



**MIDCO**<sup>®</sup>  
AQUATIC CENTER



SPONSORSHIP INFORMATION

# INTRODUCTION



## PROJECT DETAILS/HISTORY

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The construction of the Midco® Aquatic Center is under way, and the grand opening is scheduled for this fall. More than 70 percent of voters in the spring 2014 municipal election voted against the construction of a new outdoor pool complex at Spellerberg Park, paving the way for the City to move forward with plans to build a multipurpose indoor aquatic center at the site. The proposed funding plan, which included no additional City debt, along with the design and construction contracts for the project, were approved by the Sioux Falls City Council in September 2014.

This new state-of-the-art facility will include features such as:

- 50-meter lap pool
- Zero-depth/recreation pool
- Sun deck and splash pad
- Water slide
- Warm-water pool
- Lazy river
- Lap lanes
- Diving boards
- Concession area
- Multipurpose rooms
- Elevated spectator seating
- Additional parking

With the facility being open year-round and the public anxiously awaiting the grand opening, the Midco® Aquatic Center is sure to be a popular attraction for people all around the city of Sioux Falls and surrounding areas.



# SPONSORSHIP INSTRUCTIONS

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Don't miss this rare opportunity to be part of the City of Sioux Falls' first public indoor aquatic center! The City is offering six sponsorship packages in the new Midco® Aquatic Center, which is scheduled to open fall of 2016. To be part of this new facility, please complete the attached application and submit it to City of Sioux Falls.

The City will review all applications received and select those that are the most desirable.

For questions regarding the application process, please email or call Scott Rust at 605-367-8836 or [srust@siouxfalls.org](mailto:srust@siouxfalls.org).

## APPLICATIONS CAN BE SENT TO:

City of Sioux Falls  
Scott Rust, Purchasing Manager  
224 West Ninth Street  
P.O. Box 7402  
Sioux Falls, SD 57117-7402

Tours of the facility will be offered upon request. To schedule a tour, please contact Scott Rust 605-367-8836 or [srust@siouxfalls.org](mailto:srust@siouxfalls.org).

A register of applications will be made available upon request, and only the details of the accepted applications will become public record.

# BY THE NUMBERS

MIDCO® AQUATIC CENTER	SIOUX FALLS, SD (Spellerberg Park)
Building Size	61,182 sf
Parking Stalls	200+
Projected Annual Attendance	150,000+
Indoor Bodies of Water	3
Diving Boards	4
Spectator Seats	500+
Water Slide	1

**Indoor Pools  
Water Surface Size  
by Configuration**

50-Meter Pool  
**12,932 sf**

Recreation Pool  
**5,739 sf**

Warm Water Pool  
**1,448 sf**

# SPONSORSHIP PACKAGES

## LOUNGE/RECEPTION PACKAGE

### Item/Location

- Lounge Area/Fireplace
- Reception Area/Front Desk

### Recognition

Wall sign

## MEETING ROOMS PACKAGE

### Item/Location

- Multipurpose Rooms
- Meeting Rooms

### Recognition

Vinyl door graphic

## 50-METER POOL PACKAGE

### Item/Location

- Mezzanine Level/Overlook
- Bulkhead/Diving Boards
- 50-Meter Pool

### Recognition

Wall sign

## OUTDOOR FEATURES PACKAGE

### Item/Location

- Splash Pad
- Sun Deck

### Recognition

Vinyl door covering

## RECREATION POOL AREA PACKAGE

**SOLD**

### Item/Location

- Water Slide
- Crossing Feature
- Play Feature
- Lazy River

### Recognition

Wall sign

## HEALTH AND SAFETY PACKAGE

### Item/Location

- Warm-Water Pool
- Guard/First-Aid Room

### Recognition

Wall sign/door covering



## SPONSORSHIP APPLICATION FORM

Name \_\_\_\_\_ Organization \_\_\_\_\_

Title of Sponsor \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PhoneNumber \_\_\_\_\_ EmailAddress \_\_\_\_\_

Please place an (X) by each package you would like to sponsor. If you would like to sponsor all packages, list the amount below and term. Sponsorships may be paid annually over either a 5- or 10-year term, or in a lump sum. Sponsor will be responsible for all costs associated with signage, including fabrication and installation.

I wish to sponsor the following package or package(s):

PACKAGES	TOTAL SPONSORSHIP AMOUNT		TERM	
<input type="checkbox"/> No. 1: Lounge/Reception	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.
<input type="checkbox"/> No. 2: Meeting Rooms	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.
<input type="checkbox"/> No. 3: 50-Meter Pool Area	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.
<input type="checkbox"/> No. 4: Outdoor Features	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.
<input type="checkbox"/> No. 5: <b>SOLD</b>	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.
<input type="checkbox"/> No. 6: Health and Safety	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.
<input type="checkbox"/> Sponsor all packages	<input type="checkbox"/> Annual \$ _____	or	<input type="checkbox"/> Lump Sum \$ _____	<input type="checkbox"/> 5 yr. or <input type="checkbox"/> 10 yr.

Conditions or special benefits offered in addition to cash payments (please list):

Signature of person submitting offer: \_\_\_\_\_

Please email applications to [rust@siouxfalls.org](mailto:rust@siouxfalls.org), or deliver your application to:

City of Sioux Falls  
 Scott Rust, Purchasing Manager  
 224 West Ninth Street  
 P.O. Box 7402  
 Sioux Falls, SD 57117-7402

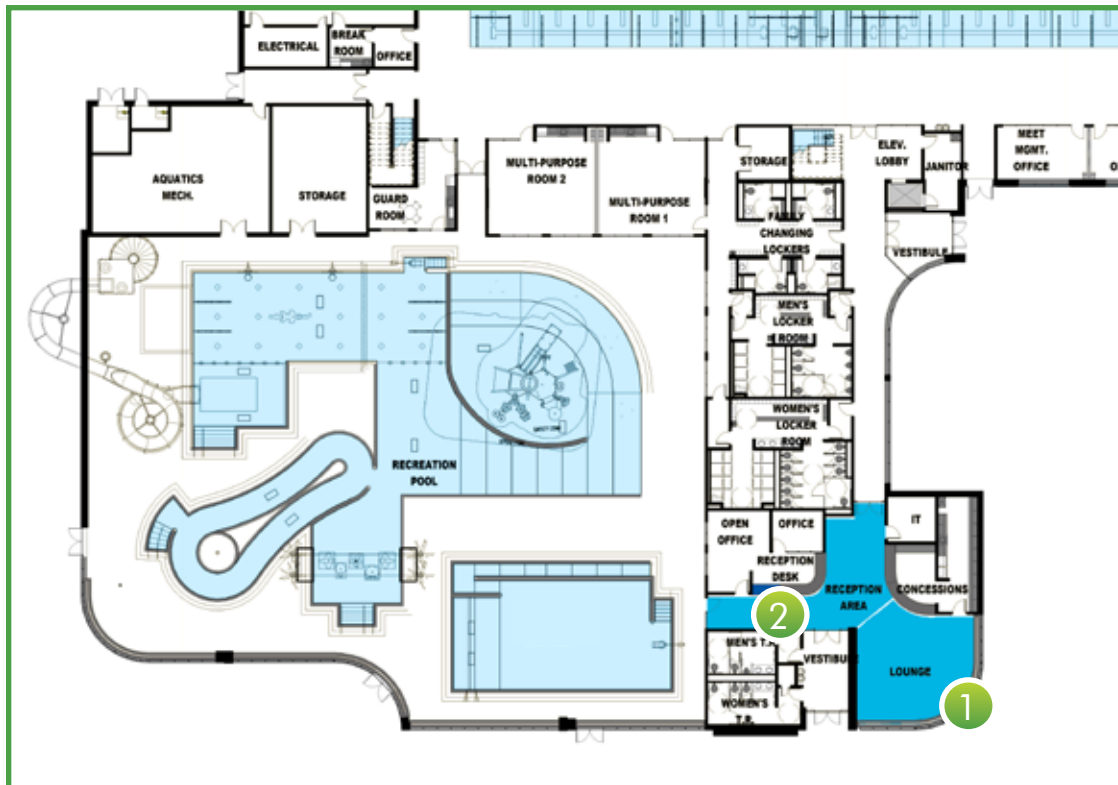
*If your application is selected, the City Council will be required to approve the sponsorship, and the sponsor will be required to enter into a sponsorship agreement with the City of Sioux Falls.*

*Please note that your sponsorship to the Midco® Aquatic Center may be tax deductible. Please consult your tax advisor.*

*The City reserves the right to enter into one or more sponsorship agreements, or not select any submission that is not in the best interest of the City.*

# PACKAGE 1: LOUNGE/RECEPTION

- 1 Lounge Area/Fireplace
- 2 Reception Area/Front Desk



**Recognition**  
Wall sign

**Suggested Material**  
Laminated sign with  
polymer base

**Location/Size**  
Lobby (by fire place)  
8 1/2' x 8 1/2' area  
1 1/2" – 2" letter size



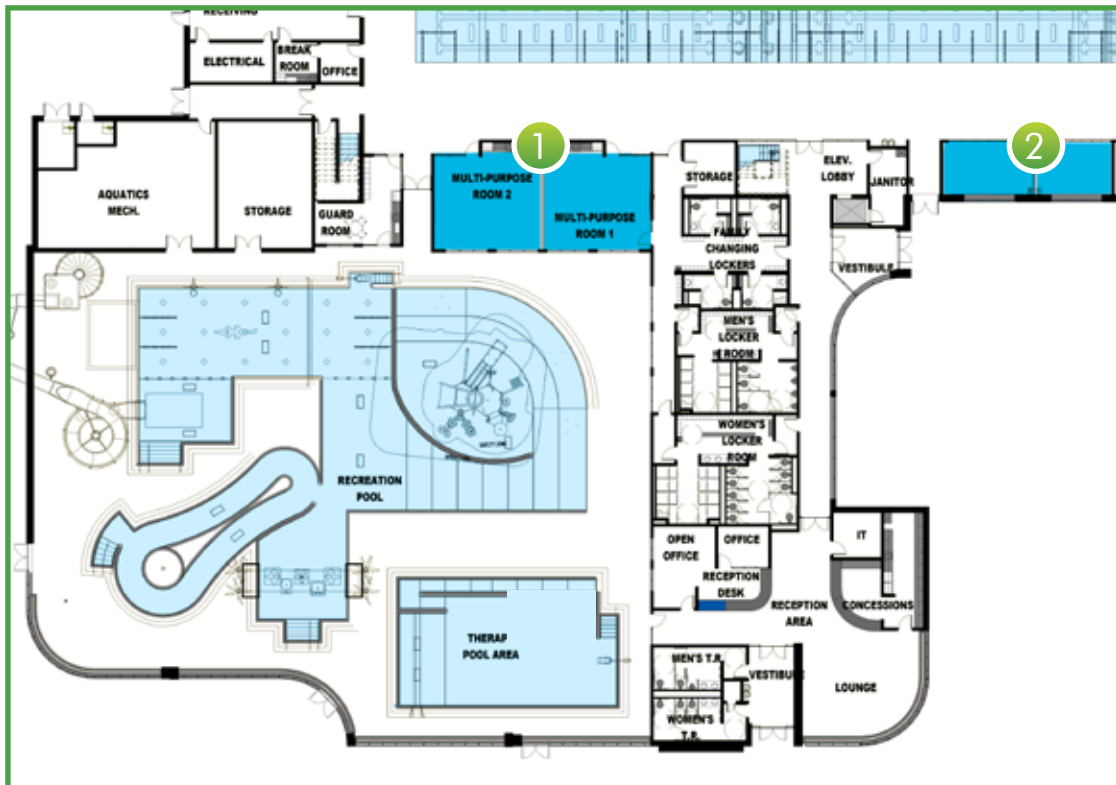
# LOUNGE AREA

## LOUNGE/RECEPTION PACKAGE



# PACKAGE 2: MEETING ROOMS

1 Multipurpose Rooms  
2 Meeting Rooms



**Recognition**  
Vinyl Door Graphic

**Suggested Material**  
Laminate sign with  
polymer base

**Location/Size**  
Doors  
Upper pane 3' x 2'  
Lower pane 2' x 2'2"

# MULTIPURPOSE ROOM

## MEETING ROOMS PACKAGE



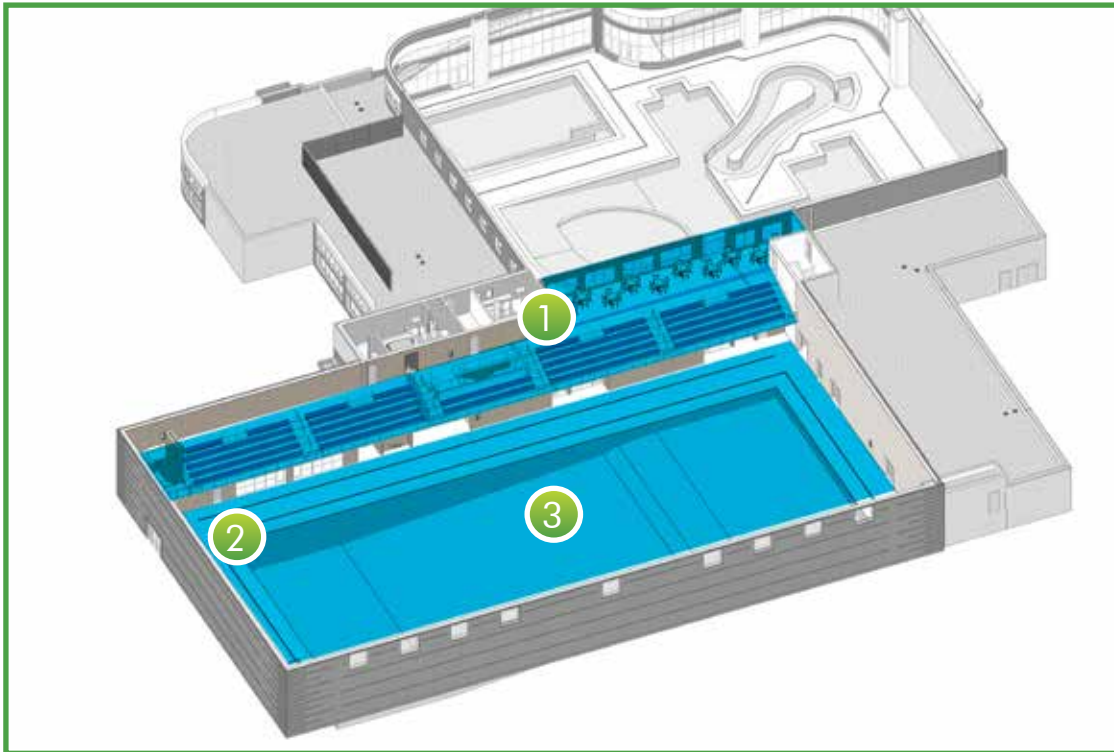
# MEETING ROOM

## MEETING ROOMS PACKAGE



## PACKAGE 3: 50-METER POOL

- 1 Mezzanine Level/Overlook
- 2 Diving Boards
- 3 50-Meter Pool



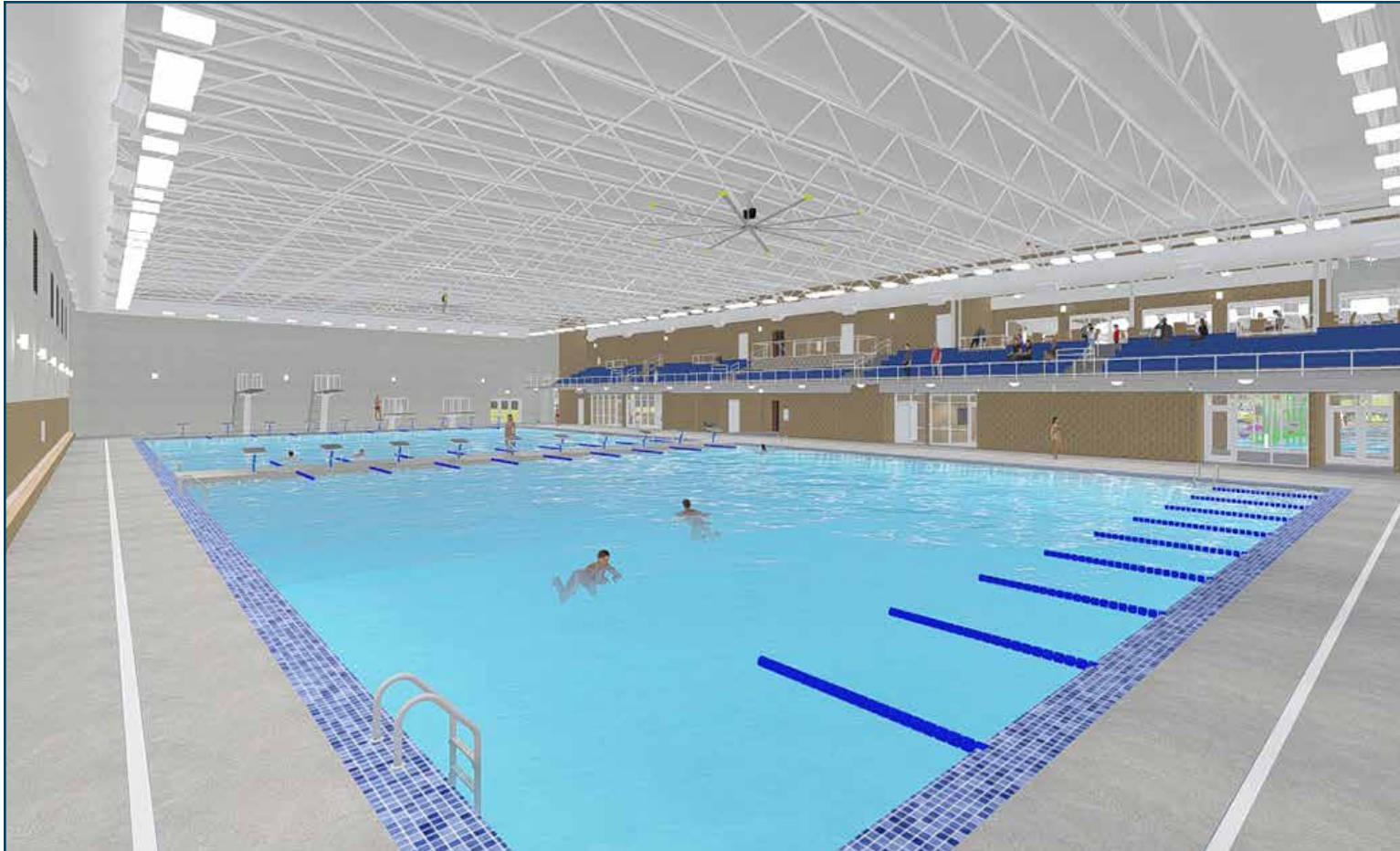
**Recognition**  
Wall sign

**Suggested Material**  
Laminate sign with  
polymer base

**Location/Size**  
Poolside Wall  
26' x 14'8" area  
6" letter size

# 50-METER POOL

## 50-METER POOL PACKAGE



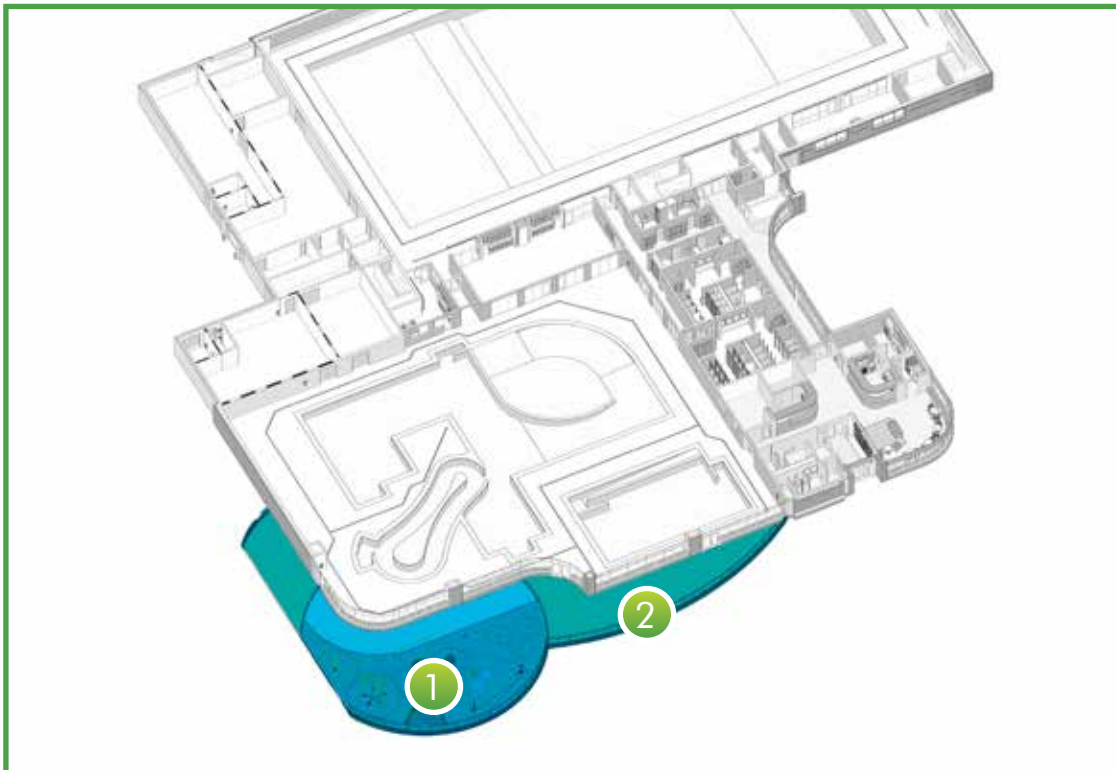
# MEZZANINE LEVEL

## 50-METER POOL PACKAGE



## PACKAGE 4: OUTDOOR FEATURES

- 1 Splash Pad
- 2 Sun Deck



**Recognition**  
Vinyl Door Graphic

**Suggested Material**  
Vinyl

**Location/Size**  
Doors  
Upper pane 3' x 2'  
Lower pane 2' x 2''



# SPLASH PAD

## OUTDOOR FEATURES PACKAGE



# SUN DECK

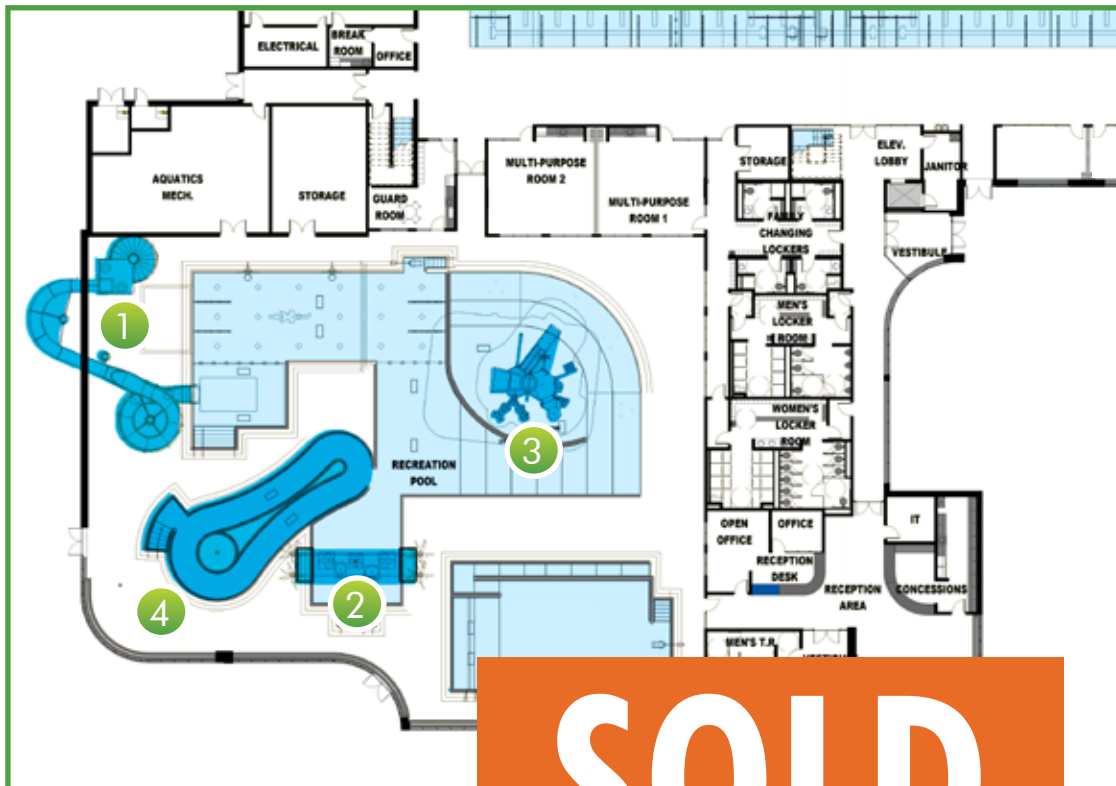
## OUTDOOR FEATURES PACKAGE



## PACKAGE 5: RECREATION POOL AREA

1 Water Slide  
2 Crossing Feature

3 Play Feature  
4 Lazy River



**Recognition**  
Wall sign

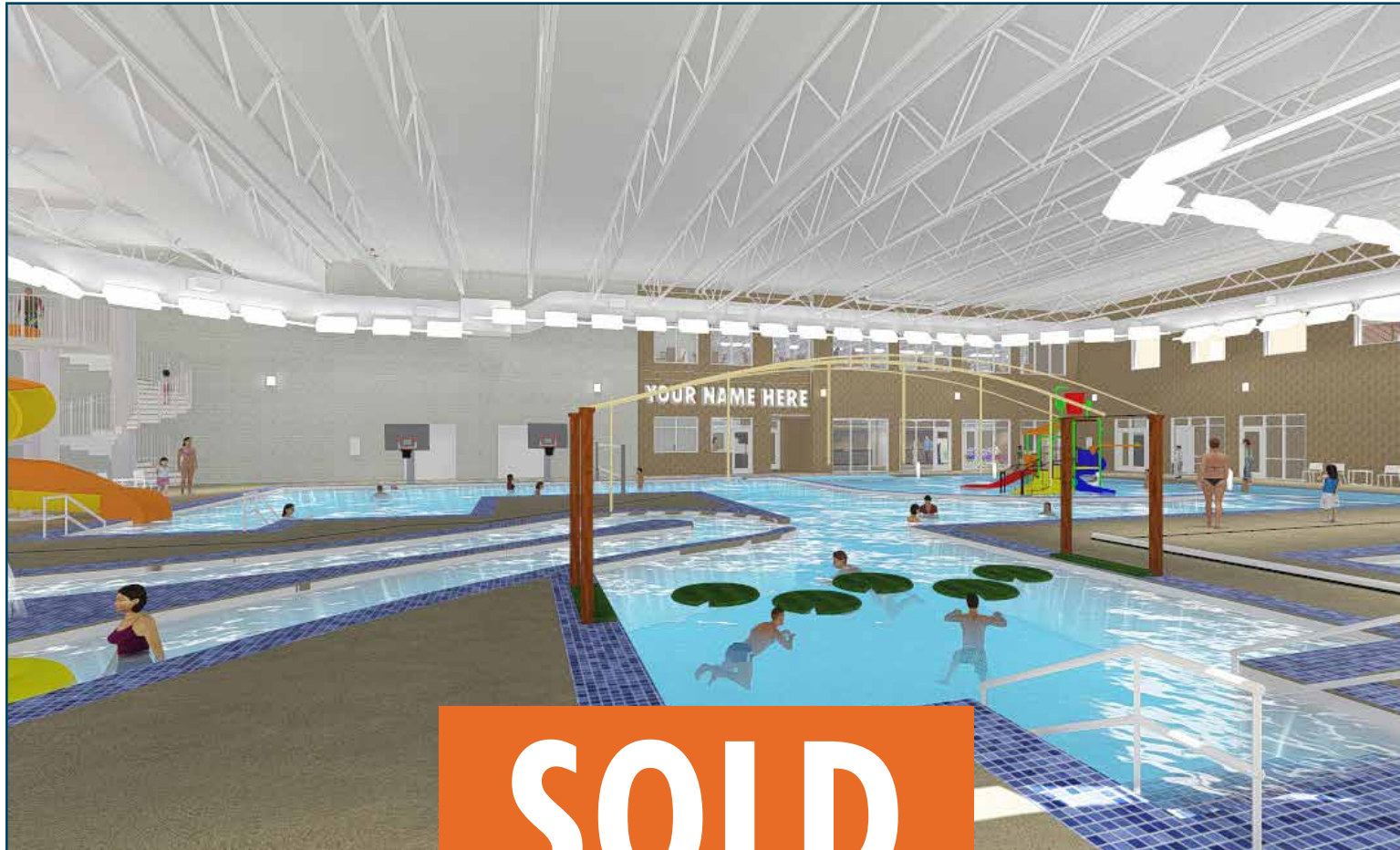
**Suggested Material**  
Laminate sign with  
polymer base

**Location/Size**  
Poolside Wall  
27' x 8' area  
6" letter size

**SOLD**

# CROSSING FEATURE

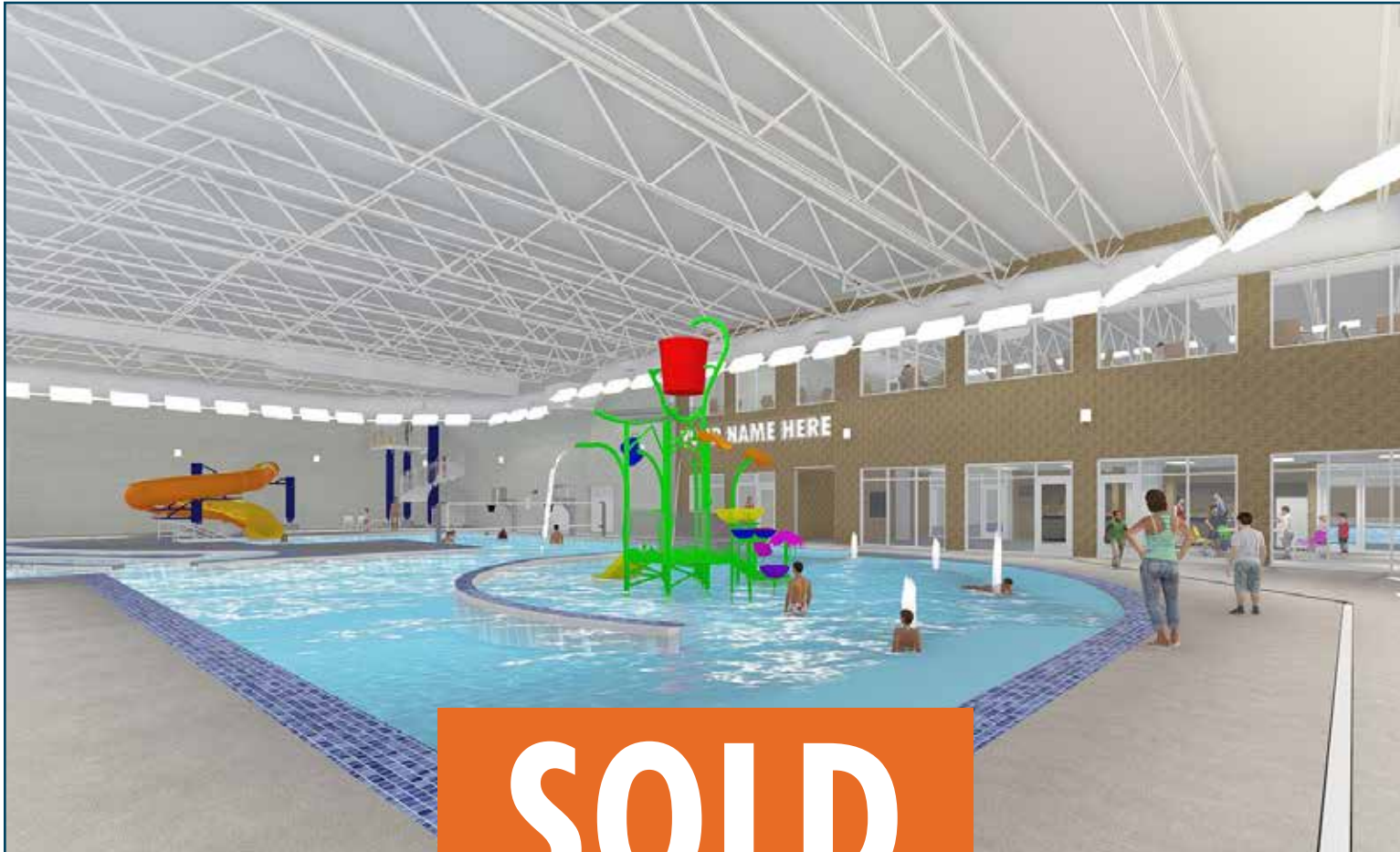
RECREATION POOL AREA PACKAGE



**SOLD**

# PLAY FEATURE

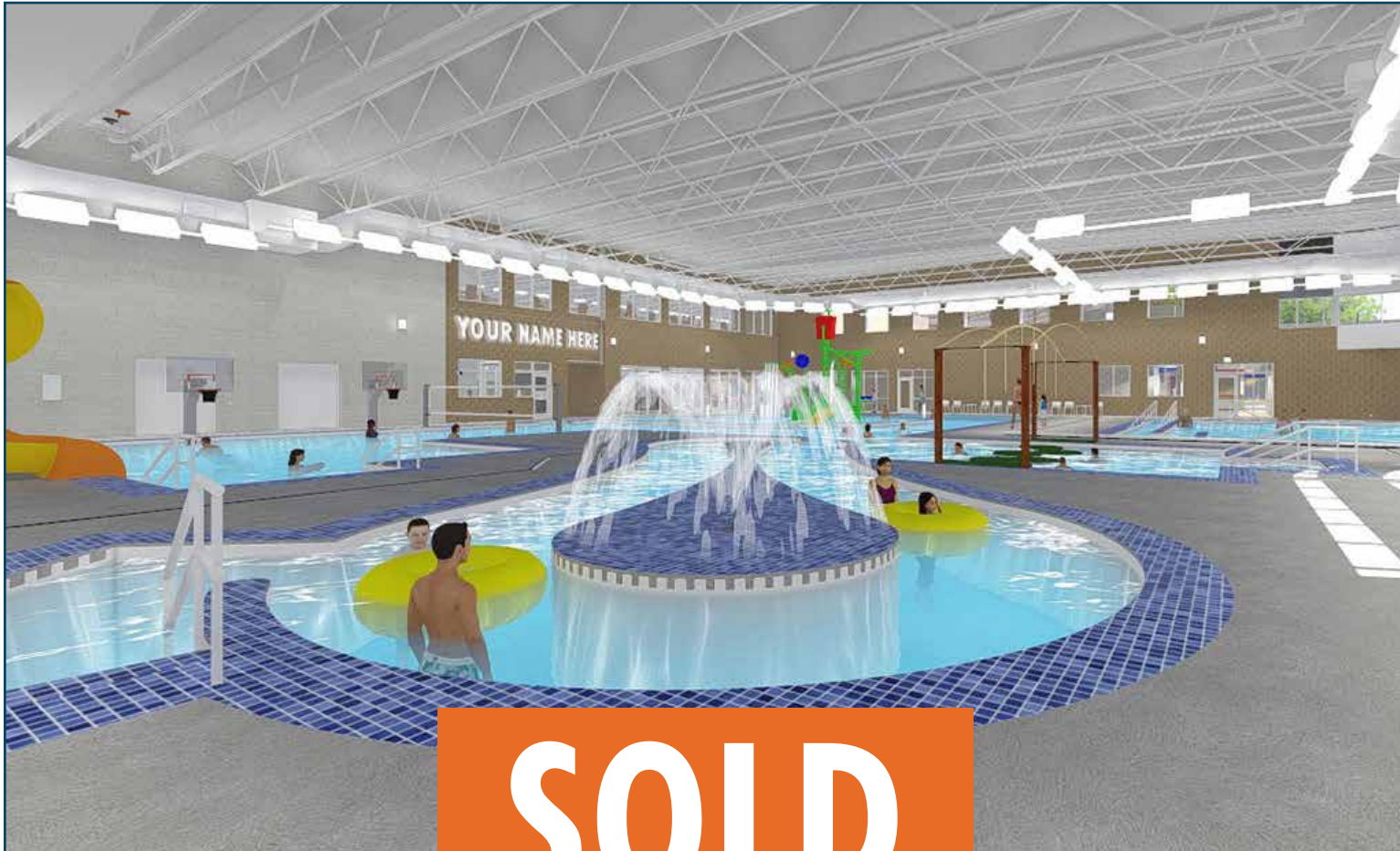
RECREATION POOL AREA PACKAGE



**SOLD**

# LAZY RIVER

RECREATION POOL AREA PACKAGE



**SOLD**

# PACKAGE 6: HEALTH AND SAFETY

- 1 Warm-Water Pool
- 2 Guard/First-Aid Room



**Recognition**  
Vinyl Door Graphic

**Suggested Material**  
Vinyl

**Location/Size**  
Doors  
Upper pane 3' x 2'  
Lower pane 2' x 2'2"

**Recognition**  
Wall sign

**Suggested Material**  
Laminate sign with polymer base

**Location/Size**  
Poolside Wall  
13' x 4' area  
4" letter size

# WARM-WATER POOL

## HEALTH AND SAFETY PACKAGE





# GUARD/FIRST-AID ROOM

HEALTH AND SAFETY PACKAGE



