

BLUE ASH SUMMIT PARK: Why Naming Rights?

What is the benefit to BUSINESSES investing in naming rights at Summit Park?

The City of Blue Ash will customize an opportunity for anyone seeking naming rights to best help their business meet their objectives. Our promise is to assist in maximizing the following opportunities through a partnership agreement so that businesses can strengthen its corporate communications and increase brand awareness and market share.

- **Increase public awareness of your company:** The park will attract approximately 500,000 annually and will serve as center stage for Blue Ash's well-known events such as the region's largest 4th of July celebration, *Red, White and Blue Ash*. Currently, media impressions for Blue Ash's events totals 14,000,000. Showcase your business and/or your products or services through signage, logo placement, inclusion in donor lists and other mutually agreed upon placements to increase your company's public awareness.
- **Enhance your company image:** With naming rights at Summit Park, you will enhance your company image by publicly aligning yourself with an asset viewed and visited by hundreds of thousands each year. It will reinforce your commitment to the park, the community and reinforce the mission of your company while audiences keep you top of mind. This investment will positively influence the public's perception of your brand.
- **Strategic positioning:** The concept of "brand" has changed, and the market is crowded. People are overwhelmed with marketing messages. Reach the higher ground in the market through naming rights. Based on the asset you choose, you can position yourself at the top of your category by aligning your company with a particular amenity that stands out within the park or block the competition altogether. For the appropriate investment level, exclusivity is available at Summit Park.
- **Marketing and cause marketing communications:** Leverage your naming right in your marketing, advertising and public relations efforts. Showcase to your audience(s) that, beyond the bottom dollar of your business, you are committed to the growth and sustainability of the community and are invested in what is important to them. Summit Park is a unique project that is poised to deliver a positive impact on the quality of life for the region as well as a catalyst for the well-being of our economy. By association through naming rights, you are committing to sharing in that mission.
- **Relationship building:** From customer and employee relations to talent recruitment, naming rights puts you in a position to showcase your goodwill and provides you the ability to build trade relations with customers. Whether it is to consumers, other businesses or potential recruits, Blue Ash will offer ways in which you can connect with your target audiences so that you can display your involvement with such a pure and vibrant aspect of the community. In addition, your association with an asset provides you the opportunity to directly or indirectly affect cash flow to your business by showcasing your brand.
- **Value added benefits:** Whether it is corporate hospitality, tickets to events, networking opportunities, use of facilities or rounds of golf at Cooper Creek, additional benefits are available. From the Blue Ash Recreational Center to Cooper Creek, we aim to provide more than just company recognition but other opportunities to experience Blue Ash as well.

Other Questions? Contact us.

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