rights and other management services. Gregg Young Sports Campus is \$30 million dollars and will be part of a \$300 million dollar development. Sportsman Solutions helped secure **\$3million dollars over 10 years** in naming rights revenue from a local grocery store, local bank and Gregg Young Automotive Group for the overall sports campus and outdoor fields rights. Sportsman Solutions secured a **\$350,000** pouring rights deal with Coca Cola.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY

CITY OF CLYDE SPORTS COMPLEX

CLYDE, TX



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION
- VIDEOGRAPHY/MARKETING

Population: 4,051

SUMMARY

Sportsman Solutions leadership was hired by the City of Clyde and Clyde School District for their developing sports complex. The city was awarded a \$8 million dollar grant in 2021 construct a recreation complex. Sportsman created a successful marketing plan, video marketing presentation and go to market packet to share with prospective donors. **\$1.2 million dollars** in sponsorships were secured within 3 months of sign off and before shovels went into the ground for the project.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY

MELISSA SPORTS COMPLEX

MELISSA, TX



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION

Population: 26,194

SUMMARY

Sportsman Solutions was subcontracted to help the City of Melissa Economic Development secure sponsorships, naming rights, beverage rights to the developing Z-plex in Collin County, Texas. The Z-plex gets 1.5 million visitors annually and responsible for over \$20 million in economic impact. Sportsman Solutions is completing an asset inventory and valuation of phases 2 and 3 of the Z-plex which will contain \$50 million in development. Sportsman Solutions negotiated naming rights, beverage rights and sports medicine rights for the complex generating over **\$2.6 million** in revenue. Sportsman Solutions sourced and secured naming rights within 75 days of sign off.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY GRETNA CROSSING PARK

GRETNA, NE



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION

Population: 9,207



Gretna

SUMMARY

Sportsman Solutions leadership was hired by the City of Gretna. The city approved a \$60million dollar half cent sales tax for a 157 acre park. City of Gretna, Greater Omaha YMCA and Gretna Public Schools all teamed up to invest into the park. The YMCA has the largest Lazy River in Nebraska. Sportsman Solutions secured **\$3 million** dollars in Powered By Naming Rights across the park. Sportsman Solutions secured a **\$230,000** beverage deal with Coca Cola.

Note: "Powered By" naming rights are when the client wants to retain their identity and keep the name of the complex but willing to cobrand with a corporate partner



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY GREटना PUBLIC SCHOOLS

GREटना, NE



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION

Population: 9,207



GREटना
PUBLIC SCHOOLS

SUMMARY

Sportsman Solutions was hired by Greटना Public Schools following our work with the City of Greटना. The school district approved a \$115 million dollar additional high school and additional athletic facilities. Greटना Public Schools installed the largest high school Daktronics scoreboard in the state. The school wanted to offset the \$500,000 scoreboard installation with sponsorships. Sportsman Solutions was brought on to offset costs of construction. **In 150 days, Sportsman Solutions secured \$700,000 in sponsorship revenue.**

The school district is currently not allowed to solicit for naming rights per board policy.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY

MYLAN PARK AQUATIC CENTER & TRACK COMPLEX

MORGANTOWN, WV



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION

Population: 30,490



SUMMARY

Sportsman Solutions was hired by the Mylan Park Foundation Centers to provide sponsorship, naming rights, beverage rights services. The Mylan Park Aquatic Center is owned by the foundation and a private-public partnership with Monongalia County, CENTERS, West Virginia University, Morgantown CVB. Sportsman Solutions helped sell the naming rights to the complex to Peak Health for **\$6 million over 10 years**.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY AMERISPORTS

ROCKWALL, TX



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION

Population: 53,547



SUMMARY

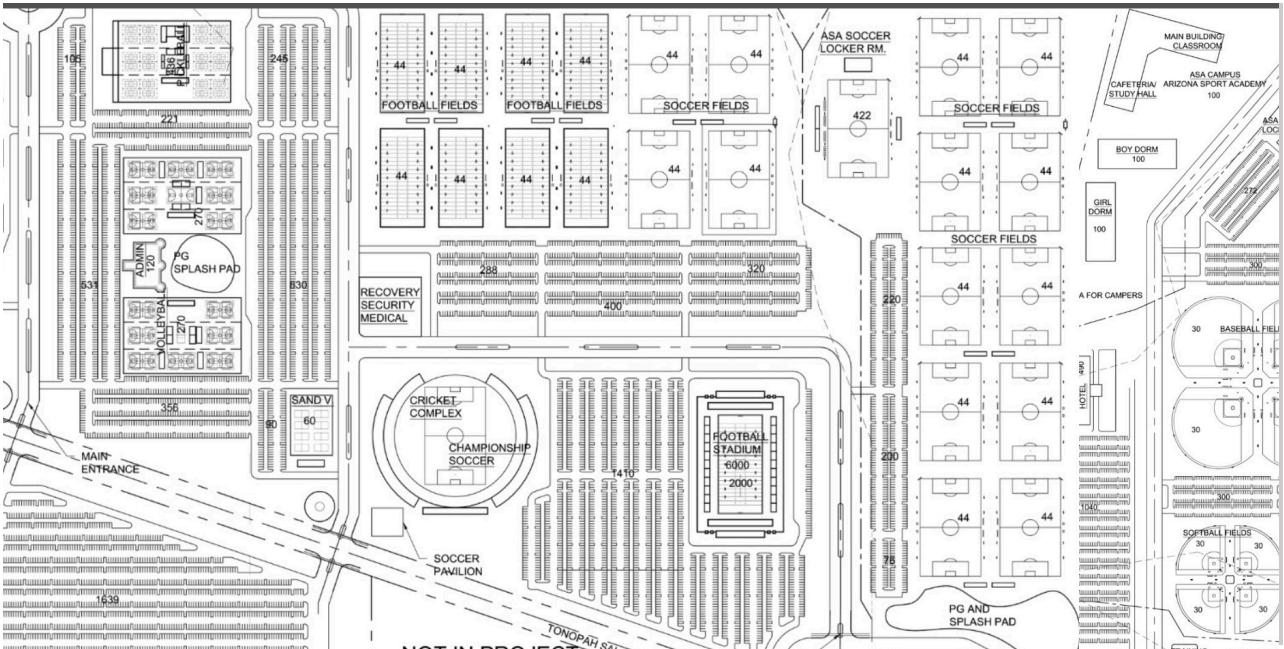
Sportsman Solutions secured over **\$325,000 within 90 days** of sign off. Sportsman was subcontracted to sell sponsorships for the complex. AmeriSports is responsible for over 21,000 hotel stays each year.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY BUCKEYE CROSSING PARK

BUCKEYE, AZ



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- CONSTRUCTION OVERSIGHT
- RETAIL TENANT AGREEMENTS
- POURING RIGHTS
- ASSET VALUATION
- WEBSITE DESIGN
- PROGRAMMING/SPORTS COMPLEX

MANAGEMENT

Population: 114,334



SUMMARY

Sportsman Solutions was hired by the Buckeye Crossing Park ownership group to help secure sponsorships, naming rights, beverage rights and other pre-operation/post-operation management services. Buckeye Crossing Park is a \$1.4 billion dollar sports, wellness, entertainment district that will sit on 700 acres. This project is being funded by an ID Bond. Sportsman Solutions has already secured \$2.5 million dollars towards the project. Buckeye Crossing plans to engage the USL about a potential expansion team to join the league. Sportsman has put an evaluation on soccer stadium naming rights at **\$17.5 million dollars.**



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY MILLARD ACTIVITY CENTER

MILLARD, NE



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- PRE-OPERATIONAL SUPPORT
- POURING RIGHTS
- ASSET VALUATION
- WEBSITE DESIGN
- PROGRAMMING/SPORTS COMPLEX

MANAGEMENT

Population: 110,480



**Millard
Public Schools
Foundation**

SUMMARY

Sportsman Solutions was hired by the Millard Public Schools Foundation to help generate supplemental revenue to offset the debt services to their brand new \$21 Million activity center coming to Millard. Sportsman Solutions secured over **\$2.3 Million in under 60 days** after sign off. With Sportsman's pre-operational support, there will be over 400,000 visitors in year one. Thirty two weeks were booked before shovels even went into the ground.



SPORTSMAN SOLUTIONS LEADERSHIP EXPERIENCE

CASE STUDY CITY OF WINSTON-SALEM

Winston-Salem, NC



PROJECT SCOPE

- NAMING RIGHTS & SPONSORSHIPS
- POURING RIGHTS
- ASSET VALUATION

Population: 249,545



Winston-Salem

SUMMARY

Sportsman Solutions was selected by the City of Winston-Salem after a nationwide search to build a sponsorship program for city events and facilities. This sponsorship program involved asset valuation for the Carolina Classic Fair, Winston-Salem Fairgrounds, Bowman Gray Stadium, and other city facilities. Over 600,000 people attend the Carolina Classic Fair during the 10 day period. Bowman Gray Stadium recently signed a 25 year lease agreement with Nascar including hosting the annual nationally televised Cook Out Clash. Sportsman put an evaluation on the naming rights of the fairgrounds at \$3 million dollars.



Pricing Structure

Please see below our pricing structure. We have included a commission only pricing structure for all phases of services. Sportsman Solutions is paid based on the value we bring to you. Sportsman Solutions is not paid upfront. Our flat commission only fee is for all phases of this project including asset inventory, asset evaluation, market study, sales execution, and fulfillment. Commissions to Sportsman Solutions are only paid after sponsor has already paid you.

Term shall commence on the date of signing.

- All travel costs fall on Sportsman Solutions
- The commission only and no retainer approach operate on a sliding scale, we believe nothing is take it or leave it and can adjust to mutually agreed upon structure that benefits all parties
- Sportsman Solutions and the client shall share gross revenue as follows:

TIERS	COMMISSION OF GROSS REVENUE	RETAINER
Tier 1	30% due to Sportsman 70% due to Client	N/A

The percentages of gross revenue will be paid to Sportsman Solutions and Client within thirty (30) business days after Sportsman Solutions has received from a sponsor the applicable sponsorship fee.



References

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WE LOOK FORWARD TO PARTNERING WITH YOU



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