



NAMING RIGHTS PARTNERSHIP





A new kind of business has stepped onto the scene and is taking the naming rights world by storm: Credit Unions. A member-owned financial co-operative, these institutions are created by their members, operated by their members, and owned by their members, and recently, they have entered the naming rights market in a big way.

In 2017 alone, over 10 credit unions across the country signed naming rights agreements, and that number is only

growing. So, why Credit Unions? And why, as a Credit Union, would you look to potential naming rights opportunities when considering your next move? Credit Unions are intrinsically community oriented. They are based around ideas of a democratically elected ownership that profits its members. This appeals to many, and that is reflected by the growth that Credit Unions have seen across North America. Yet, Credit Unions must remain true to the beliefs that they are founded among this growth, and naming rights opportunities grant them that opportunity.

By putting their name on facilities attended by thousands of people within their community every year, not only are Credit Unions increasing their visibility and awareness of their company exponentially, but naming rights also offer credit unions the ability to directly connect with attendees via multiple interactive platforms. Such interaction builds the relationship with communities that Credit Unions both strive for and rely on.

Bonham/Wills & Associates
Corporate Marketing and Sponsorship Firm
Las Vegas, NV
Blog, January 4, 2018

Idaho CU Inks naming rights deal. The new credit union deal for the "Idaho Central Credit Union Civic Center" will last 35 years.

Credit Union Times

University signs naming rights agreements with Public Service Credit Union

Colorado State University News

UIC Event Center, Credit Union One reach agreement on naming rights deal

University of Illinois at Chicago News

Valley Credit Union supports its community through sponsorship of event complexes

Credit Union Management Newsletter

MIDFLORIDA Credit Union buys Tampa amphitheater naming rights

Sarasota-Herald Tribune

UCLA strikes naming rights deal with Wescom Credit Union

LA Business Journal

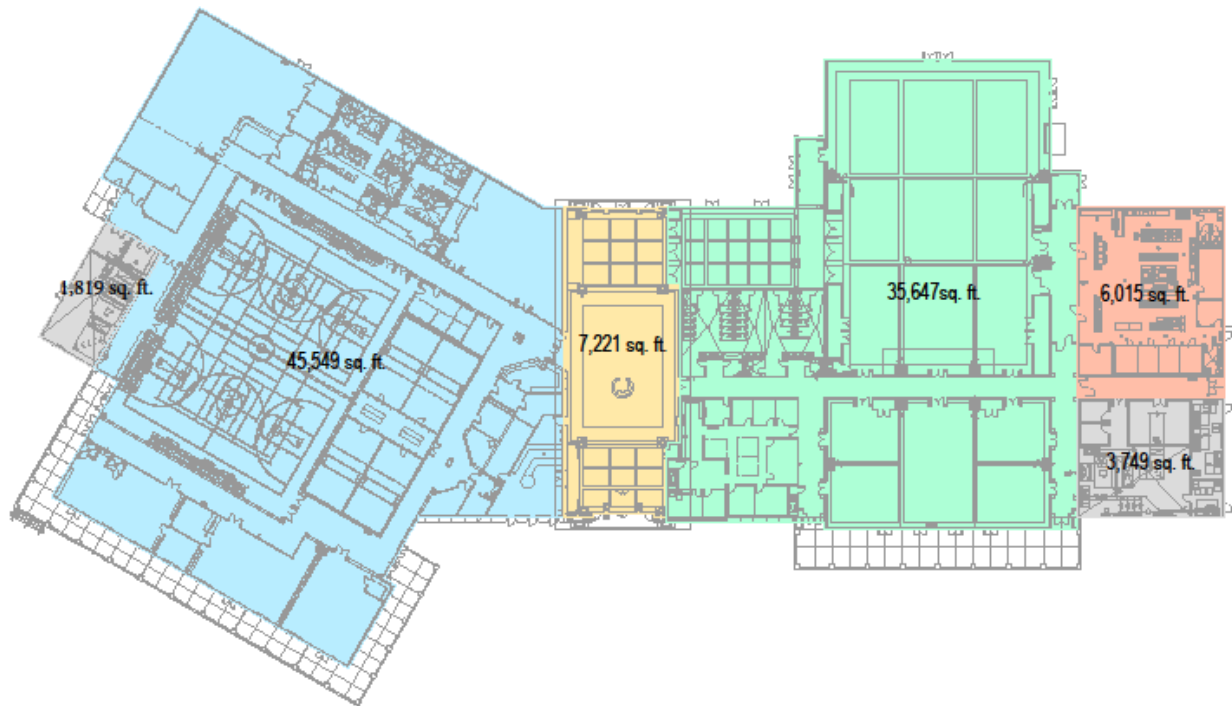
MIDFLORIDA Credit Union partners with PSL Civic Center for naming rights





The Port St. Lucie Civic Center has been the Treasure Coast's premiere convention, special event and trade show venue since 2008. With 100,000 square feet, the center has played host to hundreds of meetings, conventions, exhibits, festivals, and concerts. Thousands of people make use of the center each year. And with the planned City Center development, usage of the Civic Center will only grow.





The Civic Center

This 100,000 square foot facility sits on 21 acres. Interior accommodations include 41,660 square feet of ballroom and exhibit space, 45, 549 square feet of recreation space, and 9,000 square feet of lobby space. The facility also features impressive outdoor space consisting of festival grounds with a permanent stage, a front plaza, rear boardwalk – all supported by an 800-space covered parking garage. It features full service catering and concession services, audio visual services, and production capabilities.

The Civic Center opened its doors in 2008 and has since welcomed nearly one million guests. In 2018, the center hosted 277 event days attracting over 185,000 guests

In addition, the Civic Center plays host to the City's Parks and Recreation Department which operates a full-court gymnasium, four indoor racquetball courts, state-of-the-art fitness center, multi-purpose rooms, tot rooms, and game rooms. A wide variety of recreational opportunities are available for all ages, including fitness classes, yoga, pickleball, volleyball, Zumba, line dancing, judo, Kung Fu, karate, and more. Summer, winter and spring youth camps are also held annually.

Civic Center event attendance	103,000
Civic Center fitness facility	<u>84,920</u>
TOTAL ATTENDANCE	187,920

Signature Events

4th of July Freedom Festival
ABC-TV 25 Dr. Oz Wellness Show
American Cancer Society Relay for Life
Art Gallery Opening Artist Receptions
Back to School Family Expo
CBS-TV 12 Health Expo
Chili/Rib Cook-Off and Classic Car Show
Christmas Festival of Lights and Parade
Concert Series – Monthly
Fall Fun Festival
Festival Latina
Hot Wheelz Car Show
Hurricane Preparedness Expo
Junk Dog Market Antique Show
Laura Jordan Sewing Classes
National Day of Prayer
One Stop Shop Garage Sale
PSL Community Band Concerts

PSL Community Clean-Up Celebration
River Jazz Club Concerts
San Juan Festival
SMASH “Gamers” Competition
Southeast Hot Tub & Spa Show
St. Patrick Day Festival
Steak & Stake Boys & Girls Club
Treasure Coast Birth & Baby Expo
Treasure Coast Body Building Championship
Treasure Coast Bridal Show
Treasure Coast Business Summit
Treasure Coast College Fair
Treasure Coast Fit Festival
Treasure Coast Home Show
Treasure Coast Puerto Rican Day Parade
Treasure Coast Travel Show
Treasure Coast Women’s Conference
Wrestling



WE  LUCIE
CONCERT SERIES



City of Port St. Lucie

The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, and celebrate all of life's opportunities and dreams.

According to the United States Census Bureau's 2016 population estimate, Port St. Lucie is the 8th largest city in Florida with over 189,300 residents. Currently, it is the 3rd largest city in South Florida and the 8th largest city in Florida, surpassing Fort Lauderdale's population of 178,752.

It occupies an area of 120 square miles in St. Lucie County on Florida's east coast, about 50 miles north of West Palm Beach, halfway between Miami and Orlando.

Average temperatures range from 64 degrees in February to 82 degrees in August, making the city and surrounding area a tourist destination and nature lover's paradise. The attractive environment including the top-rated park system, golf courses, St. Lucie River, and growing arts and performance community stand out as key reasons for the city's growth in recent years.

Port St. Lucie also attracts a vibrant mix of people because of its low crime rate, diverse housing stock, abundant open space and because of the optimistic vision of the people who live here. According to BizJournals.com, the city has the highest homeownership rate in the nation in 2012 and is the only major market with a homeownership rate above 75 percent.

As a growing community, the city offers diverse economic opportunities, clear guidelines for prosperous and sustainable growth, and state-of-the-art infrastructure ready to support development and investment. Additionally, the city government is committed to delivering outstanding public services that enhance the community and the quality of life for people of all ages.

There are traditional suburban neighborhoods, new mixed-use neighborhoods with a variety of housing types in walking distance to retail and dining establishments, and the beginning stages of a downtown that will integrate urban commercial development with outdoor nature trails, waterways and social opportunities.

In other words, there is plenty of room to grow for businesses, for families, and for people seeking the amenities of a big city while enjoying the comforts of a familiar hometown.





Naming rights of Port St. Lucie's well-known landmark and high-profile event center is important in signifying MIDFLORIDA's commitment to the community and region.



Partnership Benefits

Official Name Change.

All announcements relating to the Civic Center or print or broadcast media advertising for the Civic Center or Civic Center Events shall refer to the Civic Center as the "**MIDFLORIDA Civic Center.**" Civic Center Events shall mean and include every event, presentation or performance that occurs at the Civic Center.

The Civic Center shall require any entity conducting events to refer to the Civic Center as the MIDFLORIDA Civic Center on ticketing for the Civic Center event, in announcements relating to the Civic Center, and in print or broadcast media advertising for the Civic Center or Civic Center events.

Title Signage - Exterior Principal Title & Exclusive Sponsor Identification Signs.

(3) title signs on the exterior of the Civic Center as follows:

- One exterior sign shall be located above the main entrance to the Civic Center
- One exterior sign shall be located at the top of the Village Square concert stage.
- One exterior sign shall be located on the parking garage facing US Hwy 1.



Main Lobby and Hallway Signs.

MIDFLORIDA will receive two (2) sign in the main lobby/art gallery area and one (1) sign in the main hallway/ballroom entrance areas.

Additional Signage. The Civic Center shall:

Cause signage which gives directions to the Civic Center and which are on buildings, facilities, streets, and rights of way *owned by the CIVIC CENTER* to identify the Civic Center as the MIDFLORIDA Civic Center;

Request that the appropriate governmental authorities name the street of the Civic Center, as "MIDFLORIDA Civic Center Drive";

Request that the appropriate governmental authorities use the name "MIDFLORIDA Civic Center" on road and highway signs, if applicable;

Identify the Civic Center as the "MIDFLORIDA Civic Center" and place the Logo on major directional signs on the interior of the Civic Center and related parking facilities including building directories, elevators, and the like;

Weather CAM (tentative). Currently in negotiations with CBS 12 to install a weather camera on top of the Civic Center parking garage. The MIDFLORIDA Civic Center location/logo will be mentioned/seen live 2x every weekday by meteorologists during weather segments, Monday – Friday at 4:30am and 11:35 pm. Subject to final approval by CBS 12.

Exterior Doors. The CIVIC CENTER shall cause the Logo to appear on the exterior doors at all public entrances to the Civic Center.

Marquee. The CIVIC CENTER shall cause the Logo to appear on the US 1/Walton Road “City Center” marquee at least 1x every hour. Average daily traffic count: 55,000.

Average Daily Traffic Counts:

N/S Federal Hwy/US 1 at Walton Road: **41,500**

E/W Walton Road and SE Veterans Memorial Parkway: **14,000**

Source: Florida Department of Transportation

Light Pole Banners & Flag Poles. The Logo shall be placed on light pole banners on the plaza and sidewalk. MIDFLORIDA shall also be entitled to have a flag displaying the Logo or the MIDFLORIDA name and logo hung on flag poles below the flags of the United States of America, POW MIA Flag, State of Florida, and City of Port St. Lucie.



Address. Make its best efforts to have the official postal address of the Civic Center include the name "MIDFLORIDA Civic Center Drive"

ATM Machine. MIDFLORIDA shall have the exclusive right to provide all ATM machines installed in the Civic Center.

Lobby Kiosks. MIDFLORIDA shall have the right to install kiosks advertising and marketing MIDFLORIDA and its services in the lobby at a location to be mutually agreed upon. MIDFLORIDA may have the Kiosks staffed by MIDFLORIDA personnel during all events held at the Civic Center.

Interior TV monitors. MIDFLORIDA will have exposure, evenly distributed, on all television monitors during all times the Civic Center is open.

Floor Mats. The Logo shall be placed on all floor mats which are used inside and outside the Civic Center at all public entrances into the Civic Center and at all doorways in the Civic Center leading from the Civic Center lobbies and hallways.

Website. All references to “Port St. Lucie Civic Center” shall be removed and the name "MIDFLORIDA Civic Center" shall be displayed on the website. The website shall also include a link to the MIDFLORIDA website. No content on the Civic Center website nor any advertising shall promote or identify any other bank, credit union, or any other business which engages in retail, commercial, business, agricultural, or electronic banking in the State of Florida.

Website URL. The Civic Center will secure, if available, the domain name MIDFLORIDACivicCenter.com

Facebook Posts and other Social Media. MIDFLORIDA Civic Center name will be included in all appropriate Civic Center Facebook posts and any social media whether currently existing or hereafter developed.

Marketing Materials and Press Releases prepared and/or used by the Civic Center, event promoters, or event sponsors to display the name "MIDFLORIDA Civic Center" or the Logo, including maps and diagrams produced by the Civic Center for public distribution.

Reserved Parking. The Civic Center shall provide 6 prominent, reserved parking spaces in the Civic Center garage for MIDFLORIDA team members or customers at a location to be mutually agreed upon. Each space will be appropriately signed as ***“Reserved for MIDFLORIDA Guest”***

Room Use - MIDFLORIDA in the Community. MIDFLORIDA may use the Civic Center for four (4) event days per year on dates that are reasonably agreeable to the Civic Center and MIDFLORIDA when no other event is scheduled for community causes such as the Gift of Reading Program, Extra Credit for Schools and Scholarship Programs. Excludes catering costs.

PA Announcements MIDFLORIDA shall receive public address announcements for which the public address system is used and controlled by the CIVIC CENTER. The announcements may include welcome announcements, thank-you announcements, or promotional announcements.

Uniforms. The uniforms of uniformed employees engaged in the operation of the MIDFLORIDA Civic Center shall bear the Logo.

Telephone Receptionists. All receptionists for the Civic Center shall answer the telephone with "MIDFLORIDA Civic Center."

Box Office Tickets. Ticketed events, online and through the box office will include the name "MIDFLORIDA Civic Center" on the face of the ticket.

Online Printed Tickets. MIDFLORIDA will receive promotional space on all online printed tickets. Nearly 80% of tickets are printed online.

Ticket Giveaway Promotions. The Civic Center shall provide MIDFLORIDA with six (6) complimentary tickets to all public ticketed events for use in point of sale “register to win” promotions at MIDFLORIDA locations

Complimentary Tickets. The Civic Center shall provide MIDFLORIDA with ten (10) complimentary tickets to all public ticketed events.

Marketing Materials. The name "MIDFLORIDA Civic Center" or the Logo shall be on all event schedules, newsletters, event posters, business cards, e-mail signatures, facility letterhead, envelopes, fax cover sheets, facility credentials, and facility ID badges used or distributed by the Civic Center.

First Right of Refusal. MIDFLORIDA will be granted First Right of Refusal to remain exclusive sponsor.

Costs related to major exterior and interior signage shall be at MIDFLORIDA’s expense. Locations and sizes to be mutually agreed upon and signs may be with paint or light.

Exclusivity - Credit Union Services Category. MIDFLORIDA shall be the exclusive partner of the Civic Center in the credit union category. Other credit unions, banks or businesses which engage in any type of banking business or electronic banking, as well as companies operating retail or commercial banking locations in Florida shall be prohibited from marketing any of their products and advertising any of their services in or on the Civic Center or the exterior of the Civic Center controlled by the Civic Center.

Events which have rental agreements with the Civic Center will be permitted to have **temporary** credit union/bank advertising or materials promoting their event/organization, however, at no time shall MIDFLORIDA signage or materials be covered or removed.