



NEW HOME OF THE FLORIDA SPORTS HALL OF FAME

In partnership with
the Treasure Coast
Sports Commission





FLORIDA SPORTS *Hall of Fame*

55 exhibits

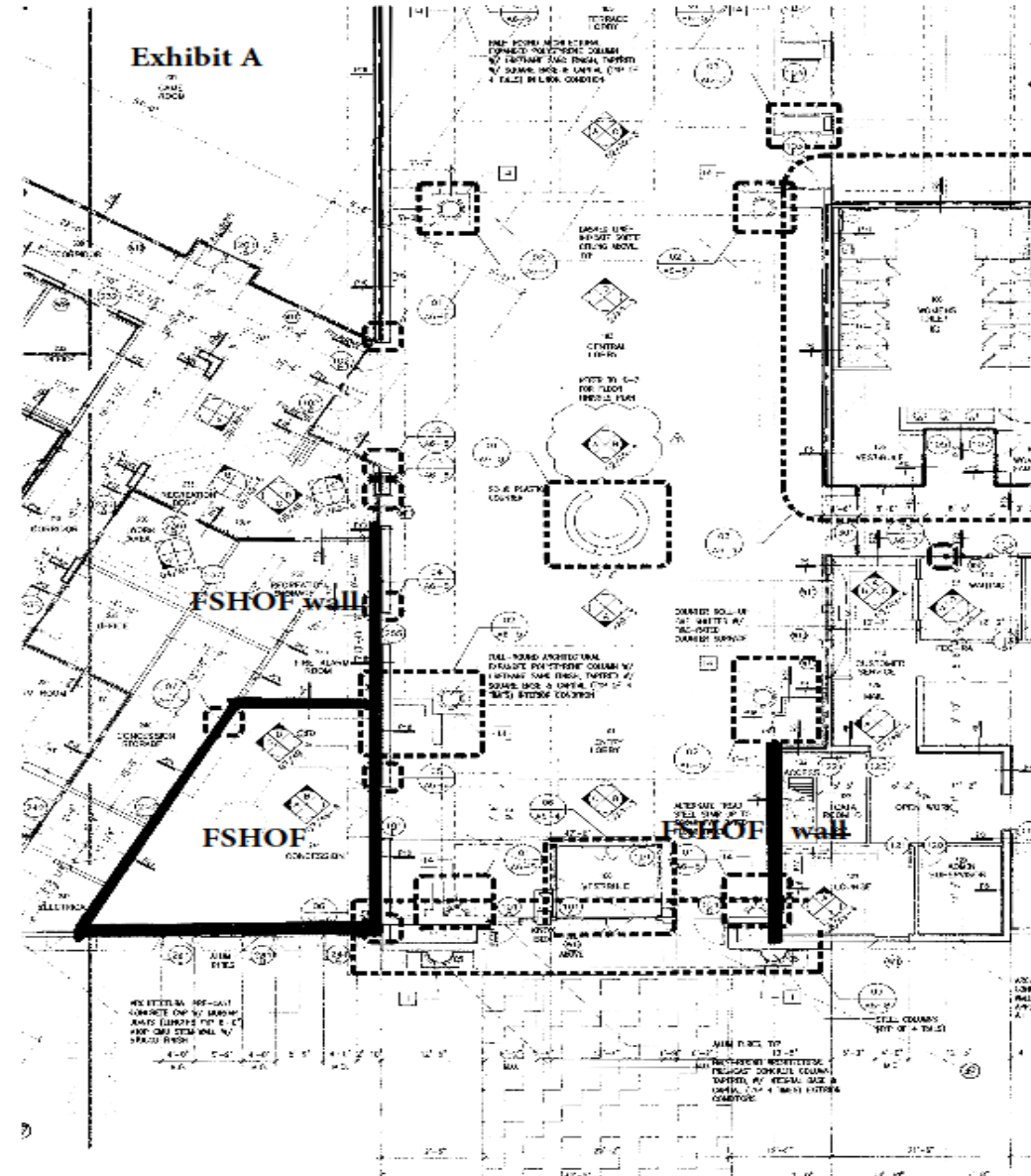
Up to 1,800 square feet of space

More than 50,000 guests annually



KEY LEASE TERMS

- The MIDFLORIDA Event Center will be named the official & exclusive home of the Florida Sports Hall of Fame.
- The Foundation shall pay the city the rate of \$1 per year in consideration of the lease agreement.
- Approximately 1,800 sq. ft. of space will be allocated to the exhibit (formerly the café area and certain lobby wall areas).
- Initial term: 5 years.
- Auto-renewal of an additional 5 years at end of term.



RELOCATION INVESTMENT

Relocation Hiring professional movers

Display Cases Purchase for quality exhibits

Curating Services Designing & Install

Marketing Ensuring successful launch



Shared with the Treasure Coast Sports Commission to ensure a successful relocation and opening of the Florida Sports Hall of Fame at the MIDFLORIDA Event Center.



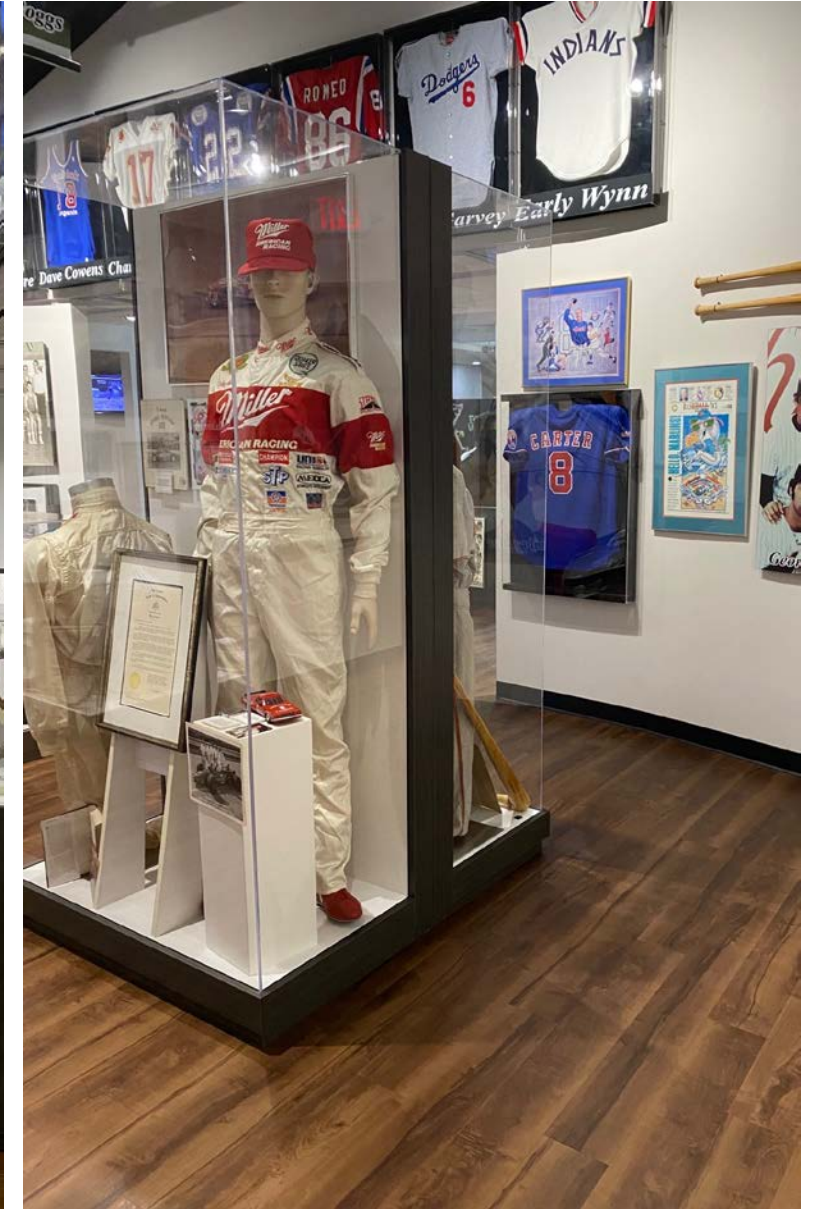
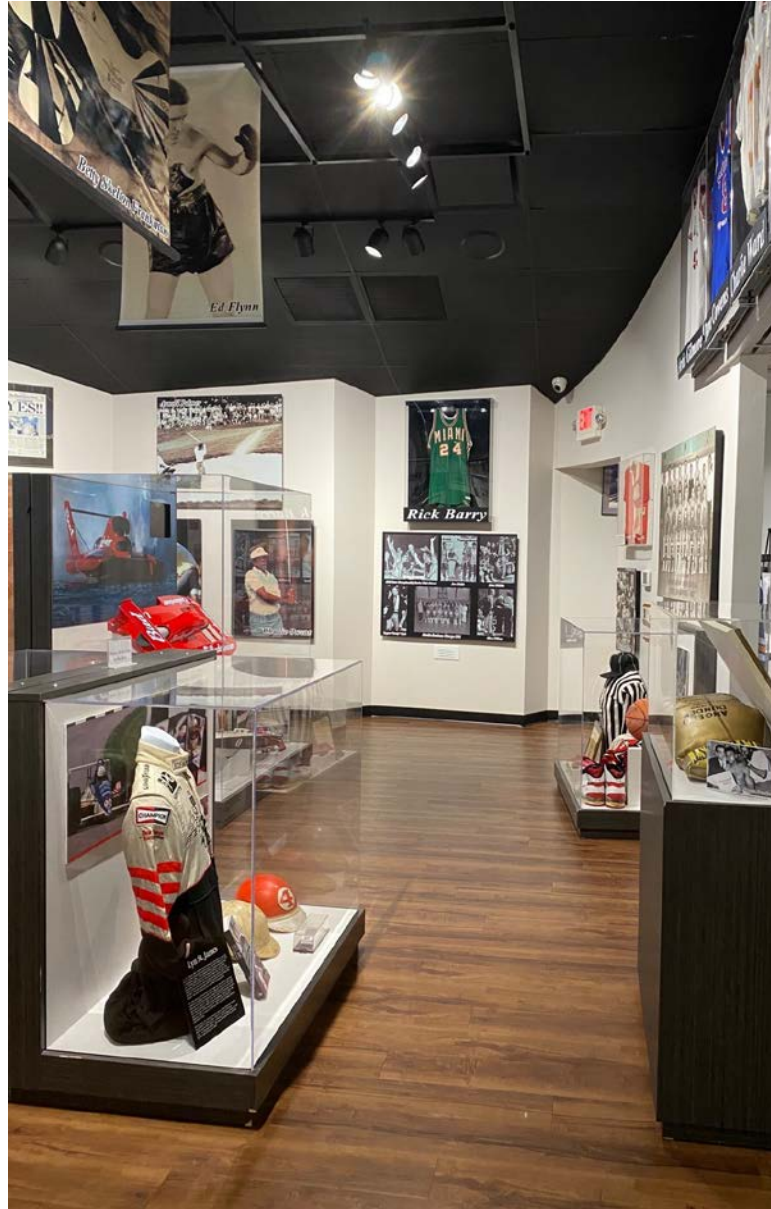
The Florida Sports Hall of Fame Enshrinement Class of 2019

BENEFITS

- Increased sports tourism for the City.
- Elevated image and reputation for the City as a tourism and event destination.
- Increased public engagement with Event Center.
- The MIDFLORIDA Event Center will be the site of the annual press conference announcing the Hall of Fame inductees.
- Share sponsorship revenue
 - 60/40 if the Event Center creates the opportunity
 - 40/60 if the Hall of Fame creates the opportunity
- New memorabilia each year from induction class.
- Opportunity to host Enshrinement Ceremony and other Hall of Fame events at Event Center.

MARKETING THE HALL OF FAME

- The MIDFLORIDA Event Center will be named the home of the Hall of Fame on the Hall of Fame & City websites and social media platforms.
- Announcement of the relocation & opening via a press release and/or press conference.
- Ribbon cutting/grand opening & related news coverage.
- On-site signage and digital displays.
- State-wide rack card distribution at visitor/welcome centers.
- Exterior marquee messages.
- Exposure on PSL TV20 & other City outlets.
- Print and digital campaigns.
- Event promotions.
- Educational opportunities (health & wellness).





THE MIDFLORIDA EVENT CENTER WELCOMES THE
FLORIDA SPORTS HALL OF FAME.