



SPORTS FIELD NAMING RIGHTS

PARTNERSHIP OPPORTUNITY



WHO WE ARE

3,988

Students
2,011 Northside Students
1,977 Southside Students

670

Athletes Annually
315 Northside High School Athletes
355 Southside High School Athletes

925

Activities Participants Annually
637 Northside High School Athletes
288 Southside High School Athletes

~ 45,000

Spectators each season



WHY TURF?

Your partnership extends beyond the field. It supports the students, programs, and experiences that define our schools.

1

Elevated Experience

Creates a first-class experience and a field that students, families, and fans can be proud of.

2

Fewer disruptions

Better drainage means fewer weather-related cancellations.

3

Lower maintenance

Eliminates mowing, watering, and reseeding costs.

4

Built for Busy Schedules

Allows more students and programs to use the field without the wear and tear that limits natural grass.



A NECESSARY INVESTMENT IN STUDENT SAFETY

Student safety is our highest priority.

A modern turf surface helps reduce hazards common on heavily used grass fields.

More consistent footing



Better shock absorption



Improved traction



Fewer muddy or worn areas



Reliable year-round usability



Turf Lifespan

Our current fields have reached or exceeded their expected lifespan and show significant wear from years of heavy use.

Replacement is no longer simply an upgrade—it is a necessary investment in student safety, facility reliability, and the future of Fort Smith Public Schools athletics and activities.



WHERE YOUR INVESTMENT MAKES AN IMPACT



AUDIENCE & REACH

45K+	ATTENDANCE annually	71	HOME EVENTS per year
3	SPORTS SERVED per field	4	ACTIVITIES SERVED per year
Football, Soccer, *Track		Band, Cheer, Dance, JROTC	

*Data reflects district-wide totals, including middle schools.



20K+	ATTENDANCE annually
35	HOME EVENTS per year

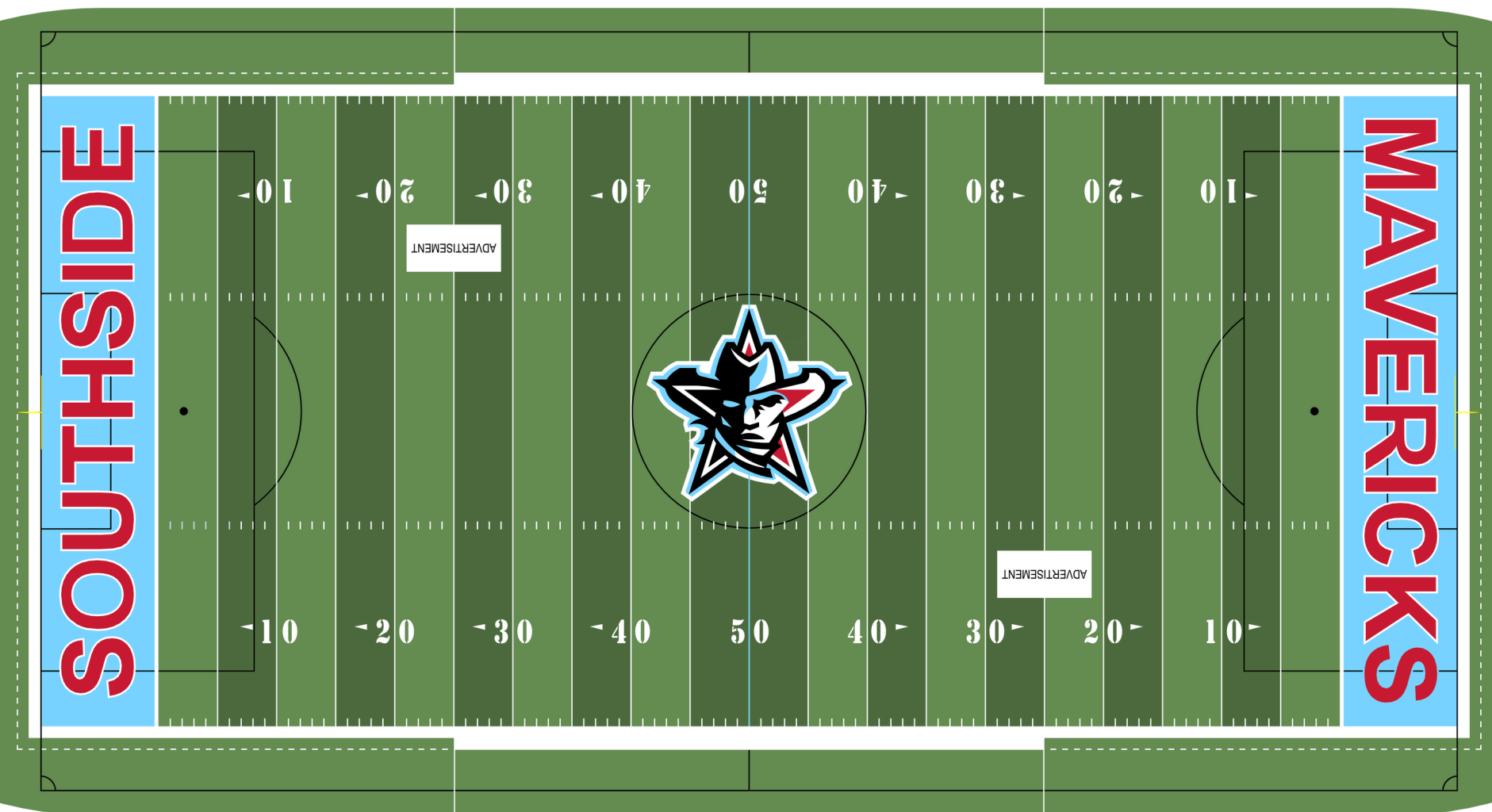


25K+	ATTENDANCE annually
36	HOME EVENTS per year

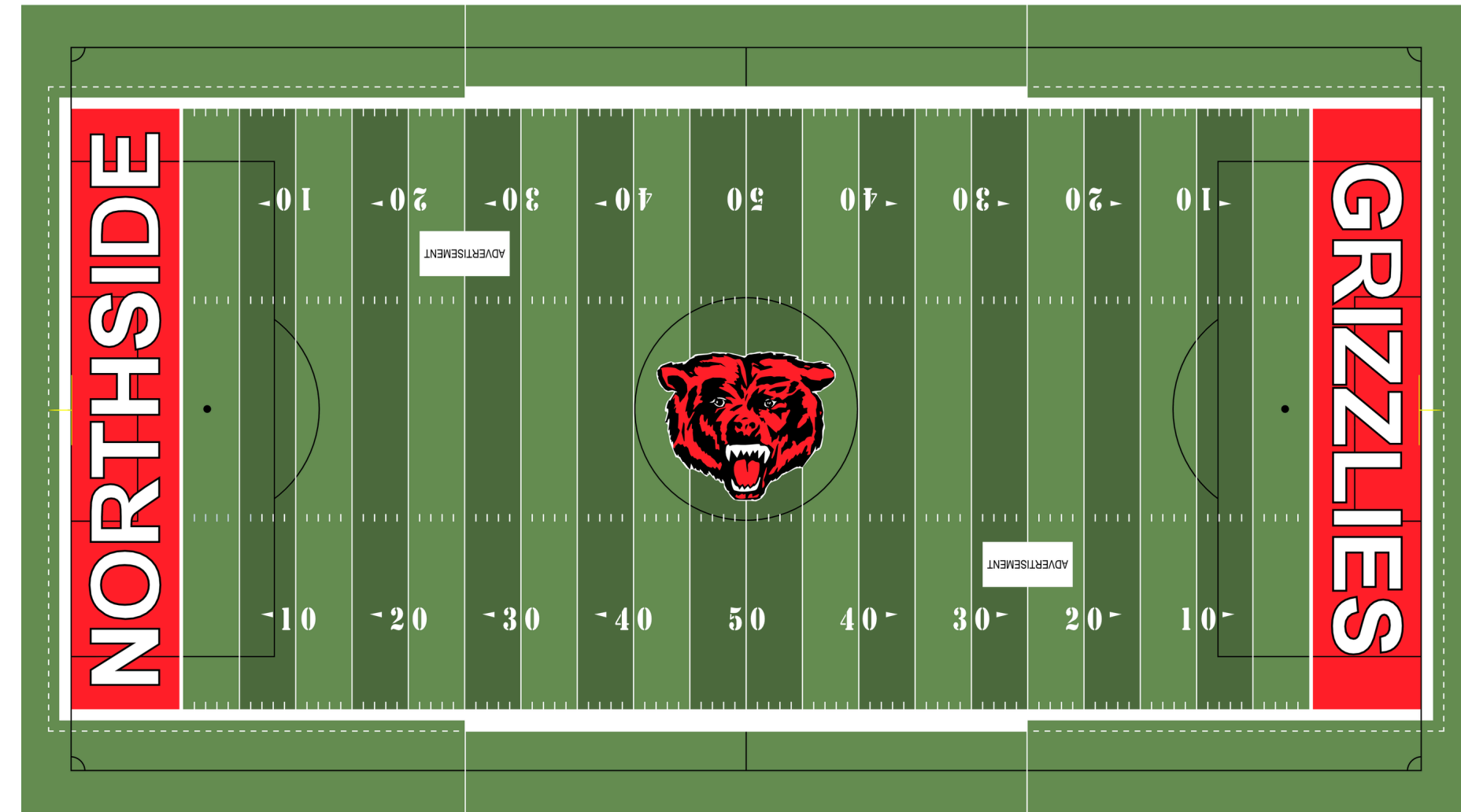


FIELD NAMING RIGHTS OPPORTUNITY

Sponsor Name Field
at Southside High School's Jim Rowland Stadium



Sponsor Name Field
at Northside High School's Mayo Thompson Stadium





ADDITIONAL BENEFITS

8yds x 4 yds (228 ft²) logo panel displayed on each 25 yard line



Looping sponsorship logos throughout varsity sporting events



Announcement of sponsorship at varsity sporting events



Recognition in varsity programs



Ten adult passes to all games in the stadium



Two varsity football season parking passes



FIELD REPLACEMENT TIMELINE

Process	Timeframe
Submit to Arkansas Division of Public School Academic Facilities & Transportation for review	July 2026
Bid	August 2026
Shop Drawings/Lead Times	August – September 2026
Start Construction	November 2026
Construction Phase	Nov 2026 – Feb 2027
Punch Walk/Substantial Comp	February 2027
Soccer Start	February 2027

*All dates are tentative



PARTNERSHIP OPTIONS

Location	Annual Investment	Time Commitment
Northside High School	\$25,000	10 years
Southside High School	\$25,000	10 years
Both	\$40,000	10 years



WHY PARTNER WITH US?



Unmatched local visibility

Connect with thousands of families

Support student-athletes

Community pride



LET'S CREATE A WINNING FUTURE TOGETHER

You deserve to be part of something extraordinary. Join us, and let's achieve greatness side by side.



CONTACT

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