



BRYANT
Parks

**ADVERTISING
OPPORTUNITIES**



Advertising Opportunities

- **Advertising with Bryant Parks and Recreation**
- **Our Team**
- **Our Reach**
- **Digital Advertising Package**
- **Concession Stands Package**
- **Bishop Park**
- **Ashley Park**
- **Mills Park**
- **Alcoa Park**
- **Midland Park**
- **Springhill Park**
- **Next Steps**

ADVERTISING WITH BRYANT PARKS AND RECREATION

Located in the heart of central Arkansas, Bryant is a thriving community that blends small-town charm with big opportunities. Known for its strong family values, thriving economy, excellent youth sports programs, beautiful outdoor spaces, and active lifestyle, Bryant is a place where people of all ages can come together to live and play. Bryant Parks and Recreation is the cornerstone of our city's commitment to providing those opportunities for residents and visitors alike.

WHY ADVERTISE WITH US?

Bryant Parks and Recreation gives your business a unique opportunity to connect with a loyal, engaged, and diverse audience. Each year, thousands of families, athletes, and outdoor enthusiasts visit our parks and attend our events. That means your brand gets to shine in a trusted, community-centered environment. Last year alone, we welcomed nearly **750,000** visitors to our parks and facilities—an incredible platform for visibility and impressions. Simply put, there is not another advertising opportunity of this measure for your business.

OUR TEAM:



Our experienced team at Bryant Parks and Recreation looks forward to working with you to create customized advertising packages. This one of a kind opportunity allows your brand to directly target Saline County families and beyond. We're here to answer any questions.

OUR REACH:

- **Reach Bryant and Beyond:** Bryant is a rapidly growing community with a thriving local economy. The median household income in Bryant is \$83,219, much higher than the state's average. While the core of our reach is Central Arkansas, Bryant Parks visitors came from at least 38 other states last year and as far away as Alaska.
- **Signature Events and Programs:** With seasonal events, youth league tournaments, and community initiatives, our events draw participants and spectators from across the region.
- **Unmatched Parks and Facilities:** From the state's first designated lacrosse field, superior baseball, softball and basketball facilities, elite soccer program, aquatics, beautiful walking trails to innovative playgrounds and event venues, our facilities host activities for all ages.

Join us in supporting Bryant's commitment to health, wellness, and community engagement while giving your brand unparalleled exposure in some of Central Arkansas's most attended parks.

PACKAGES

In the following slides, you'll see several overall packages that reach multiple parks as well as park-specific and area-specific opportunities for your brand.



Digital Advertising Monthly Package:

Bryant Parks digital screens allows for both static and video opportunities.



You can showcase your brand ad or full length commercial on digital screens within Bryant Parks. These visual elements keep your brand top of mind for park patrons, tournament attendees and gym-goers. Bryant Park's digital assets are seen throughout the journey of an attendee and allow for a consistent message with more chances of hitting viewers throughout.

AMENITIES INCLUDED:

VIDEO (2 opportunities):
(15 second rotators)

1. Video wall by upstairs track (no sound)
2. Video Ad (no sound): Right side of lobby, main wall by basketball gym entrance

STATIC (4 opportunities)

1. The Center Entrance Screens, 2 vertical placements
2. Stretching Area upstairs static screen (added value)
3. Marquee: Boone Road
4. Aquatic Center front desk

COST:

\$500 per month

IMPRESSIONS:

The Center: 34,275 monthly impressions.

Aquatic Center: 5,750 monthly impressions.

Boone Road: 57,600 cars per month, per ARDOT, 2022 estimate.

Total Monthly Impressions: 97,625



Concession Stands Full Package

**Naming rights on all concession stands
within Bryant Parks.**



This opportunity allows your brand to have a massive reach in five different areas within Bryant Parks. It allows for high visibility in some of the most highly trafficked areas within our parks. Having your brand and signage on concession stands, allows your brand to have connection with a captive audience of people spending time waiting in line. Your brand is also associated with the positive experience of patrons receiving snacks and refreshments. It also allows your brand to directly target families and parents.

AMENITIES INCLUDED:

Concession signage at Bishop Park:

1 The Center (Basketball)

1 Baseball

1 Softball

1 Aquatic Center

Concession signage at Midland Park:

1 Soccer Concession

COST:

\$10,000 yearly naming rights (+ cost of signage)

IMPRESSIONS:

Bishop Park Community Center impressions: 411,300

Aquatic Center impressions: 69,000

Bishop Park Baseball and Softball Concessions impressions:
546,300

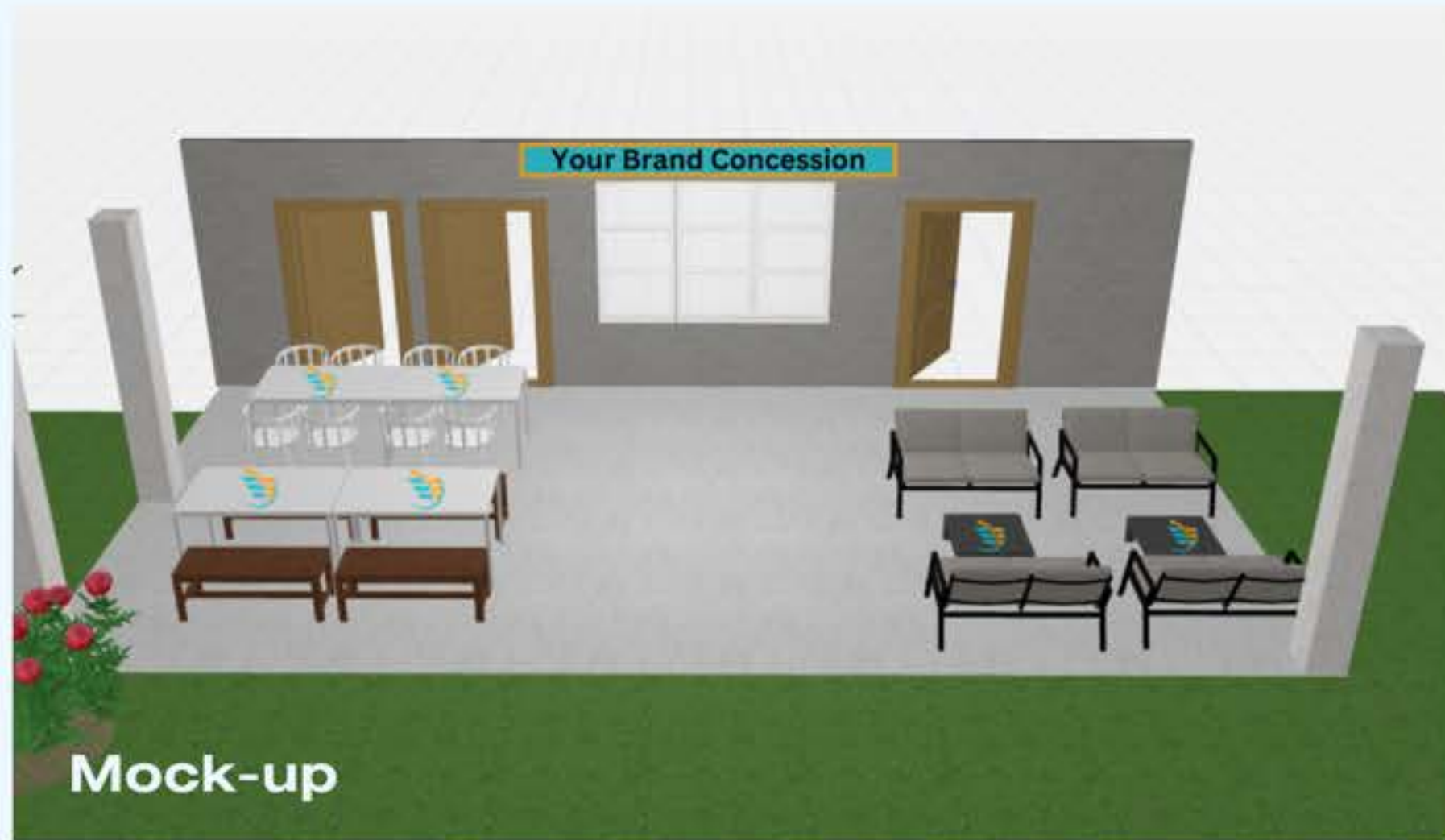
Midland Park impressions: 240,300

Total Yearly Impressions = 1,266,900



Concession Stands Package

Branding partner will have the ability to brand tables and provide premium seating area. Partner is responsible for any branding updates you wish to provide.



Baseball, Softball and Soccer concessions can all be fully customized by our branding partner to provide a high-end concession experience associated with your brand.



BISHOP PARK

THE CENTER

The Center is located at Bryant's premier park, Bishop Park. This community center is approximately 75,000 square-feet and houses the Senior Adult Center as well as the Bryant Youth Association. The Center features three multi purpose courts. The courts are equipped to host basketball, volleyball, and pickleball games. The Center also has a large indoor cushioned walking trail, aerobics room, fitness room, cardio rooms, and multiple events rooms equipped with drop down projector screens and audio.



The Corner - Community Space

Communal gathering area in the main entrance of Bishop Park's The Center.



Mock-up projected space

Your brand will be visible to a local audience that regularly uses The Center, helping to build recognition and trust within the community and keeping your brand top of mind. This area will be promoted as a free virtual workspace or meeting and gathering space for the community. It also serves as a waiting area for all traffic. This area mainly serves as a gathering area during highly trafficked basketball games and tournaments. One TV features televised games that draw a crowd during tournaments and games. The other TV is dedicated solely to your brand's ads.

AMENITIES INCLUDED:

- Listing on website - yearly traffic: 12,000+
- Live TV: Shows football and basketball games during basketball tournaments (crowds gather there) and daily casual viewing.
- Video Ad TV: Allows for exclusive digital content of your brand on rotation. Can be video ads, full length features (with captions, no sound), static ads. Can update quarterly offers.
- Tables and Chairs.
- Free public Wifi (virtual workspace)
- Wall space for signage.
- Counter top with fridge, coffee pot
- Can be outfitted with brand colors, paint, floor and table decals.
- Can also be outfitted with LED light strips to draw attention to the area in your brand's colors.
- Social Media promotion of the space.

COST:

\$5,000 yearly naming rights (+ cost of signage and branding updates).

IMPRESSIONS:

The Corner Yearly Impressions: 411,300



Current Space

The Track-Walking Track

Highly frequented walking track overlooking basketball/indoor pickleball courts.



This is a huge opportunity for a captive audience and to tell your brand's story using multiple pieces of signage. You can also provide valuable content for walkers. Bonus opportunity for highly used basketball/pickleball courts below to view signage. The walking track attracts regular foot traffic, offering consistent exposure to a large audience through signage, logos, and promotional material. It also serves as a way to enhance your brand's reputation and create a positive impression by being associated with a recreational and wellness-focused facility.

AMENITIES INCLUDED:

- Listing on website - yearly traffic: 12,000+
- Walking track large curved entry wall signage.
- Walking track with 4 additional large signage opportunities in direct sightline of walkers.
- 4 large signs or wall decals can be unique content for walkers that is easy to read while walking.
- Signs can go in progression from start of walk to finish (i.e. Health tips, various offers, storytelling of your brand).
- Patrons of basketball courts below can also view signage.
- Social media promotion of the space.

COST:

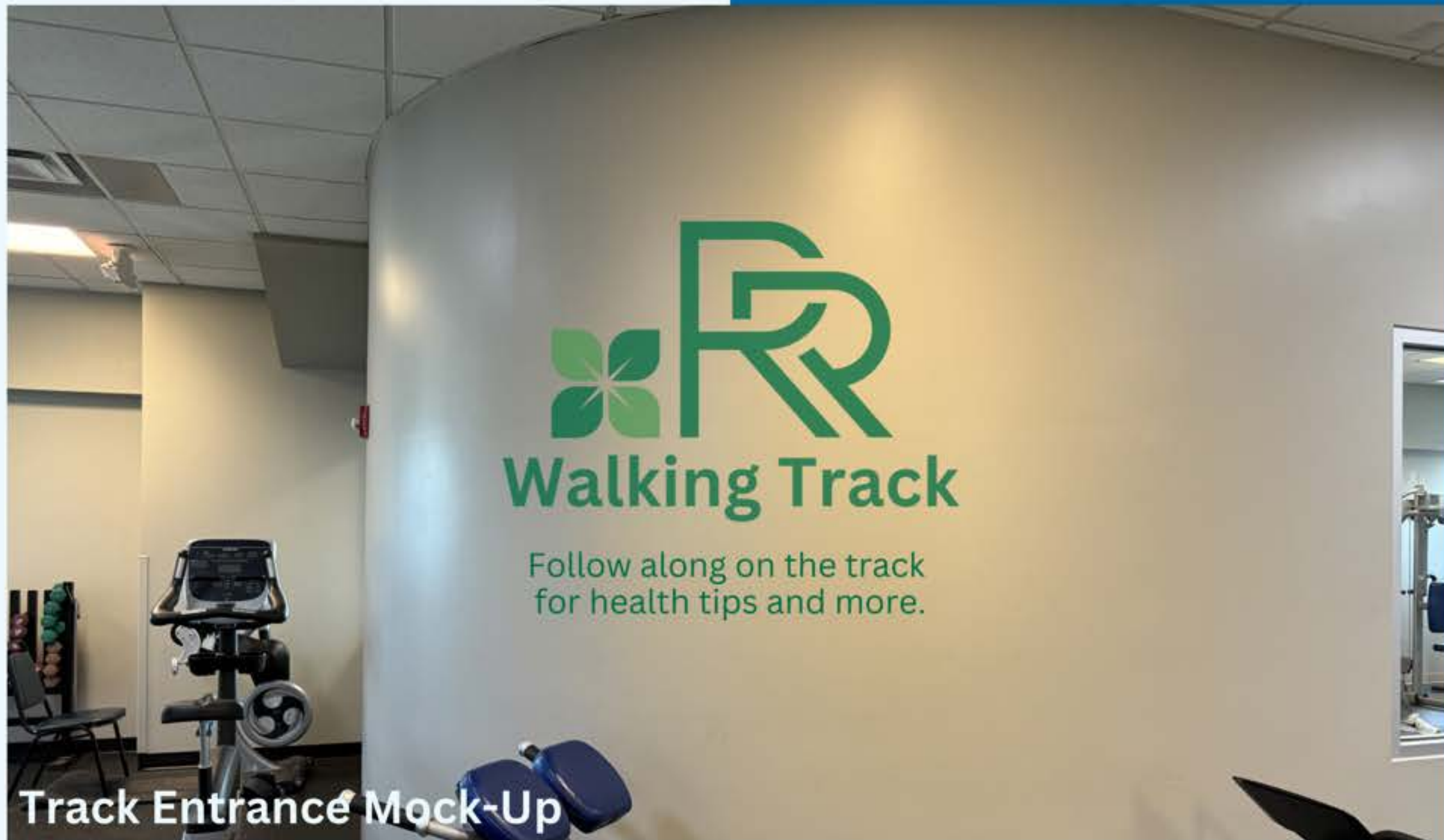
\$5,000 yearly naming rights (+ cost of signage)

IMPRESSIONS:

Walking Track Yearly Impressions: 411,300

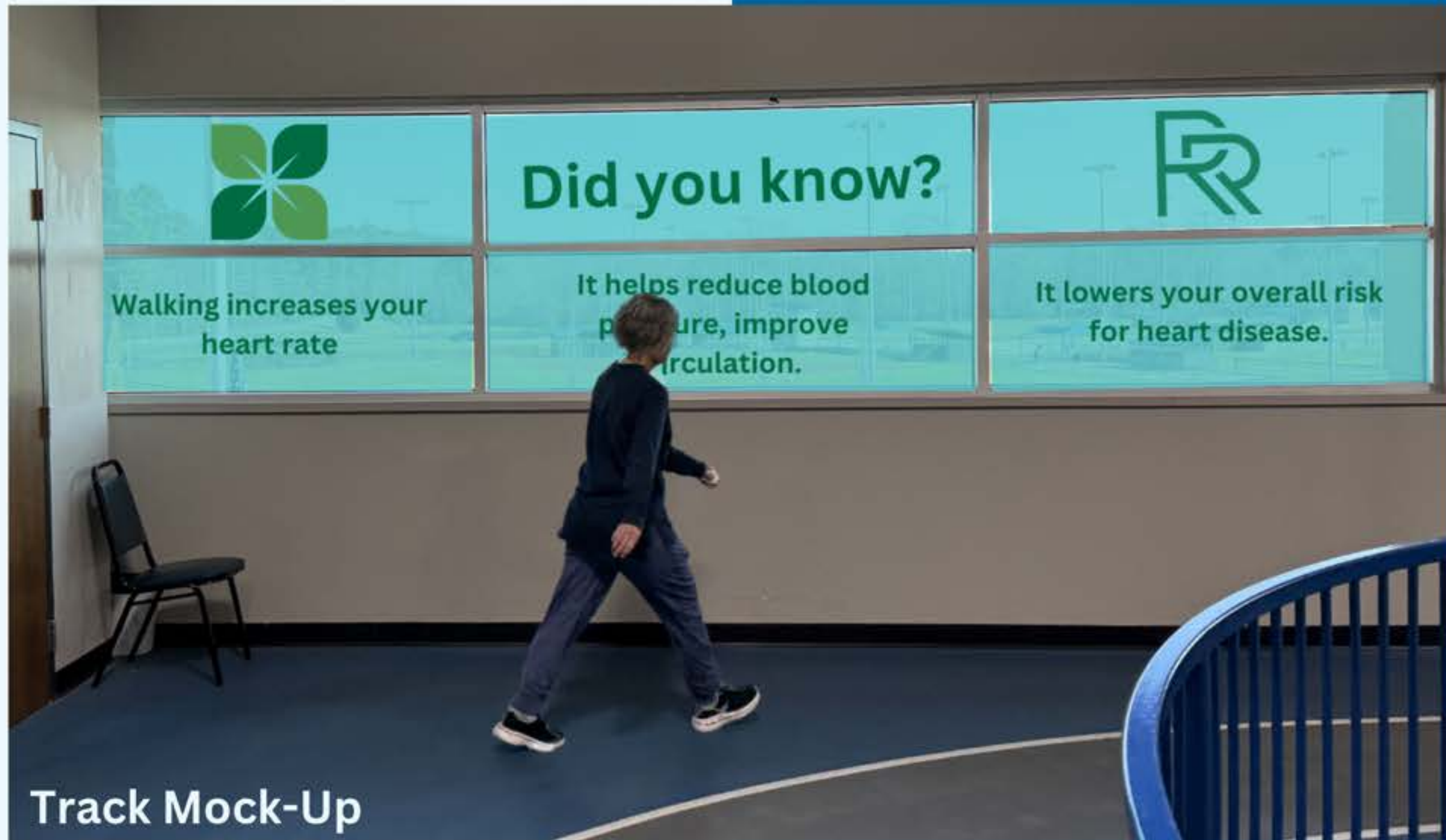


The Track - Walking Track



Track Entrance Mock-Up

The Track - Walking Track



Track Mock-Up

The Courts

Naming Rights

**Naming rights of all three basketball courts
inside of The Center at Bishop Park.**



The courts are utilized during the day as indoor pickleball courts and basketball courts. The three courts' most utilized function is hosting the city's basketball league's games and tournaments, which draw unique weekend visitors and large crowds.

AMENITIES INCLUDED:

-One Premium Court: The only court with a large built-in seating area with six bays for signage. Court also features 2 large padding panels under each goal that can be decaled.

-Two Regular Courts with bleachers under goals, opportunity for large padding decal signs or signage on walls of each court (limit 2 signs per court area).

COST:

\$7,500 yearly naming rights (+ cost of signage)

IMPRESSIONS:

The Courts Yearly Impressions: **411,300**

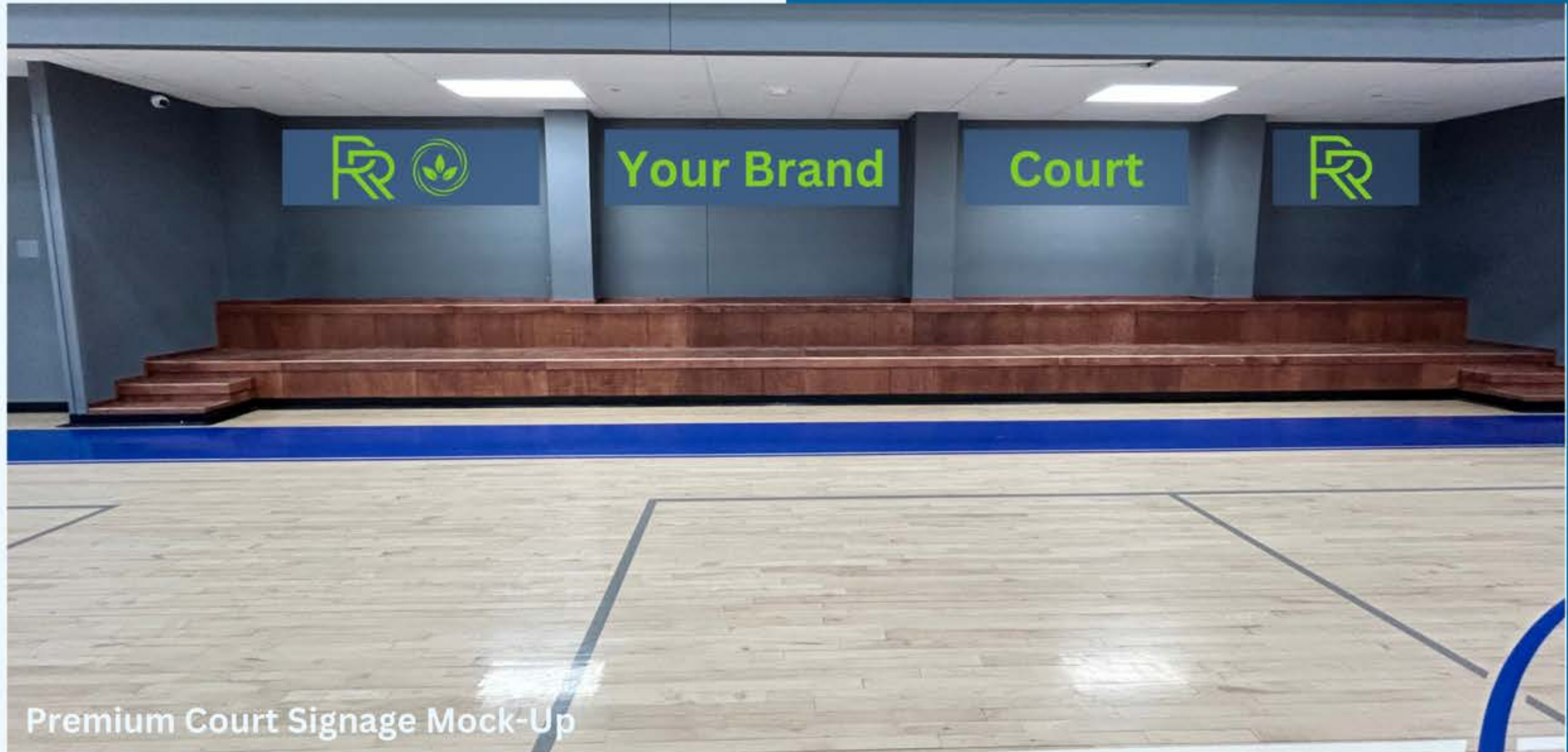


The Courts



Court Mock-Up

The Courts



The Gathering Room Large Event Space

Naming rights of the large event room in Bishop Park's The Center. The room can be divided up into 3 individual meeting spaces. Your brand is on all 3.



Sponsoring the meeting room can offer several strategic and practical benefits for your brand. Your name, logo, or branding will be prominently displayed, making your organization visible to a diverse audience. It's also an opportunity to align your brand with innovation, collaboration, or professionalism, directly targeting professionals, decision-makers, and potential clients.

AMENITIES INCLUDED:

- Listing on website - yearly traffic: 12,000+
- Naming of the room changed to The “Your Business” Room.
- Naming signage on all 3 entrances.
- Name of room appears on all invitations sent out for events.
- One annual meeting room rental is included with naming rights partnership.

COST:

\$2,500 Yearly

IMPRESSIONS:

The Gathering Room

Yearly Impressions: 411,300



The Aquatic Center Naming Rights

Naming rights to the Aquatic Center at Bishop Park.



The Aquatic Center at Bishop Park hosts consistent traffic throughout the year, ensuring continuous exposure and making it a long-term branding investment. Associating your brand with a popular community hub like the Aquatic Center fosters goodwill and strengthens your connection with local residents. It positions your brand as a supporter of healthy, family-friendly activities, enhancing your reputation. High-visibility signage provides a permanent and eye-catching advertisement, ensuring your brand stands out in a busy environment. By securing naming rights, your business can maximize its advertising impact while establishing a strong presence in the community.

The Aquatic Center Naming Rights

Naming rights to the Aquatic Center at Bishop Park.



The Aquatic Center is a 26,000-square-foot all glass facility with a retractable roof . It features an eight-lane, 25-yard, four-feet and six inch deep to 12-feet deep competition lap pool with a 1-meter diving board and touch pads; a 26-jet heated therapeutic pool with handicap accessibility railing, that ranges from two and half feet deep to five feet deep areas with bench seating. The pool house features shower areas, restrooms, and a party room.

The Aquatic Center also features an outdoor seasonal splash pad. The splash pad is a no-depth, concrete slab which makes it beneficial for youth. The splash pad has a covered area, picnic area, and multiple spray and bucket features.

AMENITIES INCLUDED:

- Fixed, stand-alone signage on outside of main entrance (also visible to drivers in the park).
- Glass door decal signage on entries and exits.
- Branding of large atrium, fixed naming signage or table wraps.
- Pool entrance window/door wraps
- Large naming sign overlooking pool
- Rotation on digital marquee inside of pool house.
- Signage on party room entrance
- Rotation on Bishop park entrance marquee.

COST:

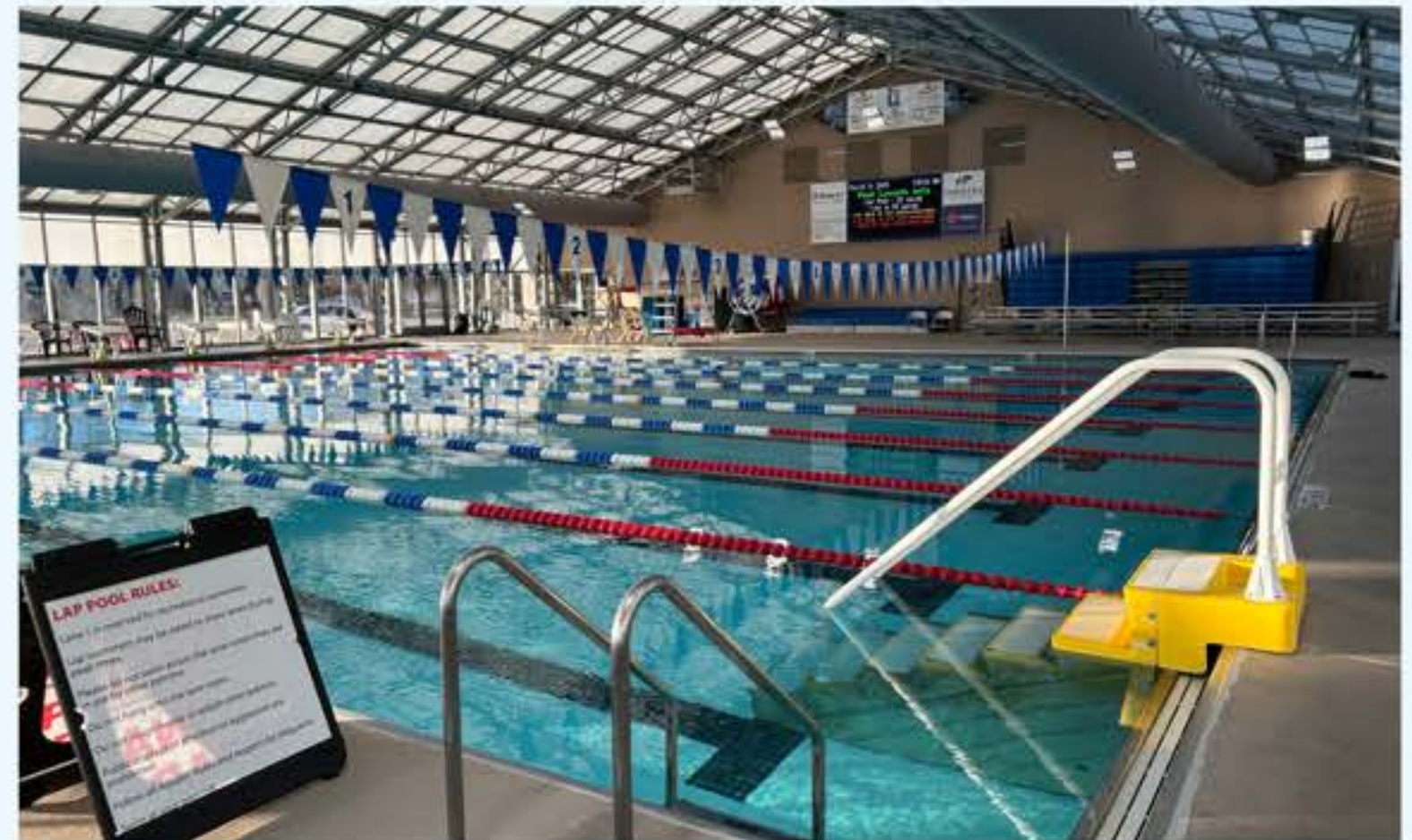
\$15,000 yearly naming rights (+ cost of signage)
Three year contract

IMPRESSIONS:

Aquatic Center: 69,000 impressions

Bishop Park: 906,000 impressions

Total Yearly Impressions: 975,000 impressions



The Aquatic Center Naming Rights

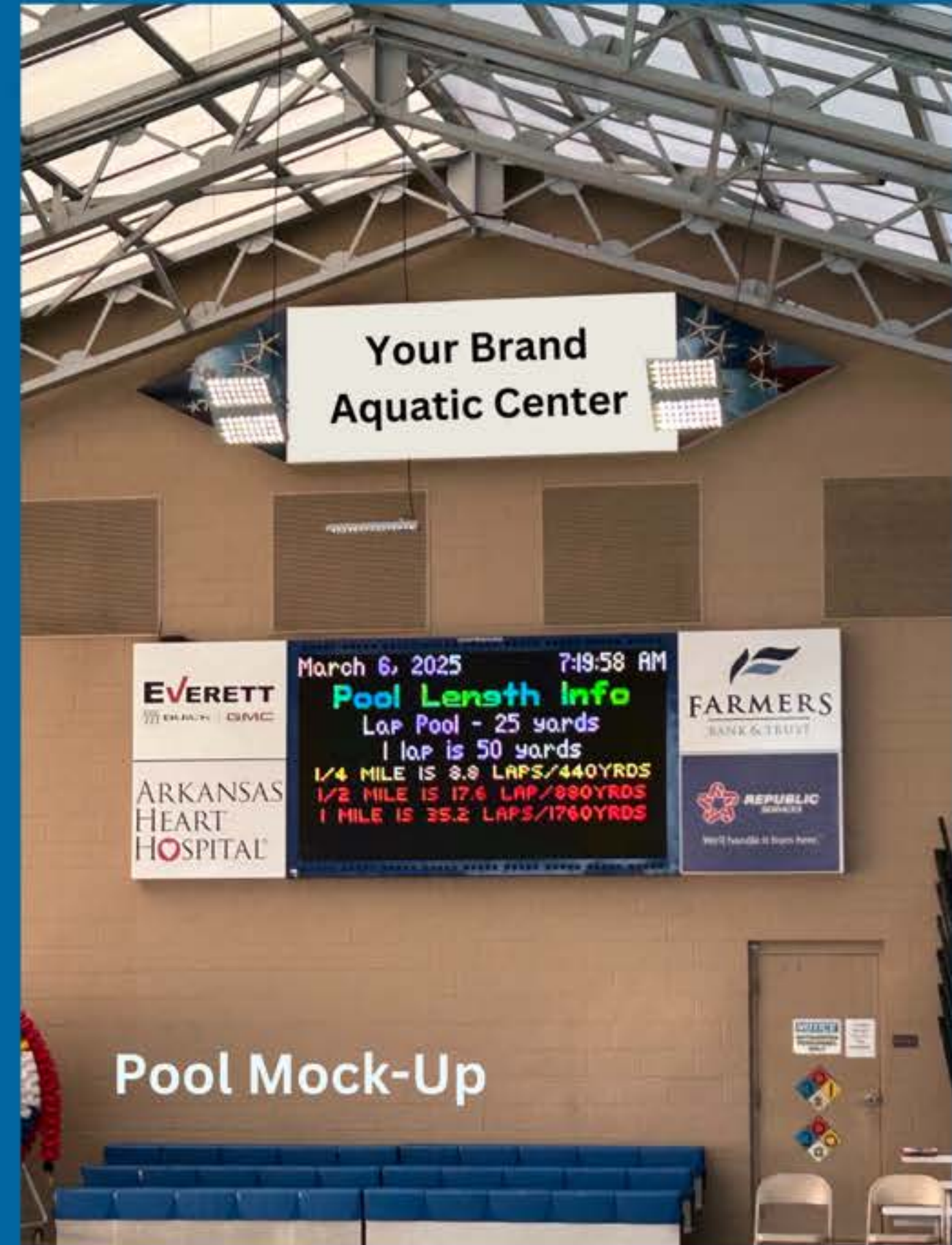
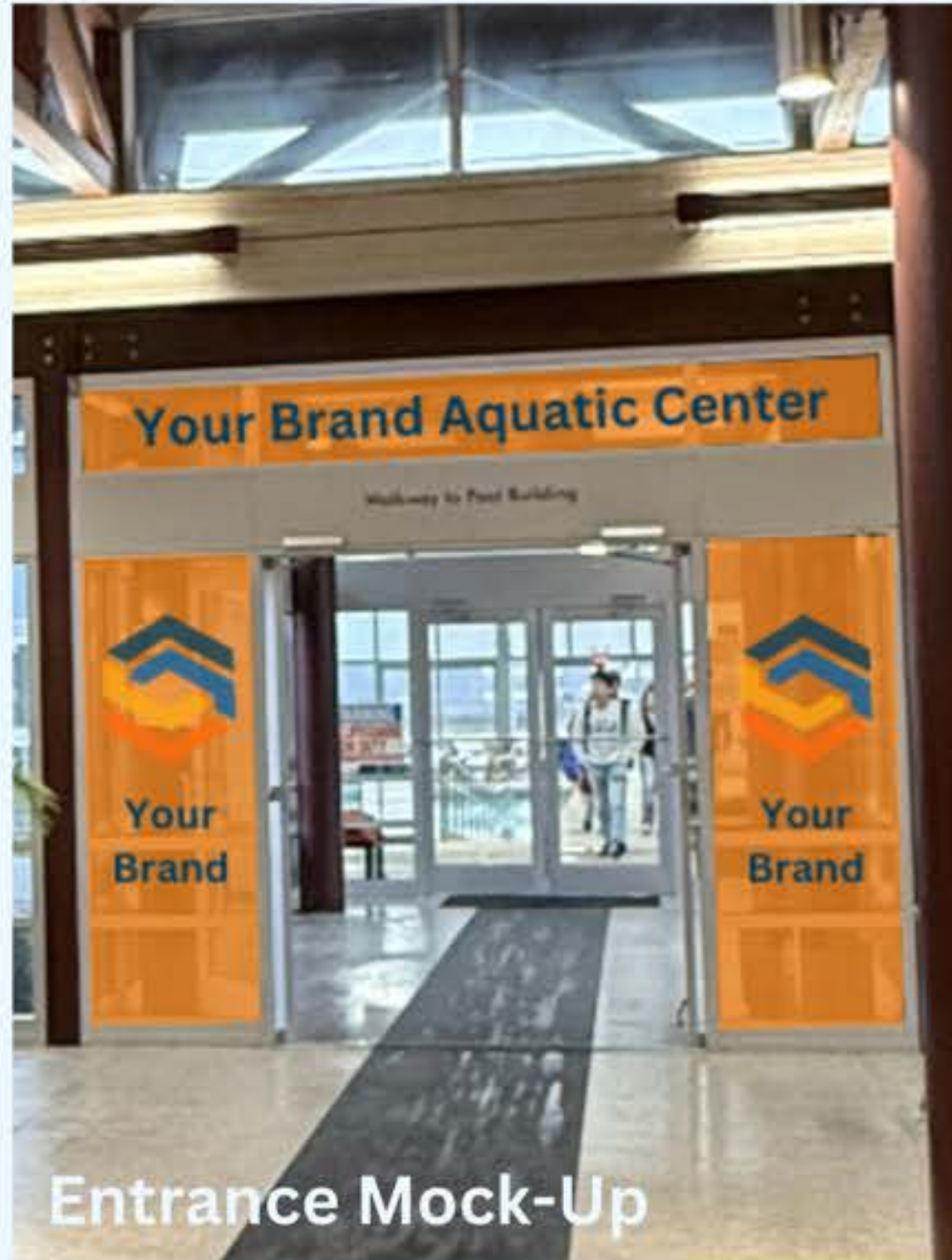


Party Room



Splash Pad

The Aquatic Center Naming Rights



The Baseball and Softball Fields at Bishop Park

Naming rights to one of the premium or regular baseball or softball fields at Bishop Park.

Premium fields include a press box for signage, premium location in the park, used for championship games in tournaments and regular game play. Regular fields offer prime visibility in the park and opportunities for creative signage.



Bishop Park hosts games, practices, and tournaments throughout the year, providing consistent exposure and keeping your brand top-of-mind for park visitors. The baseball and softball fields offer a unique advertising opportunity to display your brand in a high-traffic, high-visibility location, aligning your brand with residents who value kids, families and athletics.

Premium Championship Baseball Field

Naming Rights (2 available)



Amenities:

- Large signage on press box
- Signage on dugouts
- Concrete decals in front fan stands
- Listing of “Your Business” Field on all park signage directional maps.

\$5,000 yearly naming rights (+ cost of signage)

Bishop Park Baseball Field Yearly Impressions: 314,400

Standard Baseball Field Naming Rights

(7 available)

Naming rights to the standard baseball field at Bishop Park.



Amenities:

- Large concrete decal outside of fence behind home plate
- Signage on dugouts
- Concrete decals in front fan stands
- Listing of "Your Business" Field on all park signage directional maps.

\$3,800 yearly naming rights (+ cost of signage)

Bishop Park Baseball Field Yearly Impressions: 314,400

Premium Softball Fields

3 Available: D4, D5, D6

Naming rights to the softball fields at Bishop Park.



Amenities:

- Large concrete decal outside of fence behind home plate
- Signage on dugouts
- Concrete decals in front fan stands
- Listing of “Your Business” Field on all park signage directional maps.

\$3,500 yearly naming rights (+ cost of signage)

Bishop Park Softball Field Yearly Impressions: 231,900

Standard Softball Fields

3 Available: D1, D2, D3

Naming rights to the softball fields at Bishop Park.



Amenities:

- Large concrete decal outside of fence behind home plate
- Signage on dugouts
- Concrete decals in front fan stands
- Listing of “Your Business” Field on all park signage directional maps.

\$2,800 yearly naming rights (+ cost of signage)

Bishop Park Softball Field Yearly Impressions: 231,900

Ashley Park- Field naming rights

Naming rights of 3 practice baseball fields.



At these practice baseball fields, the average length of a visit is over 1 hour, making your brand prominent to a captive audience. Most practices take place in the evenings and all day on the weekends, making a restaurant or other establishment a family may visit following a practice the perfect partner for signage.

AMENITIES INCLUDED:

- 3 Available
- Naming rights on practice fields.
- Fixed signage at park entrance.
- Fence signage (1 per field)

COST:

\$750 yearly per field

IMPRESSIONS:

Ashley Park Impressions: 24,600



Mills Park: Health and Wellness Path

Branding of the Wellness Path Curve in Mills Park



The wellness path is a new branding option in Mills Park that creates valuable health content for a captive audience of walkers. It's an opportunity to tell your brand's story by using multiple pieces of signage along a designated journey and back to the starting point. It also serves as a way to enhance your brand's reputation and create a positive impression by being associated with a recreational and wellness-focused area of the park.

AMENITIES INCLUDED:

- 7 minute paved walking path (.30 miles)
 - Fixed signage of brand at start of wellness walk.
 - Small signs along the path with wellness content.
 - Opportunity for outdoor stretch posts and other outdoor workout equipment along the path.
- (Sponsor-funded)



COST:

\$750 yearly naming rights (+ cost of signage and/or outdoor equipment)

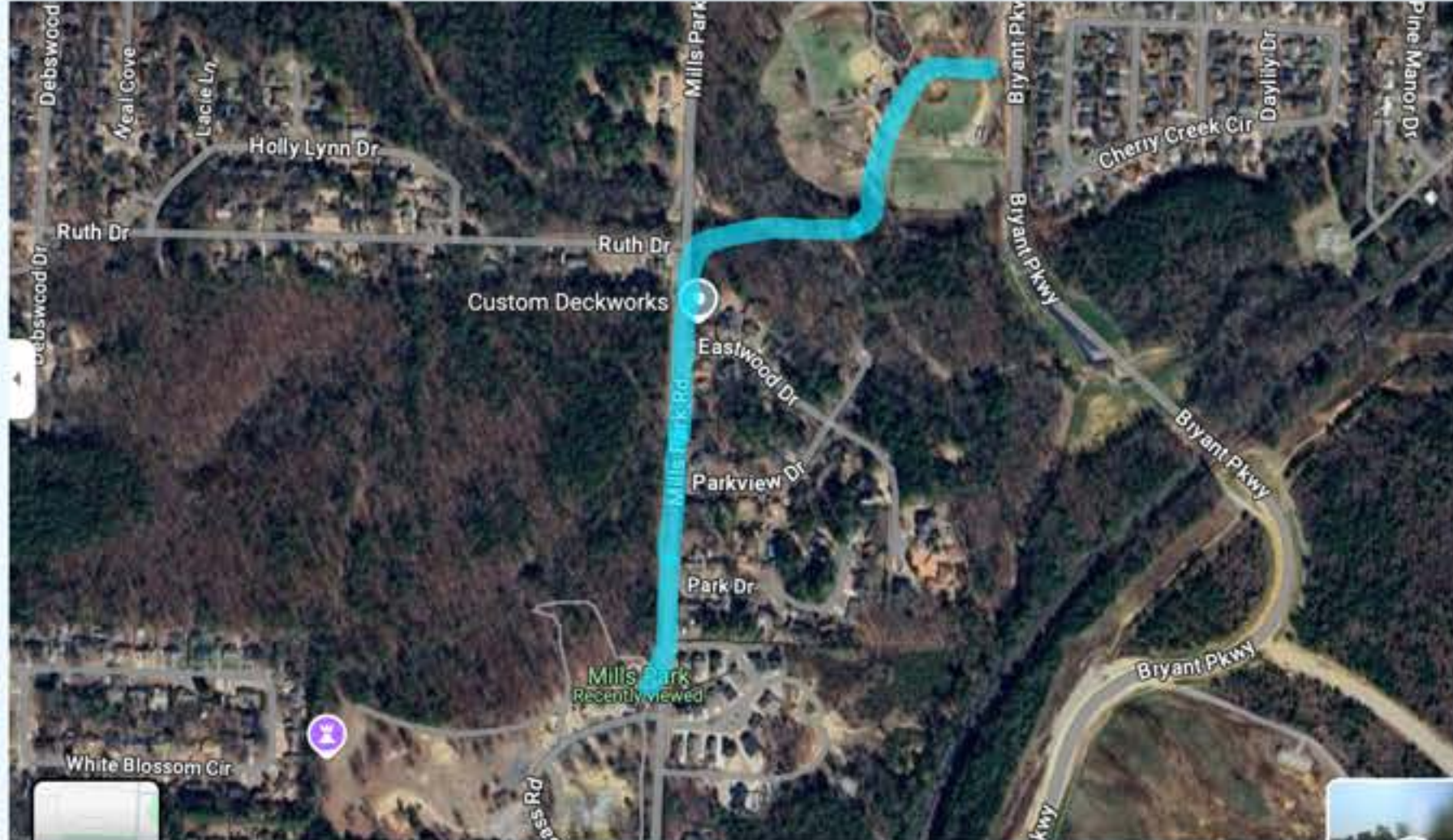
IMPRESSIONS:

Mills Park Walking Trail: 52,800 impressions



Alcoa Park New Connecting Trail

New walking/Bike trail connecting Alcoa Park to Mills Park.



The trail along Bryant Parkway, going next to Alcoa Park and then through Alcoa Park will be newly connected to Mills Park. This new path will be the link between both parks and will be highly trafficked by both bikers and walkers alike. Branding this trail associates your company with wellness, community and connection.

AMENITIES INCLUDED:

- Fixed signage at start and finish of both sides of each trail.
- Naming of the trail listed on park maps.
- Naming of the trail listed on website, with yearly traffic 12,000+



COST:

\$750 yearly naming rights (+ cost of signage)

IMPRESSIONS:

Mills Park: 197,300 impressions

Alcoa Park: 44,900 impressions

Total Yearly Impressions: 242,200

Midland Park

Title sponsor of each individual soccer pads
(4 available)



The largest youth sport in our parks department brings thousands of visitors to our growing soccer program each year for games and tournaments. Associating your brand with this growing sport puts your brand at the center of a captive audience of families who value wellness, athletics and community.

AMENITIES INCLUDED:

- 4 Pads Available.
- Naming rights fixed sign on your pad.
- Fixed signage on entry fence.

COST:

\$2,500 yearly naming rights (+ cost of signage)

IMPRESSIONS:

Midland Park: 240,300 yearly impressions



Springhill Park Playground

The playground at Springhill Park.



By sponsoring the playground, your brand is connecting with families, fun and family-friendly moments. This ad placement would be good for any business looking to draw customers or clients that are family or kid-related.

AMENITIES INCLUDED:

- Fixed large sign sponsoring the playground
- Exclusive opportunity to place your brand at a park that only allows two total sponsors. You will be one of two brands at this park. The other advertiser is the pavilion sponsor.

COST:

\$500 yearly naming rights (+ cost of signage)

IMPRESSIONS:

Springhill Park: 295,200 yearly impressions



NEXT STEPS

Our branding and advertising opportunities give your business exclusive, targeted access to families in the Saline County region and beyond, providing your business with millions of direct impressions of your ads. As the director of Bryant Parks and Recreation, I look forward to working with you. -**Keith Cox**



1. Let's discuss how we can bring this opportunity to life with your brand. We'd love to explore a tailored package specifically for your company. We're open to any ideas!

2. There are limited advertising placements available within our parks. These new opportunities will go quickly! Book a call with our team to discuss customized options.

3. Once a contract is signed, we'll connect you with our partner signage companies to complete your branding and customization process within our parks.




THANK YOU

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