



Naming Rights for Brighton RecPlex

CITY COUNCIL MEETING – July 21, 2026

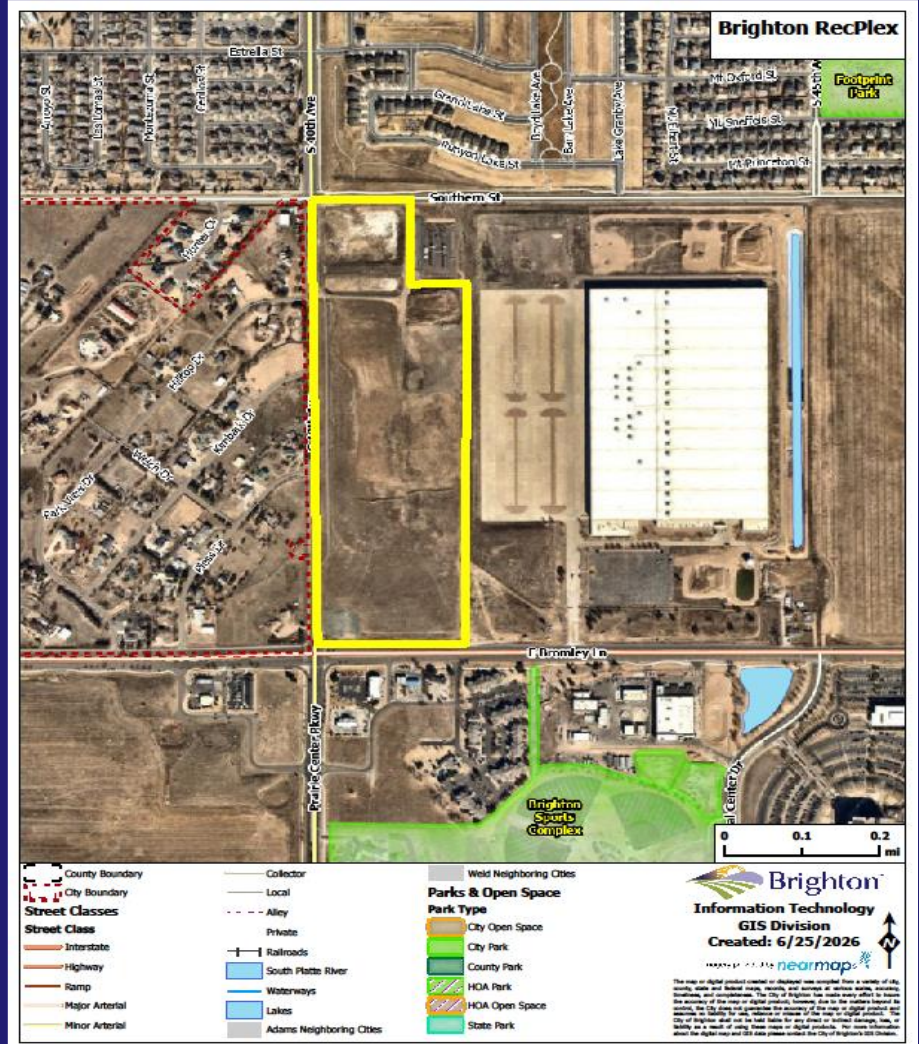
City Staff Representative:
Department:

Ryan Smith, Parks Planning, Development, and Grant Manager
Parks & Recreation

Brighton RecPlex Location

Background

- Location: 670 S 40th Avenue
- 41.5 acre site



Naming Right Opportunities

1. Premier Complex Naming Rights
2. Tri-Plex Fields Naming Rights
3. Multi-Purpose Field Naming Rights

-The goal is to provide additional capital investment for the construction of the RecPlex

PREMIER COMPLEX NAMING RIGHTS

\$750,000/yr
(5yr min.)*

- Includes the following:
 - Naming Rights to Complex
 - Title Label on Google for Complex
 - Entry Sign
 - Logo Presence at Rec Plex & Park Amenities
 - Website Recognition
 - Press Release Recognition
 - City Council Recognition
 - Free Event Booth Rights

TRI-PLEX FIELD NAMING RIGHTS

\$250,000/yr
(5yr min.)*

- Includes the following:
 - Entry Sponsorship Sign at the Tri-Plex
 - Sponsorship sign on all three fields
 - Logo stitched into one artificial turf field
 - Website Recognition
 - City Council Recognition
 - Free Event Booth Rights

MULTI-PURPOSE FIELD NAMING RIGHTS

\$250,000/yr
(5yr min.)*

- Includes the following:
 - Entry Sponsorship Sign at the Multi-Purpose Field
 - Sponsorship sign at both Pods
 - Logo stitched into one artificial turf field
 - Website Recognition
 - City Council Recognition
 - Free Event Booth Rights

Options for City Council

Brighton City Council has the following options in this matter:

- ☐ Approve the resolution
- ☐ Reject the resolution

Questions?