



JCPRD  
Sports & Facilities

# Sponsorship Opportunities





# About JCPRD

JCPRD is the largest park and recreation agency in the state of Kansas and a community leader for 70+ years!

Our mission is to enrich our community through excellence in parks, recreation, culture, education, and public service.

Continuously enhancing the lives of Johnson County citizens through parks, programs, professionalism, and response to developing trends, we are a proud recipient of the highest accreditation and awards for parks and recreation agencies.

**10 MILLION+**

annual park visitors + rec participants across 4,000+ programs!





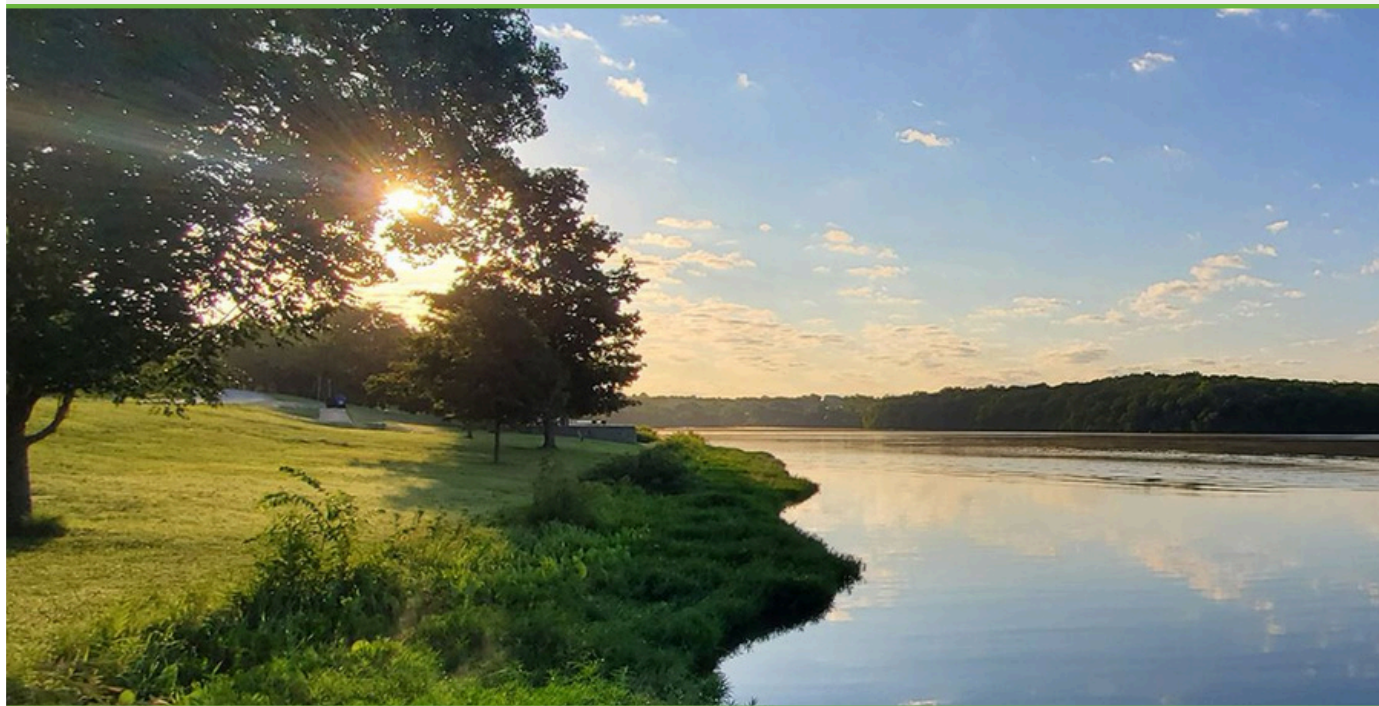


# JCPRD attracts at the Local, Regional and National level

Now is your chance to get in on the action by sponsoring with a Gold Medal Award Winning community agency.

We take pride in having the premiere sports facilities in the Johnson County Area, reaching patrons beyond our county and state borders.

Your support of JCPRD plays a large role in health and wellbeing, social, and economic impact for the surrounding community.





# **Your commitment as a JCPRD sponsor supports:**

## **Affordable and Accessible Youth Sports**

Keeping recreation league fees and rental facility prices at an affordable rate for our patrons.

## **Support of Increased Programming**

Providing resources to grow program offerings and expand opportunities for youth engagement.

## **Facility Modernization**

Implementing essential upgrades to maintain state-of-the-art facilities that meet current standards and expectations.

# **Make a direct impact to your community today!**

**Becoming a sponsor of JCPRD facilities not only makes a direct impact on the participants and community in which you live, work, and play, but also provides a platform for your business to reach millions of people annually.**

**JCPRD's dedication to its community stands as a symbol of positive influence and meaningful impact across the Midwest.**





20000 Johnson Drive, Shawnee, KS 66218



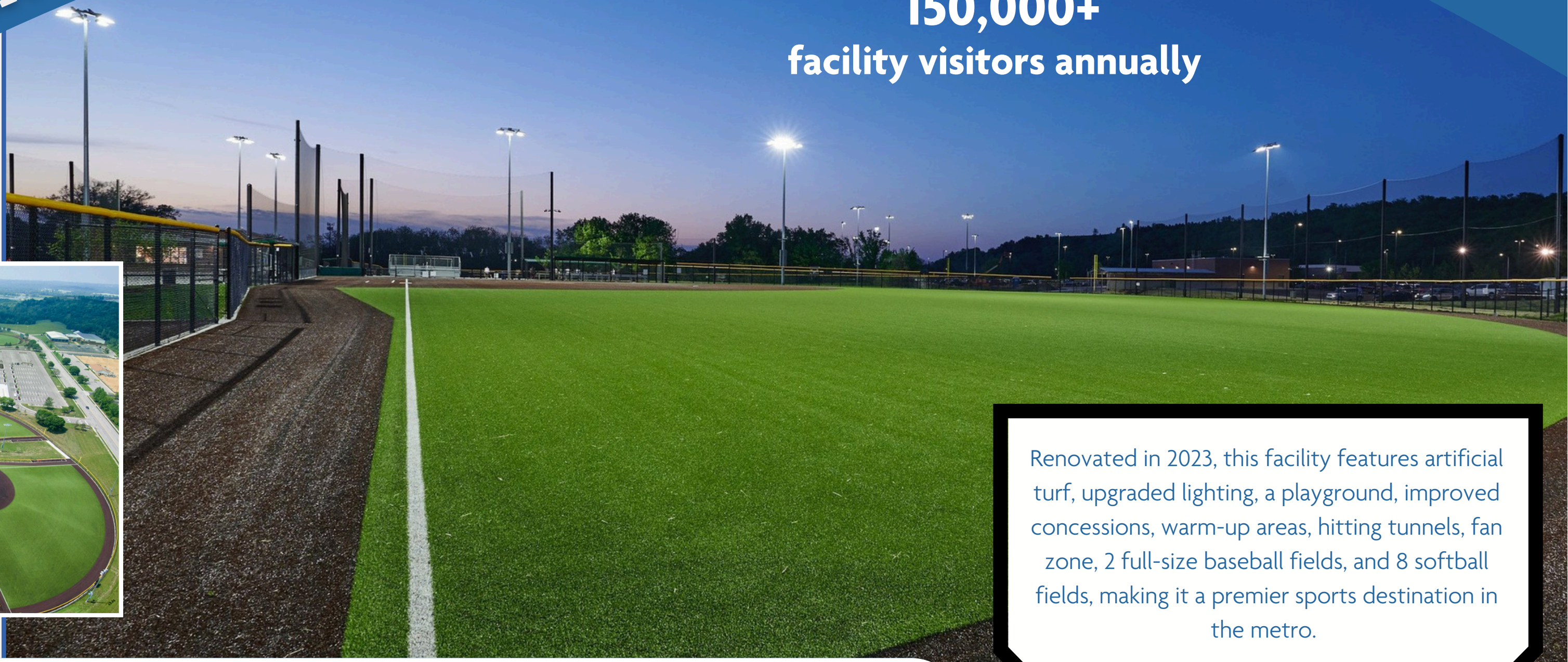
# Mid-America Sports Complex





# Mid-America Sports Complex

50,000+ participants &  
150,000+  
facility visitors annually



Renovated in 2023, this facility features artificial turf, upgraded lighting, a playground, improved concessions, warm-up areas, hitting tunnels, fan zone, 2 full-size baseball fields, and 8 softball fields, making it a premier sports destination in the metro.

Host to local, regional and national tournaments & events including:

softball & baseball



adult leagues



youth leagues



tournaments



rentals, events & camps



Click for video





# Mid-America Sports Complex

## Sponsorship Opportunities

Your business name associated with our premier facilities ensures long-term visibility and connection with health, wellness, community, and recreation.

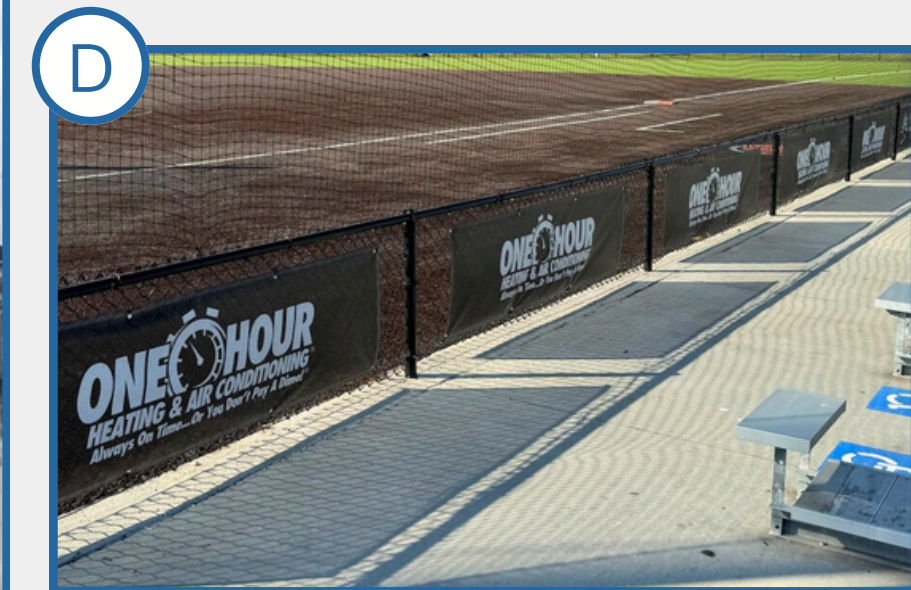
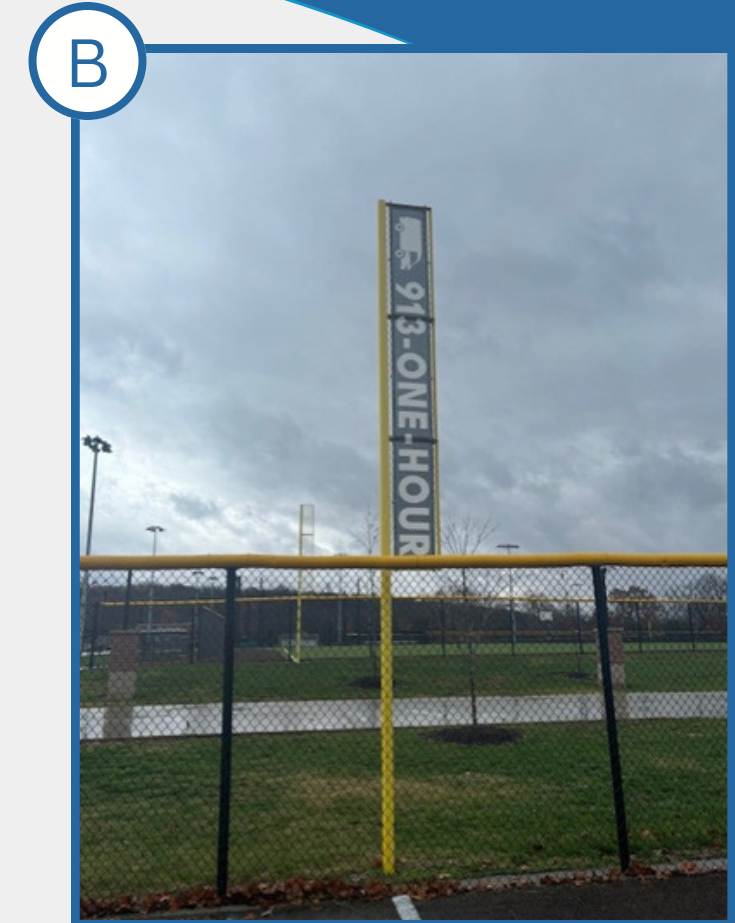
Opportunities include:

**Complex Naming Rights**  
**Full Field Sponsor**  
**Playground, Warm-up areas**  
**Convenience Facilities**  
**Custom Packages**

### Example Package: Full Field Sponsorship →

Assets include:

- Sponsor branded signage on outfield scoreboard (A)
- Sponsor branded signage along the interior of both foul poles (B)
- Sponsor branded signage on both dugout exteriors (C)
- Sponsor branded signage on exterior of field backstop, facing fan stands (D)
- Sponsor included in select tournament/event items as preferred sponsor
- Onsite activation
- Logo included on facility website
- Email/Newsletter appearance







20200 Johnson Drive, Shawnee, KS 66218

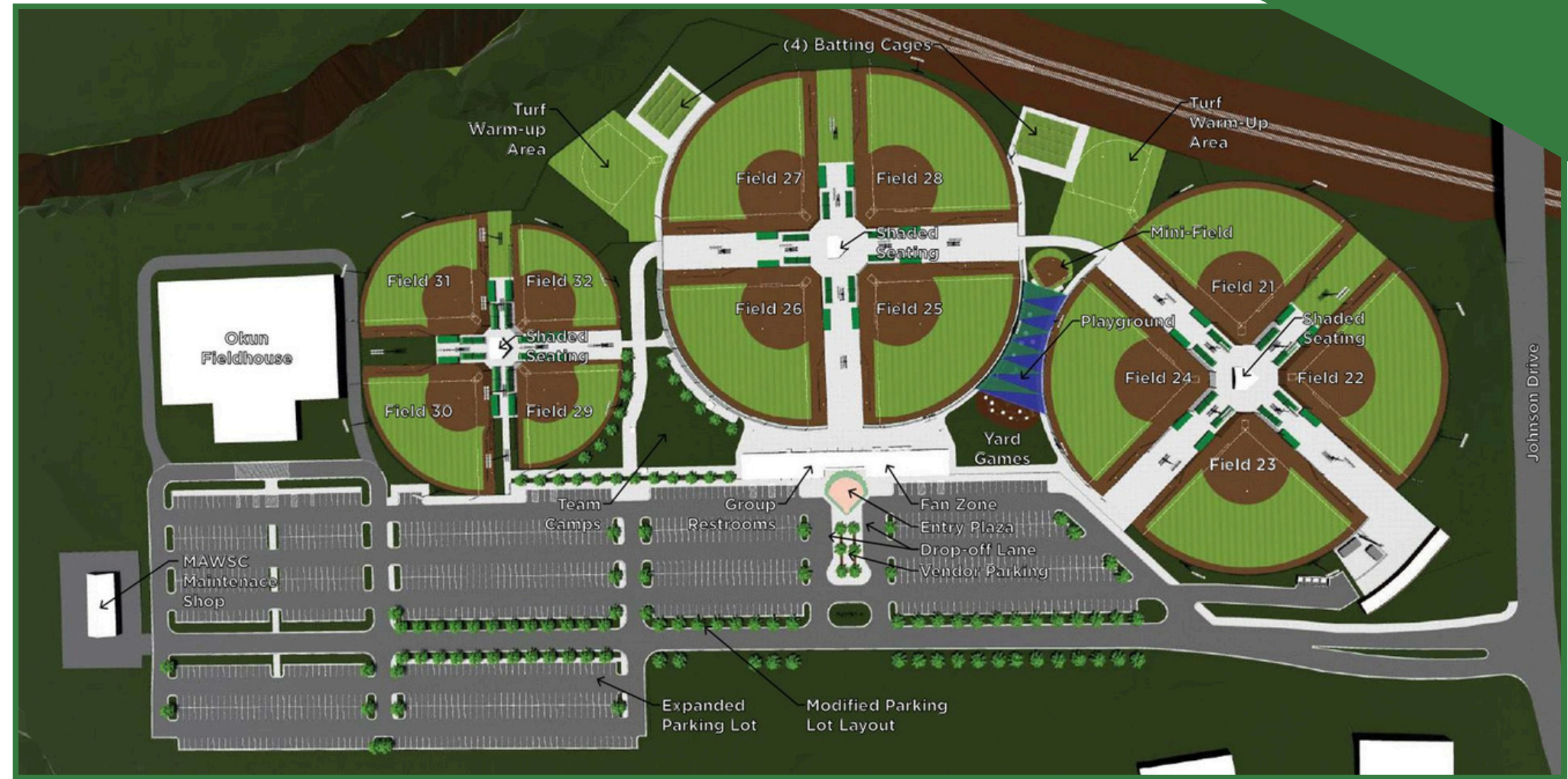
# Mid-America West Sports Complex





# Mid-America West Sports Complex

Coming in 2026!



- Host to:**
- Youth Softball
  - Adult Softball
  - Tournaments
  - Camps
  - Special Events
  - Est. 200,000+ annual visitors

Mid-America West is slated to be an elite softball facility featuring twelve outdoor turf fields. On a shared campus with Okun Fieldhouse and located across the street from Mid-America Sports Complex, it is a central hub for youth and adult leagues, tournaments, and recreation play.

With state-of-the-art renovations set for completion in 2026, Mid-America West is raising the bar for sports facilities in the region.





20200 Johnson Drive, Shawnee, KS 66218

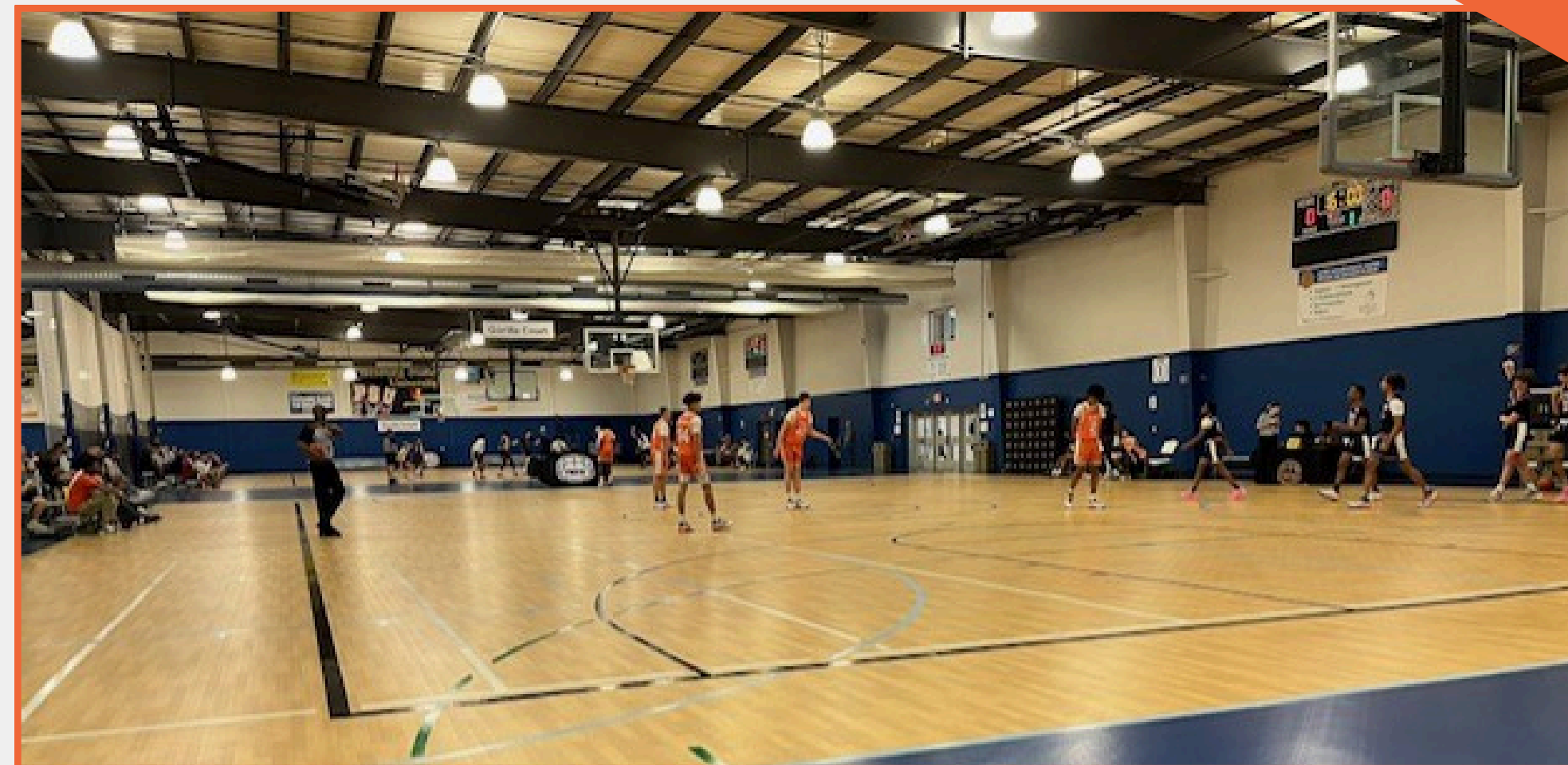
# Okun Fieldhouse







# Okun Fieldhouse



**Over 250,000 athletes and visitors annually!**

56,000-square-foot indoor sports complex featuring 4 basketball courts and 8 volleyball courts. Open year-round, it hosts basketball, volleyball, and futsal on weeknights, with weekends dedicated to leagues and tournaments, making it a premier destination for sports and recreation.



# Okun Fieldhouse

## Sponsorship Opportunities

Your business name associated with our premier facilities ensures long-term visibility and connection with health, wellness, community, and recreation.

Opportunities include:

**Full Court Sponsor (4 courts available)**

**Lobby Area Sponsorships**

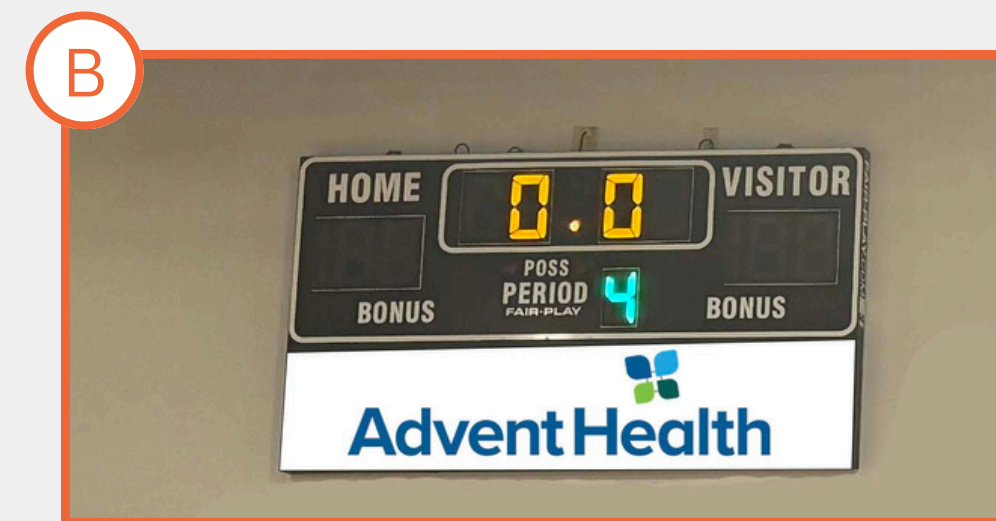
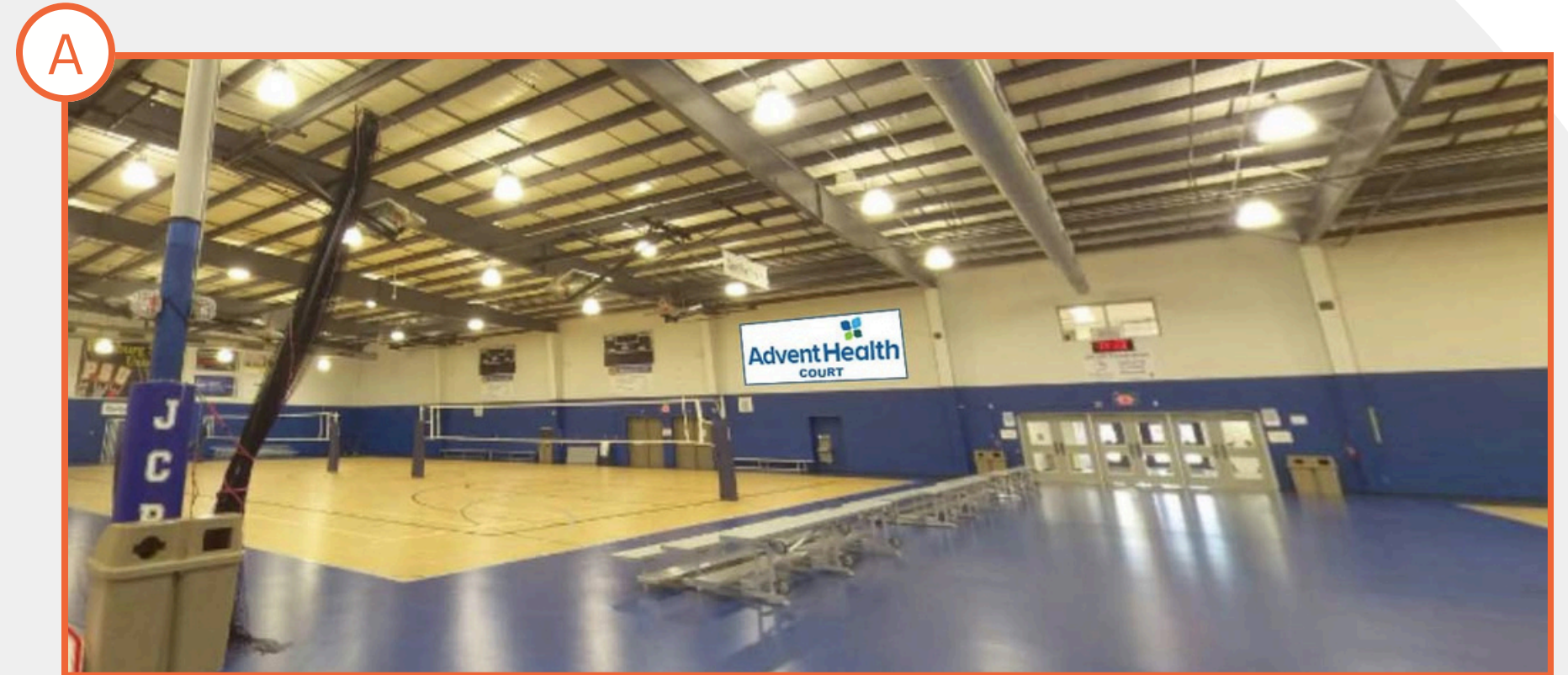
**Convenience Facilities**

**Custom Packages**

### Example Package: **Full Court Sponsorship** —————>

Assets include:

- Court referred to as “Sponsor” Court in all Okun Fieldhouse materials
- Sponsor branded signage alongside court wall (A)
- Sponsor branded signage attached to court scoreboard (B)
- Sponsor branded court signage hanging above court
- Onsite activations
- Logo included on facility website
- Email/Newsletter appearance







551 New Century Pkwy, New Century, KS 66031

# New Century Fieldhouse

NEW CENTURY FIELDHOUSE







# New Century Fieldhouse



## Facility Features:

- 40,000 sq. foot multi-use facility
- Full size indoor turf field
- Hard surface courts (8 separate courts)
- 4 multi-use party/meeting rooms
- Concessions

## Annual Events Include:

- 30+ regional youth sports events annually
- Host of National Youth Futsal Tournament
- Host of regional 50 Plus Pickleball Tournament
- 20+ youth and adult leagues annually
- Home to 5 youth sports clubs that practice at facility (soccer, basketball, volleyball)



**350,000+ visitors annually!**



# New Century Fieldhouse Sponsorship Opportunities

Your business name associated with our premier facilities ensures long-term visibility and connection with health, wellness, community, and recreation.

Opportunities include:

## Fieldhouse Naming Rights

### Turf Field Sponsorships

-naming rights, individual signage

### Court Sponsorships

-naming rights, individual signage

### Lobby/Common Area Sponsorships

### Convenience Facilities

### Custom Packages

## Example Package: Custom Sponsorship →

Assets include:

- Sponsor branded signage displayed at turf field
- Sponsor branded signage displayed on courts
- Onsite activations
- Logo included on facility website
- Email/Newsletter appearance





# Additional Facilities

**Roeland Park Sports Dome**  
4850 Rosewood Dr, Roeland Park, KS 66205

**Mill Creek Activity Center**  
6518 Vista Ave, Shawnee, KS 66218



Roeland Park Sports Dome is a unique 24,000-square-foot air-supported sports dome that offers a variety of recreational opportunities for adults and youth. It supports year-round rentals for practices, leagues, and events, attracting over 115,000 visitors annually.

Mill Creek Activity Center is a fully equipped facility offering programs for all ages. Facility features an indoor walking track, state-of-the-art strength and cardiovascular equipment, gymnastics areas, and versatile meeting spaces. This location welcomes over 70,000 visitors annually.

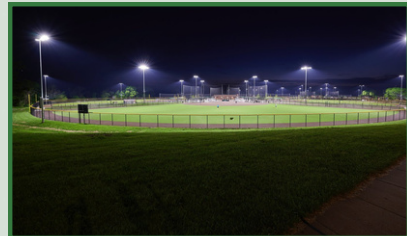


# Sponsorship Opportunities Recap



## Mid-America Sports Complex

Complex Naming Rights  
Full Field Sponsor  
Convenience, Playground Sponsor



## Mid-America West Sports Complex

Complex Naming Rights  
Full Field Sponsor



## Okun Fieldhouse

Facility Naming Rights  
Court Sponsor  
Convenience, common area Sponsor



## New Century Fieldhouse

Court Sponsor  
Turf Field Sponsor



## Additional Locations

Mill Creek Activity Center  
Roeland Park Sports Dome  
Heritage Park

## Additional Assets:

- Sponsored Fan Zones
- Logo and link on JCPRD website
- Onsite event activations
- e-newsletter presence (70K+ recipients)
- Social media announcements
- Logo on digital monitors at facilities
- Additional assets continuously increasing with industry trends!

## Custom Bundle Packages

Spread your brand across multiple JCPRD facilities!

We want to work with YOU to develop a custom package that fits your sponsorship goals alongside JCPRD.

Your sponsorship alongside JCPRD not only makes a direct impact on the Johnson County community, youth, and residents in the area, but also showcases your brand across the state of Kansas' largest park & rec district!





JOHNSON COUNTY  
Park & Recreation  
District

Want to learn more? Send us an email!

***GAMEDAY***

**Keaton Day:** [Keaton@gamedaypartnerships.com](mailto:Keaton@gamedaypartnerships.com)

**Carson Armour:** [Carson@gamedaypartnerships.com](mailto:Carson@gamedaypartnerships.com)

**GameDay Partnerships & Johnson County Park & Recreation District  
announcement:**

<https://gamedaypartnerships.com/jcprd-gameday-letter-1>

We look forward to building an impactful relationship with you!