the forge

ATHLETIC COMPLEX

SPONSOR PACKAGE

OPENING EARLY 2027



THE FORGE SPONSOR MAP





Home Court Sponsor (x6):
includes logo on
both sidelines)
Page 4



Scoreboard (x18):
Static logo/ad located
directly under the scoreboard
Page 6



Digital Sponsorship
All screens throughout the
entire complex.
Page 8



Team Bench (x12):
Logo displayed on padded slipcovers
on each of the 15 sideline chairs.
Page 5



Scorer Table (x9):
Full-color ad across
front of scorer table(s)
Page 7

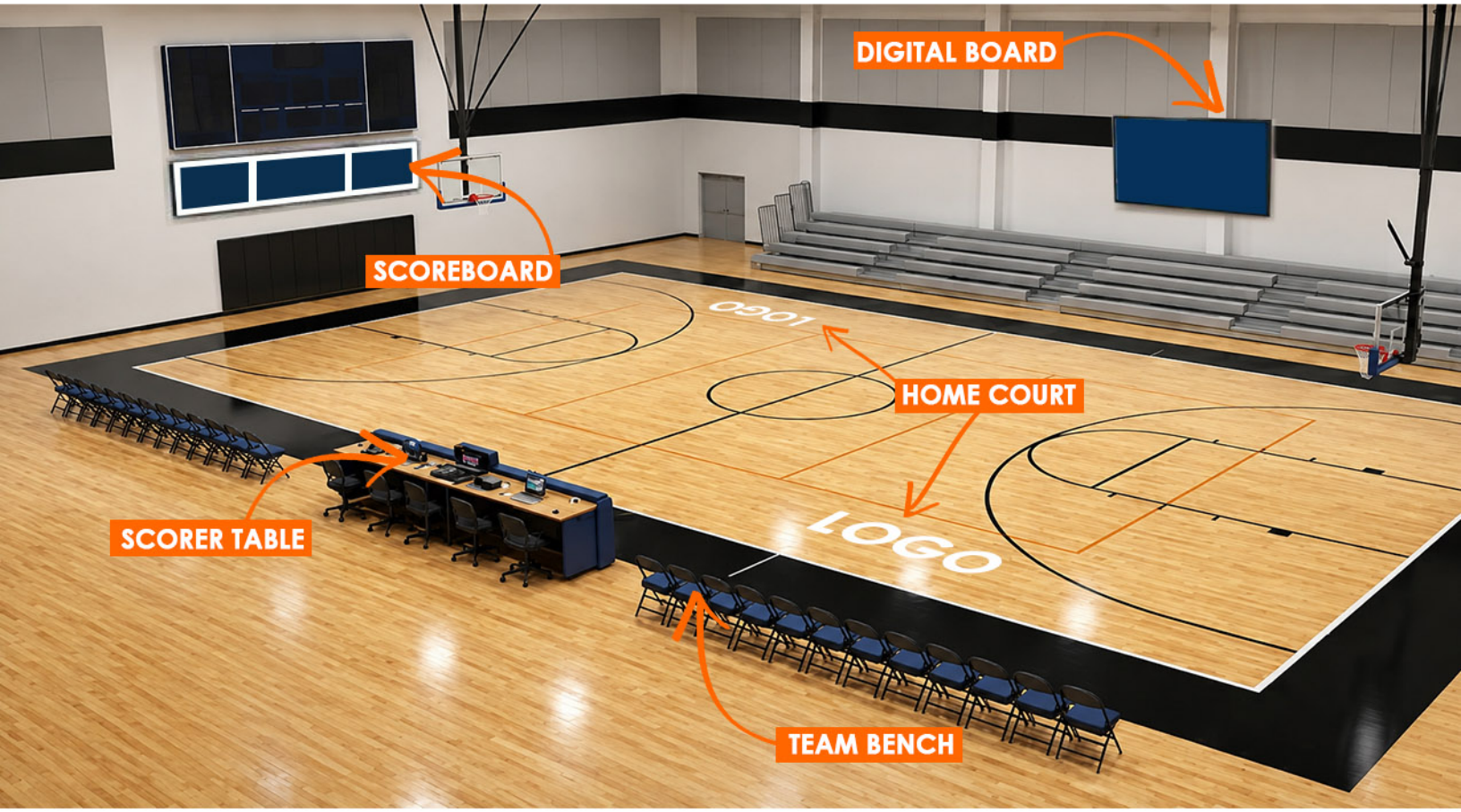


Volleyball Tower (x9):
logo on each pad of the
drop-down net system
Page 9

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SPONSORSHIP OVERVIEW



OPPORTUNITY	COMMITMENT	INVESTMENT
Home Court	CALL FOR PRICING & AVAILABILITY	
Team Bench	3 Year	$2,750/Yr**
Scoreboard	3 Year	$1,000/Yr
Scorer Table	2 Year	$1,500/Yr
Tower Pads*	1 Year	$750/Yr
Digital Boards	1 Year	$400/Yr

*Volleyball Only **$750/Yr. 2-3

The Forge Athletic Complex opens in early 2027 as Lubbock's first major new sports facility in over a decade — six full-size basketball courts, nine volleyball courts, and year-round regional tournament traffic under one roof.

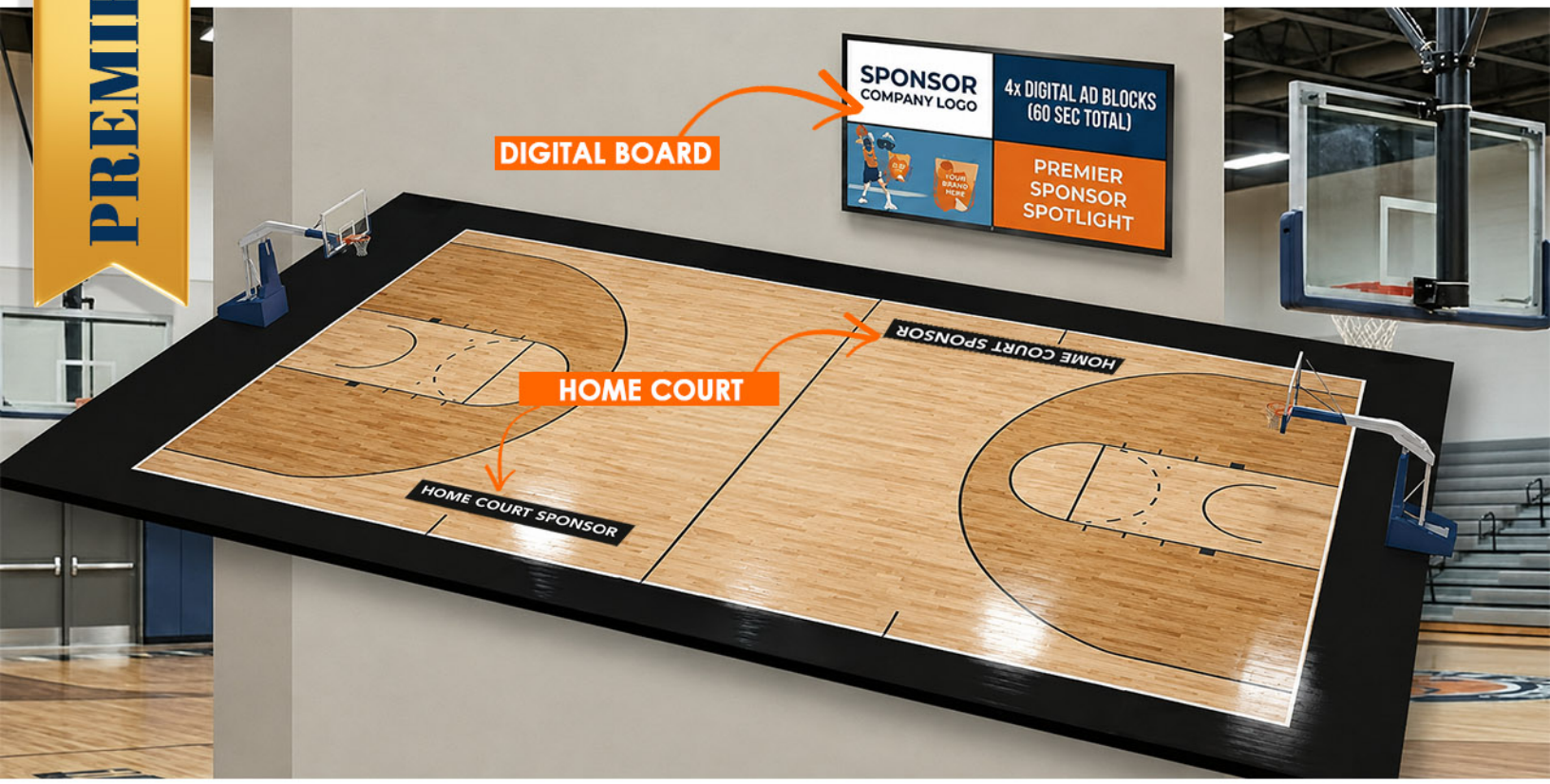
Sponsorship opportunities range from arena title naming rights to courtside signage and in-facility digital placements, delivering consistent brand visibility to athletes, families, and visitors throughout the year.

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PREMIER TIER

HOME COURT



Invest in the game! Our top-level partnership for unmatched brand visibility and impact.

TIER: Home Court

COMMITMENT:

INVESTMENT:

CALL FOR PRICING & AVAILABILITY

VISIBILITY: Full-color sideline name badging.

DIGITAL REACH: 4x 15-second blocks (60 seconds total) of scrolling digital on all digital boards across complex.

* *Production costs are at sponsor's cost.*

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TEAM BENCH



TIER: Team Bench + Digital Boards

COMMITMENT: 3 Year

INVESTMENT: Yr 1: $2,750, Yr 2-3: $750/Yr

VISIBILITY: Company logo displayed on padded slipcovers on each of the 15 sideline folding chairs.

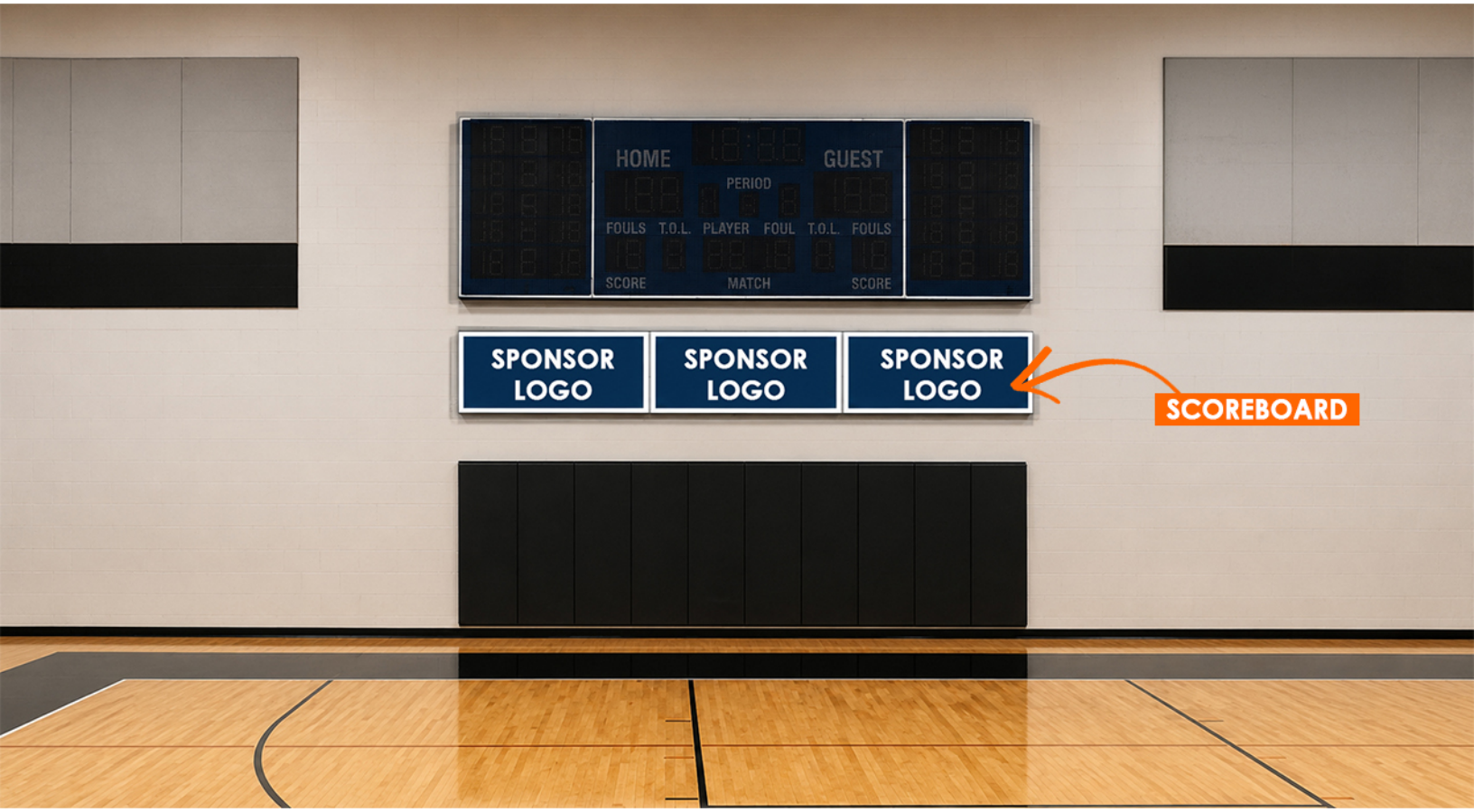
DIGITAL REACH: 1x 15-second block of scrolling digital on all digital boards across complex.

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SCOREBOARD



Tier: Scoreboard

Commitment: 3 Year

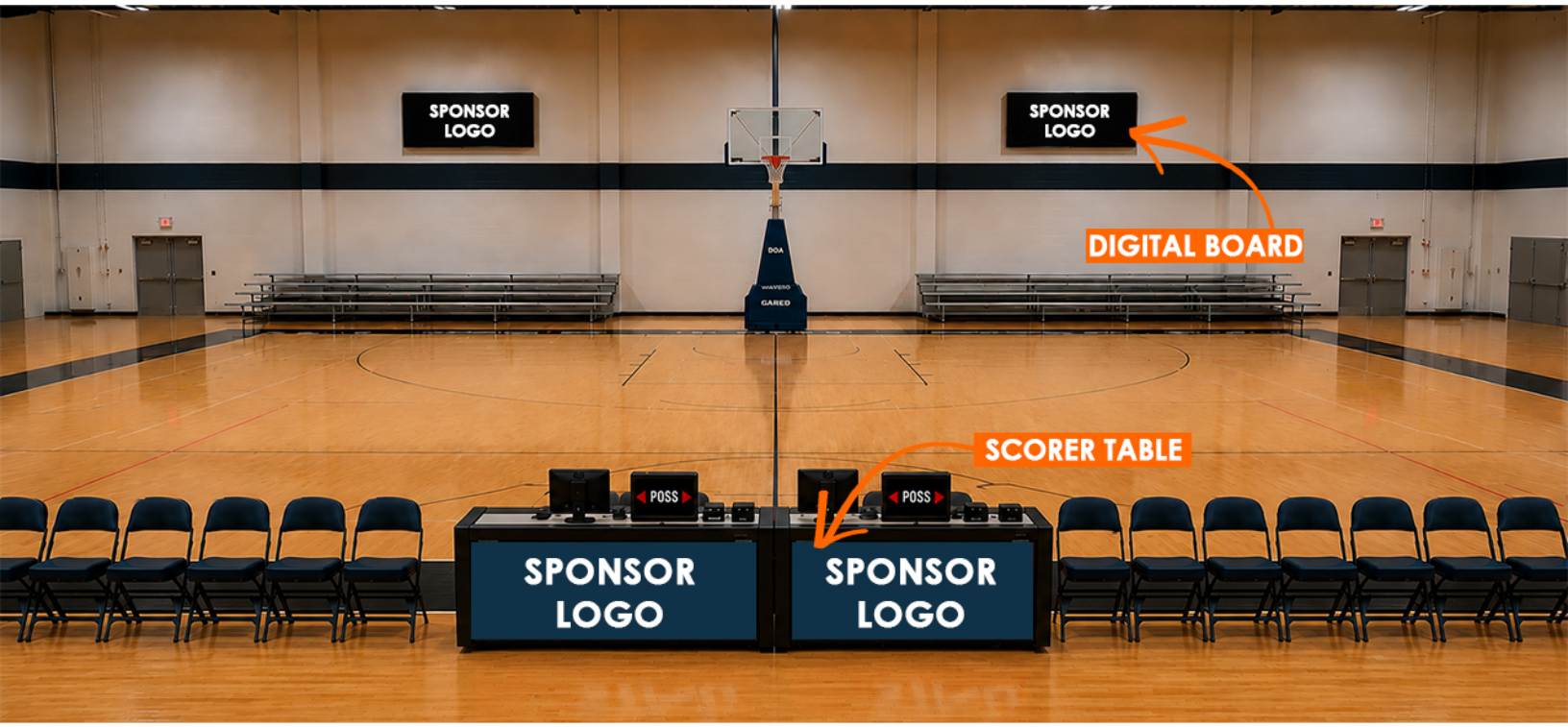
Investment: $1,000/Yr

Visibility: Prominent static logo/ad located directly under the scoreboard; approximately 20"x20"

Digital Reach: 1x 15-second block of scrolling digital on all digital boards across complex.

** Production costs are at sponsor's cost.*

SCORERS TABLE



TIER: Scorer Table +Digital Boards

COMMITMENT: 2-Year

INVESTMENT: $1,500/Year

VISIBILITY: Full-color ad across front of scorer table

DIGITAL REACH: 1x 15-second block of scrolling digital on all digital boards across complex.

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DIGITAL ADVERTISEMENT



TIER: Digital Advertisement

COMMITMENT: Annual

INVESTMENT: $400/Year

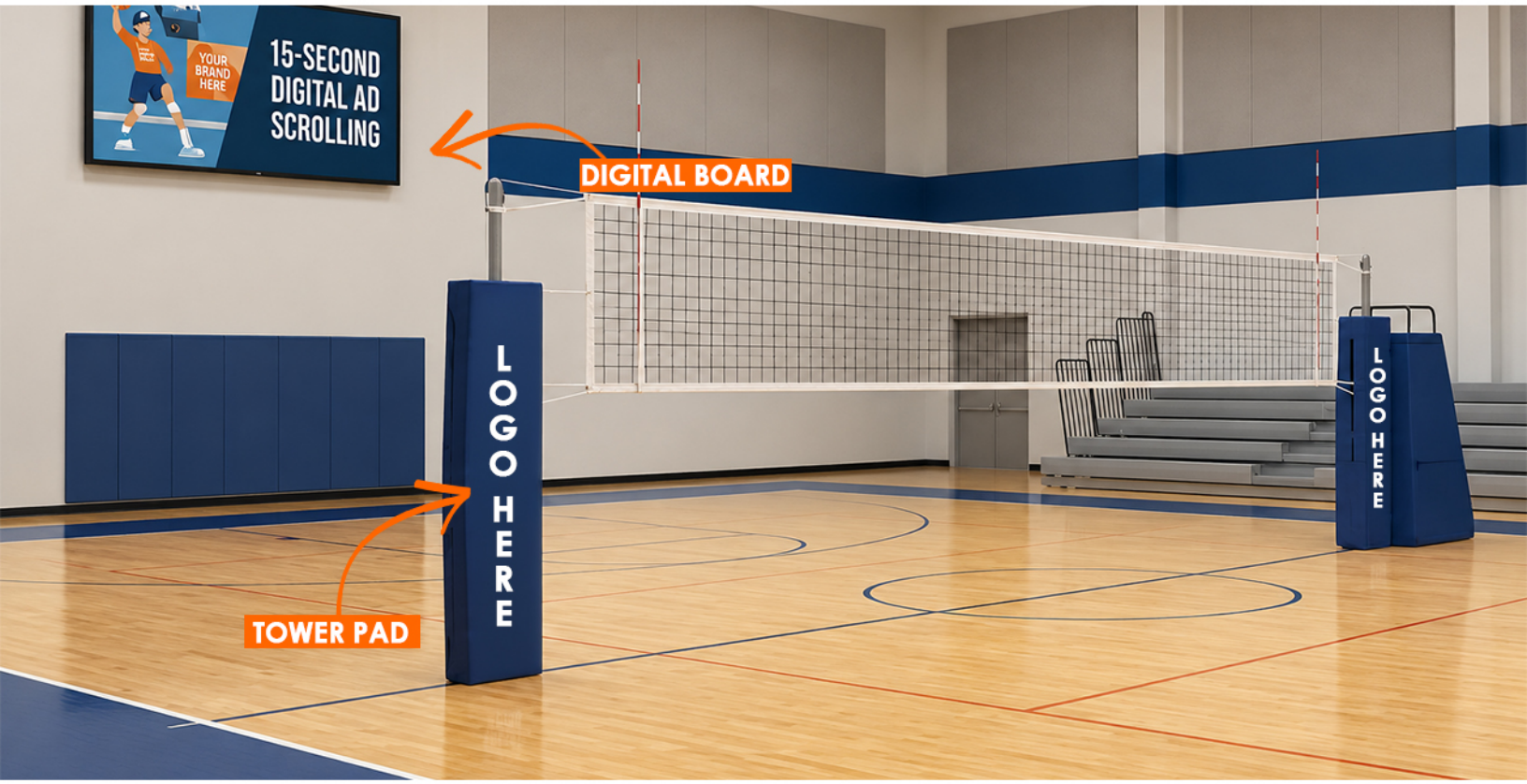
VISIBILITY: 1x 15-second static digital ad scrolling throughout the complex on all digital boards, including all entry, gym areas, and any other digital placement(s). Maximum 90-ads scrolling, minimum of 3 displays per hour on all digital boards.

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VOLLEYBALL TOWER PAD



Tier: Volleyball Tower Pad + Digital Board

Commitment: Annual

Investment: $750/Year

Visibility: Logo on each pad of the drop-down net system.

Digital Reach: 15-second block of scrolling digital on all digital boards across complex.

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