

SUN CITY CENTER COMMUNITY ASSOCIATION, INC.

10.01 Capital Campaign Fund with Naming Rights for Approved Future Facilities Fund Projects.

OVERVIEW OF THE FUNDRAISING PLAN

Background

The first master plan of Sun City Center Community Association, Inc. (the “Master Plan”), establishes an overall vision for future facilities and improvements along with a roadmap to accomplish the effort. The Master Plan also provides a budgetary framework for wisely using resources of Sun City Center Community Association, Inc. (the “Community Association”) to improve the quality of life for all residents accomplished on a debt free basis. Donations for naming rights may be made towards the Master Plan facilities and other Community Association facilities.

During public outreach efforts many residents asked to accelerate the schedule to complete all the phases of the Master Plan as soon as practicable. In response to this request while keeping the Master Plan debt free, the Community Association’s Board of Directors (the” Board”) is pursuing additional funding resources:

- **Grants** - Grants from local, state and federal government programs, corporations, nonprofits and foundations;
- **Community Association Future Facilities Fund** - Donations to the “Sun City Center Community Association Future Facilities Fund” held by the Community Foundation Tampa Bay to provide unrestricted funds that the Board may use for construction and operation of future improvements.
- **Capital Campaign Fund with Naming Rights** – Donations for construction and improvements may include donor recognition opportunities to name a room, building, or area for a donation made.

CAPITAL CAMPAIGN FUND WITH NAMING RIGHTS POLICY

The Board considers naming any area of the Community Association’s facilities in honor or memory of a living or deceased individual, corporation, foundation or organization to be one of the highest honors the Board can bestow. The Community Association’s facilities have honored individuals over the years by naming rooms, buildings and areas such as the Morse Community Hall, Rollins Theater, and Armstrong Room. The Master Plan provides an opportunity to implement a capital campaign to raise funds specifically for improvements with donor recognition opportunities to name a room, building, or area for a donation made.

The naming or name recognition of building, facilities, rooms, special use areas, or other amenities is set forth in this policy to ensure that such naming is consistent with the mission of the Community Association and its reputation as a nonprofit entity.

NAMING RIGHTS POLICY

Naming Rights Policy Adopted by the Board of Directors of Sun City Center Community Association, Inc. (the "Board") on July 12th, 2023.

I. Statement of Policy

The Community Association establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this Naming Rights Policy.

The gift levels on the **Naming Opportunities List**, which is attached as **Appendix A** hereto ("Naming Opportunities List"), are intended as minimum amounts necessary to name a Physical Entity (as defined below) or to name Physical Entities (as defined below), at the Community Association's campuses. Such minimums are important to ensure that the completion schedule will be implemented at an accelerated pace.

The Community Association reserves the right of final approval for the name or names recommended for any naming opportunity. Approval cannot be granted until the donor's name, the name of the person or the names of the person(s) being honored or memorialized, are known by the Board of Directors. In all cases, initial approval must be approved by the Board prior to entering into a Gift Agreement (as defined below and making the donation, following the procedures outlined in this Policy.

All naming opportunities must be approved by the Board, via a duly executed **Naming Opportunity Approval Form**, which is attached as **Appendix B** hereto ("Naming Opportunity Approval Form:"). Additionally, any donation that includes a Naming Opportunity Approval Form must be documented in a formal **Gift Agreement** which is attached as **Appendix C** hereto ("Gift Agreement").

The Community Association may provide naming rights to recognize exceptional contributions, philanthropic, meritorious, or honorific, which honor the Community Association's heritage and legacy. Naming must be consistent with the overall mission, vision, and values of the Community Association.

II. Purpose

It is the policy of the Community Association to apply these guidelines in this Policy for naming opportunities to recognize:

- those residents, businesses, or organizations that have made exemplary or meritorious service contributions or enduring financial contributions to the Community Association; and
- those individuals, businesses, or organizations whose extraordinary accomplishments advance the Community Association's nonprofit mission, its standing in the community, or the Community Association's aesthetic quality for providing facilities for the members of the Community Association.

This Policy is consistent with the Community Association's strategic goal of maintaining fiscal responsibility in all of its operations, programs, and facilities.

III. Applicability

This Policy applies to all situations in which a charitable gift donation is given with the intention of creating a named Physical Entity, or named Physical Entities, during the implementation of the Master Plan, including any modification or addition thereto as well as existing or future facilities.

IV. Definitions

Physical Entity or Physical Entities means all physical facilities and buildings, to include: Buildings or portions thereof, for example, seminar rooms, meeting rooms, lounges, wings, halls, applied arts or club rooms, galleries; structures, including, but not limited to, facilities such as wings of buildings or substantial parts of buildings, meeting rooms, applied art facilities, theaters, entertainment areas, exercise facilities, locker rooms, pools, plazas, fountains, gardens, gazebos, sports fields and facilities, landscaping, courtyards, walkways, pathways, boardwalks and parking facilities.

V. Procedures

A. Proposals for Naming: Proposals for naming of new Physical Entities, changing the name of an existing Physical Entity, or naming a previously unnamed Physical Entity, shall be considered by the Board upon a member of the Board ("Director") submitting a **Naming Opportunity Approval Form** that has been completed by a donor. Requests from residents, clubs, groups, corporations, foundations and others shall be considered when a donor completes a **Naming Opportunity Approval Form** and submits that form to a Director.

B. Named Gift Guidelines: The Board shall judge each proposal on its own merits. The Board is empowered to approve a request based on, but not limited to, the following factors:

- Financial contributions in the form of gifts made over a period of time to the Community Association or one-time financial contributions in the form of gifts to the Community Association;
- Timeframes for payment of financial contributions;
- In-kind gifts to the Community Association;
- The ability of a gift to stimulate gifts by other donors;
- Duration of naming, dignity and significance to the Community Association, to honor to the donor;
- National and international reputation and achievement of the donor;
- Whether the gift advances the reputation of the Community Association;
- Whether the gift increases the understanding and public support for the Community Association;
- Expiration periods on naming, and de-naming when a donor no longer meets the Community Association's standards;
- De-naming upon demolishing or replacing a Physical Entity;
- Maintenance of records, and background reviews of donors; and
- Valuation of physical space, marketing space, and timeframes for honorific naming.

C. Administration: For administration of this Policy, the Board shall provide sufficient support to have a successful fund raising capital campaign. The Board will seek and appoint a group of well-respected and knowledgeable volunteers to lead the capital campaign effort in collaboration with the Board and Long-Range Planning Committee. The Chairperson, or the Co-Chairpersons, of the capital campaign should have experience with capital campaigns, foundations or seeking donations for special community projects. The Capital Campaign Committee will:

- Conduct an informal feasibility study to identify promising leads for donors interested in making a donation with naming rights with the capacity to meet the fundraising goals as shown in the Naming Opportunities List, including prospects for donation for each level of giving;
- Develop solicitation strategies for each level of giving;
- Train and manage volunteers for soliciting gifts or advocating for gift giving;
- Develop in-person events, direct mail and web campaigns for the capital campaign;

- Conduct solicitation follow-ups, regularly provide progress reports to the Board; and
- Identify needed administrative support or consultant support or both, including support needed to handle a large volume of donors such as hundreds or thousands of engraved pavers.

D. Honorific Naming: Under appropriate circumstances, Physical Entities may be named for individuals who have made exemplary or meritorious contributions to the Community Association or to society. An individual being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the Community Association, must have an established relationship with the Community Association, and must have contributed measurably to the good of society. The recognition afforded the honoree may also include private financial contributions related to the naming opportunity.

At its discretion, the Community Association may choose to name a physical entity after a donor even if it is not stipulated in the Gift Agreement, but only after consultation with the person to be honored. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the Board.

E. Gift-Related Naming: A gift-related naming occurs when a donor makes a tax-deductible contribution of a significant level to the Community Association and is recognized with a naming opportunity. Decisions regarding such recognition are made on a case-by-case basis in accordance with the approval process contained in this Policy and the **Naming Opportunities List** and shall also take into consideration the total cost of the project, the availability of other funds, and the level of financial contribution. All gift-related naming must be documented by a completed and executed Gift Agreement.

F. Corporate Naming: Each corporate naming must be approved by the Board. The Board must complete a due diligence review of the corporation prior to any corporate naming. Each corporate naming must be analyzed by the Board to ensure that there are no conflicts of interest. This process shall be followed for any other business entity such as an LLC, trust, etc.

G. Government Naming: In general, it is the Community Association's policy to prohibit naming for government entities or government officials. Rare exceptions to that policy may be made provided that: 1) the individual had a long-term relationship with the Community Association accompanied by significant support for its residents, programs, or facilities over an extended period of time; 2) the individual has had other links with the Community Association, such as a former resident, who has made extraordinary contributions to the Community Association; 3) the individual has made personal philanthropic contributions to the Community Association, separate and apart from any public funding support that he or she has secured for the Community Association's initiatives; 4) any naming for a sitting or past government official, elected or appointed, is in compliance with all applicable federal and state laws and regulations; and 5) the naming is not controversial or divisive within Sun City Center.

H. Announcements: The Community Association shall not announce the naming prior to final approval, a completed and executed Gift Agreement, and the donation is received in accordance with that agreement.

I. Duration of Naming: The naming of Physical Entities is intended to be in place for at least the life of the specific Physical Entity. If, in the determination of the Board, circumstances change so that the purpose for which the named Physical Entity was established is significantly altered or if the Physical Entity is no longer needed or habitable, the Board, in consultation with the donor (or donors), if possible, will determine an appropriate way to continue to recognize the donor's naming gift (or donors' naming gift). If the Community Association and the donor (or donors) previously established a Gift Agreement or contract that provides a practicable course of action, then that action shall be followed.

J. Removing a Name: The Community Association's naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character, and leadership consistent with the highest

values of the Community Association. If, in the determination of the Board, those attributes are not maintained, the Community Association reserves the right to remove the donor's or honoree's name at any time, in its sole discretion.

K. Naming Considerations for a Pledge: If a naming will be the result of a total gift pledged to be paid over a period of years, the tying of the official naming must be clearly articulated in a completed and executed Gift Agreement. Three options are: 1) Naming will go into effect only after the pledge is fulfilled and the required total amount has been received by the Community Association; 2) Naming will go into effect upon 50% payment of the pledge with a clear and documented understanding that the naming will be altered or removed if the full pledge is not paid in a mutually agreed upon time frame; and 3) Naming will go into effect immediately with a clear and documented understanding that the naming will be altered or removed if the full pledge is not paid in a mutually agreed upon time frame. If the pledge is not fulfilled, but the naming has been authorized by the Board, then this change must be addressed by the Board so that it can be reflected in the official Board Minutes. If only partial funding is received that is less than the required naming threshold, yet sufficient for an alternative naming opportunity, the above procedures will govern any renegotiation for a suitable naming opportunity.

L. Minimum Dollar Amounts Necessary for Naming:

General Considerations: The Community Association establishes minimum gift level amounts in the **Naming Opportunities List** and approval guidelines for naming opportunities, which the Board may change from time to time in its sole discretion. The gift levels are intended as minimum amounts necessary to name a Physical Entity. Such minimums are important to ensure that the Community Association has sufficient funds to accelerate its implementation schedule. Giving opportunities are based on benchmarking studies of other capital campaigns and are determined by the Board.

Buildings and Other Facilities: The criteria for a gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 10% and 50% of the original construction, renovation, or current value of the building or Physical Entity.

Miscellaneous Naming Opportunities: Naming opportunities that are not otherwise set forth in this Policy must be approved by the Board regardless of the cash value of the gift. Physical Entities may be added to the Naming Opportunities List as the Board approves.

APPENDIX A

Opportunity	Commitment	Opportunity	Amount	Status	Cash	Pledge 3 Years	Estate
Entertainment Complex	Named	1	500,000	Available	500,000	166,667	125,000
Applied Arts Building	Named	1	500,000	Available	500,000	166,667	125,000
Resort Pool	Named	1	75,000	Available	75,000	25,000	18,750
Florida Room	Named	1	75,000	Available	75,000	25,000	18,750
Outdoor Theater	Named	1	50,000	Available	50,000	16,667	12,500
Exercise Pool	Named	1	50,000	Available	50,000	16,667	12,500
Entertainment Pavilion	Named	1	50,000	Available	50,000	16,667	12,500
Heritage Room	Named	1	50,000	Available	50,000	16,667	12,500
Horizon Room	Named	1	50,000	Available	50,000	16,667	12,500
Sandpiper Room	Named	1	50,000	Available	50,000	16,667	12,500
Royal Room	Named	1	50,000	Available	50,000	16,667	12,500
Pathway Park	Named	1	50,000	Available	50,000	16,667	12,500
Meeting Room	Named	1	50,000	Available	50,000	16,667	12,500
Boardwalk	Named	1	50,000	Sold	50,000	16,667	12,500
Softball Field	Named	1	50,000	Available	50,000	16,667	12,500
Pickleball Courts	Named	6	25,000	Available	150,000	10,000	6,250
Dog Park	Named	1	25,000	Available	25,000	8,333	6,250
Samarian Building	Plaque	1	25,000	Available	25,000	8,333	6,250
Library	Plaque	1	25,000	Available	25,000	8,333	6,250
Ceramics Room	Plaque	1	20,000	Available	20,000	6,667	5,000
Pottery Room	Plaque	1	20,000	Available	20,000	6,667	5,000
Fine Arts Room	Plaque	1	20,000	Available	20,000	6,667	5,000
Resort Pool Island	Plaque	1	20,000	Available	20,000	6,667	5,000
Dance Studio	Plaque	2	20,000	Available	40,000	13,333	5,000
Computer Room	Plaque	1	20,000	Available	20,000	6,667	5,000
Archery Field	Named	1	20,000	Available	20,000	6,667	5,000
Billiards Room	Plaque	1	15,000	Available	15,000	5,000	3,750
Weavers Room	Plaque	1	15,000	Available	15,000	5,000	3,750
Photography Room	Plaque	1	15,000	Available	15,000	5,000	3,750
Walking Trails	Named	1	10,000	Available	10,000	N/A	N/A
Pineapple Plaza	Plaque	1	10,000	Available	10,000	N/A	N/A
Wellness Way	Plaque	1	10,000	Available	10,000	N/A	N/A
Lap Pool	Plaque	1	10,000	Available	10,000	N/A	N/A
Walking Pool	Plaque	1	10,000	Available	10,000	N/A	N/A
Apple Club Room	Plaque	1	10,000	Available	10,000	N/A	N/A
Sawdust Engineering	Plaque	1	10,000	Available	10,000	N/A	N/A
Stained Glass	Plaque	1	10,000	Available	10,000	N/A	N/A
Lapidary	Plaque	1	10,000	Available	10,000	N/A	N/A
Sew N Sews	Plaque	1	10,000	Available	10,000	N/A	N/A
Bunka Club	Plaque	1	10,000	Available	10,000	N/A	N/A
Benches	Plaque	20	5,000	Available	100,000	N/A	N/A
Tennis Court	Plaque	6	5,000	Available	30,000	N/A	N/A
Mile Marker	Named	1	500	Available	500	N/A	N/A
Large Pavers	Named	5,000	250	Available	1,250,000	N/A	N/A
Small Pavers	Named	5,000	100	Available	500,000	N/A	N/A
Rollins Theater Chairs	Named	100	100	Available	10,000	N/A	N/A
Everhart Lawn Bowling	Named		0	Sold	N/A	N/A	N/A
Rollins Theater	Named		0	Sold	N/A	N/A	N/A

APPENDIX A

Armstrong Room	Named		0	Sold	N/A	N/A	N/A
Caper Room	Named		0	Sold	N/A	N/A	N/A
Morse Community Hall	Named		0	Sold	N/A	N/A	N/A

Appendix B -- NAMING OPPORTUNITY APPROVAL FORM

(To be used to obtain approval for naming opportunities in accordance with policy and procedure as outlined in the Naming Rights Policy for Sun City Center Community Association, Inc.)

Submitted by: _____ (Board Member) Date: _____

NAMING OPPORTUNITY REQUEST

- I (We) would like to purchase the Naming Right or Plaque for the following opportunity:

- I (We) would like my(our) Naming Right or Plaque to read:

Name(s): _____

Address: _____

Phone: _____ Email Address: _____

- In acknowledgement of the amount of: \$ _____, the Physical Entity as defined in the Policy will be named as described above, or in the case of a plaque, the plaque will be placed in a prominent area within the space. The terms of the Gift Agreement attached Appendix C of the Naming Rights Policy for Sun City Center Community Association, Inc. (the "Policy") shall apply to this Naming Opportunity Request.
- I (We) would like to pay for my Naming Rights by:
 - ☐ Check
 - ☐ Credit Card:
 - ☐ Other Account (Describe): _____
 - ☐ A Three-Year Pledge, paying equal amounts for three (3) years when due. I (We) acknowledge that should we become incapacitated or deceased, our estate, trustee or guardian is obligated and direct them to complete payment of my (our) Pledge (this option is not available for amounts less than \$10,000.00).
 - ☐ Deposit and Estate: By depositing 25% of the amount listed above with the remainder to be paid by my(our) estate, I(We) acknowledge that once I am (we are both) deceased, my estate is (our estates are obligated and direct the executor, personal representative, administrator or trustee to complete payment of this commitment (this option is not available for amounts less than \$10,000.00).

Signature: _____ Date: _____

Signature: _____ Date: _____

Sun City Center Community Association, Inc. is a non-profit 501(c)(3) organization. Donations are tax deductible as permitted by federal law.

Approval Signatures and Date:

Date: _____

By: _____

Printed Name: _____ President

APPENDIX C GIFT AGREEMENT

This Gift Agreement (this "Agreement") is made this day of _____ between *Full Legal Names of Donor(s)*: _____ and their assignees (separately and collectively, the "Donor") and Sun City Center Community Association, Inc., a Florida not for profit corporation (the "Association" and shall be made a part of the Association's records and is intended to be used as a guide to those who administer this Agreement.

1. Gift

The Donor, in consideration of [*his, her, their, its*] abiding interest in the Association, hereby irrevocably [*pledges, gives, or commits a testamentary gift*] to the Association in the amount of \$ _____ which will be used by the Association for the purpose hereinafter set forth.

2. Purpose

The Donor's gift will be used to support the Association's implementation and completion of the Association's campus facility renovations (the "Purpose").

3. Schedule and Form of Contributions

The Donor will make a payment of \$ _____ on or before _____ [*Month, day, year*]. If pledged, pledge payments shall be made as follows:

Date	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____

Donations are to be sent to the Association at the following address:

Community Foundation Tampa Bay, Inc.

EIN 59-3001853

4300 W. Cypress St., Suite #700

Tampa, FL 33607

Tel: (813) 282-1975 Fax: (813) 282-3119

Name of the Fund for contribution:

Sun City Center Community Association Future Facilities Fund

Arrangements can be made for electronic transmission of the donations to the Association.

If, at the time of the Donor's death, any amounts remain outstanding on the Donor's pledge, it is the Donor's intention that the unpaid amount becomes a debt of his/her estate (or his/her trust) and that his/her personal representatives, executor, administrator, or trustee pay outstanding balance of that debt to the Association out of estate or trust assets.

(OR, if through the Donor's estate or trust) The Donor has made provisions through his/her/their estate(s) for the completion of the donor's pledge. The Donor has informed his/her personal representative(s), executor(s), administrator(s) or trustee(s) of that pledge and agrees to provide the Association with the pertinent section of the estate or trust or estate planning document(s) relating to the completion of that pledge.

4. Recognition

The name of the donor may be publicized in relation to the Donor's gift. The Donor agrees to be recognized in publications and gift society listings as noted below:

Please confirm ONE of the following:

YES, TO RECOGNITION:

Name as listed per the Association's standards and as approved on the **Naming Opportunity Approval Form** dated _____ and approved by the Association's Board of Directors on date _____ and is attached hereto as "**Appendix A**" and incorporated by reference.

NO, TO RECOGNITION:

☐ I/We wish no publicity with respect to this gift.

☐ I/We wish for this gift to remain anonymous.

If "Yes" to recognition, the Association wants to honor the Donor and express the appreciation of the Association and community residents in publicity in the form of news announcements, both on the internet and in print. The Association will obtain the Donor's approval for any announcements and recognition efforts.

5. Contingency

Please check the box for the applicable provision below:

☐ In the event the Association fails to construct the Physical Entity by January 1, 202_, then, at the option of the Donor, the Association will reallocate the Donor's pledge to another Physical Entity as agreed upon by the Donor and the Association.

OR

☐ If, in the opinion of the Board of Directors of the Association, this gift cannot at some time in the future be usefully or practically applied to the above purposes or

if the purpose cannot be achieved because of a future material change or unforeseeable circumstances, it may be used for any related purpose which in the opinion of the Board of Directors of the Association will most nearly accomplish the Donor's wishes.

6. Tax Exempt Entity

The Association represents that it is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended. The Association's Federal Taxpayer Identification Number is 59-2746620. The Donor understands that a tax professional should be consulted to understand any tax consequences of the Donor's pledge.

7. Intent

It is the agreement of the Association and the Donor and the intention of the Donor that the Donor's gift and any unpaid promised installment under this Agreement shall constitute the Donor's binding obligation and shall be enforceable at law and equity, including, without limitation, against the Donor and the Donor's estates, heirs, personal representatives, executors, administrators, trustees, successors, and assignees. The Donor acknowledges that the Association has substantially relied, and shall continue to rely, on the Donor's gift being fully satisfied as set forth herein. The Donor acknowledges that the Association has committed the Donor's gift towards the expenses with planning, scheduling and completing the Association's Campus Renovations. The Donor alone, and not any heir, successor, or assignee of the Donor shall have standing to enforce the terms of this Agreement.

8. Morality Clause

If at any time the Donor or his or her name may compromise the public trust or the reputation of the Association, including acts of moral turpitude, the Association with the approval of its Board of Directors shall have the right to remove his or her name on or from the Physical Entity.

9. Counterparts

This Agreement may be executed in multiple counterparts with the same effect as if the Donor and the Association had signed the same document. All counterparts so executed shall be deemed to be an original, shall be construed together and shall constitute one agreement. Signatures delivered by facsimile and by email shall be deemed to be an original signature for all purposes.

10. Amendment/Applicable Law

This Agreement represents the entire agreement of the Donor and the Association with respect to the subject matter hereof, supersedes all prior discussions and agreements, and may not be amended except by written agreement signed by the Association and by the Donor or the

Donor's legally or duly appointed agent or attorney-in fact or the personal representative, executor, or administrator of the Donor's estate or the trustee of the Donor's trust. This Agreement also supersedes all other agreements and understandings. This Agreement will be governed by and construed in accordance with the laws of the State of Florida without regard to its conflicts of law (or conflict of laws) principles.

[Signatures follow on next page.]

IN WITNESS WHEREOF, the Donor and the Association have duly executed this Agreement on this _____ day of _____, 20__.

SUN CITY CENTER COMMUNITY ASSOCIATION, INC.

[Full Legal Name of Donor]

By _____
Name: _____
Title: _____

[Full Legal Name of Donor]

By: _____
Name: _____
Title: _____

Witness
Print Name: _____

Witness
Print Name: _____

10.01 Capital Campaign Fund with Naming Rights

Explanation of Naming Rights:

Naming rights are a financial transaction and form of advertising or memorialization whereby a corporation, person, or other entity purchases the right to name a facility, object, location, program, or event, typically for a defined period of time. In perpetuity usually means for as long as the facility or object is used for its designed purpose.

Applied Arts Building Construction, Phase 1A

Applied Arts Building

- Your name above "Applied Arts Building" in perpetuity for \$300,000

Ceramics Room

- A 12"x12" plaque outside the "Ceramics Room" for the lifespan of the plaque for \$10,000

Pottery Room

- A 12"x12" plaque outside the "Pottery Room" for the lifespan of the plaque for \$10,000

Stained Glass

- A 12"x12" plaque outside the "Stained Glass Room" for the lifespan of the plaque for \$10,000

Billiards Room

- A 12"x12" plaque outside the "Billiards Room" for the lifespan of the plaque for \$10,000

Weavers Room

- A 12"x12" plaque outside the "Weavers Room" for the lifespan of the plaque for \$10,000

Entertainment Complex, Stage 1B

Entertainment Complex

- Your name above "Entertainment Complex" in perpetuity for \$300,000

3rd Place Meeting Room

- A 12"x12" plaque in the "3rd Place Meeting Room" in perpetuity for \$30,000

Zero Entry Resort Pool

- Your name above "Resort Pool" in perpetuity for \$100,000

Entertainment Pavilion – To be named Rollins Entertainment Pavilion

Large Pavers

- An 8x8 paver on the campus for the lifespan of the brick for \$250

Small Pavers

- An 4x8 paver on the campus for the lifespan of the brick for \$100

Wellness Way, Phase 3

Exercise Pool

- Your name above "Exercise Pool" in perpetuity for \$50,000

Wellness Way

- Your name above "Wellness Way" in perpetuity for \$100,000

Pineapple Plaza

- A 12"x12" plaque in the "Pineapple Plaza"" for the lifespan of the plaque for \$10,000

Lap Pool

- A 12"x12" plaque in the "Lap Pool" for the lifespan of the plaque for \$10,000

Walking Pool

- A 12"x12" plaque in the "Walking Pool" for the lifespan of the plaque for \$10,000

Multipurpose Building

- Your name on a sign over the entrance of the building in perpetuity for \$30,000

Pathway Park, Stage 4

Walking Trail

- Your name on the sign above "Walking Trail" in perpetuity for \$10,000

Boardwalk – **SOLD**

Pathway Park

- Your name on the sign in place of "Pathway" Park in perpetuity for \$50,000

Methods of Making Payment for Your Naming Opportunity

Cash, Stock, a 3 Year Pledge (Only for Opportunities \$25,000 or larger), and Estate (Only for Opportunities \$100,000 or larger)

For more information, please contact Nancy McCall at nmccall@suncitycenter.org or call (813) 394-1267

Multipurpose Building

Explanation of Naming Rights:

Naming rights are a financial transaction and form of advertising or memorialization whereby a corporation, person, or other entity purchases the right to name a facility, object, location, program, or event, typically for a defined period of time. In perpetuity usually means for as long as the facility or object is used for its designed purpose.

- Name on the outside of the building for \$100,000
- Name on a plaque outside the Dance Studio 2 and Yoga Club for \$10,000
- Name on a plaque outside the Photo Club Room for \$10,000
- Name on a plaque outside the Apple User Club Room for \$10,000

Methods of Making Payment for Your Naming Opportunity

Cash, Stock, a 3 Year Pledge (Only for Opportunities \$25,000 or larger)

All proceeds benefit the Future Facilities Fund.

For more information, please contact Nancy McCall at nmccall@suncitycenter.org or call (813) 394-1267.