Serving the Community Since 1962

SPONSORSHIP OPPORTUNITIES

Put your business in front of thousands of guests while supporting a vital community venue.

Flexible annual and multi-year opportunities available

Partner With the Convention Center

The Beckley-Raleigh County Convention Center serves as one of Southern West Virginia's most visible gathering places for sports, meetings, trade shows, entertainment, community events, and private functions.

As a nonprofit community organization, the Convention Center relies on partnerships and sponsorships to help support continued operations and improvements. Sponsorship gives businesses meaningful year-round visibility while also helping sustain a facility that serves the region.

Opportunities range from major naming rights to affordable small-business advertising. Packages may include on-site signage, digital recognition, website visibility, event references, and other benefits appropriate to the sponsorship level.

Premier Opportunity: Arena Naming Rights

$250,000 annually

Suggested minimum term: 5 years

The arena is the Convention Center's main venue and the facility's centerpiece. Naming rights may be marketed as:

[SPONSOR NAME] ARENA

at the Beckley-Raleigh County Convention Center

- Prominent arena identification and entrance signage
- Use of the sponsor name in applicable BRCCC marketing and venue references
- Website and digital recognition
- Interior arena recognition and appropriate public-address mentions
- Custom benefits and category exclusivity may be negotiated

Premium Partner Visibility

Select premium partnerships may include enhanced digital and event exposure:

- Logo and link on the Convention Center website
- Recognition on applicable BRCCC-controlled ticketed event pages and digital event promotions
- Featured sponsor acknowledgment in select venue-controlled event marketing and on-site recognition

Final placement is subject to the promoter, tenant, ticketing platform, and existing sponsorship agreements.

Conference Room Naming Opportunities

Individual conference rooms may be sponsored while retaining their familiar room letter for operations and wayfinding. Example: “ABC Company Room A” or “Room A - Sponsored by ABC Company.”

Sponsorship Opportunity	Annual Investment	Suggested Term
Room A Naming Rights	**$5,000 / year**	3 years
Room B Naming Rights	**$5,000 / year**	3 years
Room C Naming Rights	**$4,000 / year**	3 years
Room D Naming Rights	**$2,500 / year**	3 years
Room E Naming Rights	**$2,500 / year**	3 years
Room F Naming Rights	**$2,500 / year**	3 years

Room sponsorship benefits may include permanent entrance recognition, website listing, inclusion on directional signage, and appropriate use of the sponsored room name in BRCCC-controlled materials.

High-Visibility Facility Sponsorships

Sponsorship Opportunity	Annual Investment	Suggested Term
Main Lobby Sponsor	**$7,500 / year**	3 years
Concession Area Sponsor	**$5,000 / year — all three stands included**	3 years
Free Parking Sponsor	**$5,000 / year**	3 years
Official Wi-Fi Sponsor	**$3,000 / year**	1-3 years
Hydration Stations - Exclusive Sponsor (all three locations)	**$3,000 / year**	3 years
Individual Hydration Station	**$1,250 / year**	1-3 years

Basketball Goal Upright Sponsorship

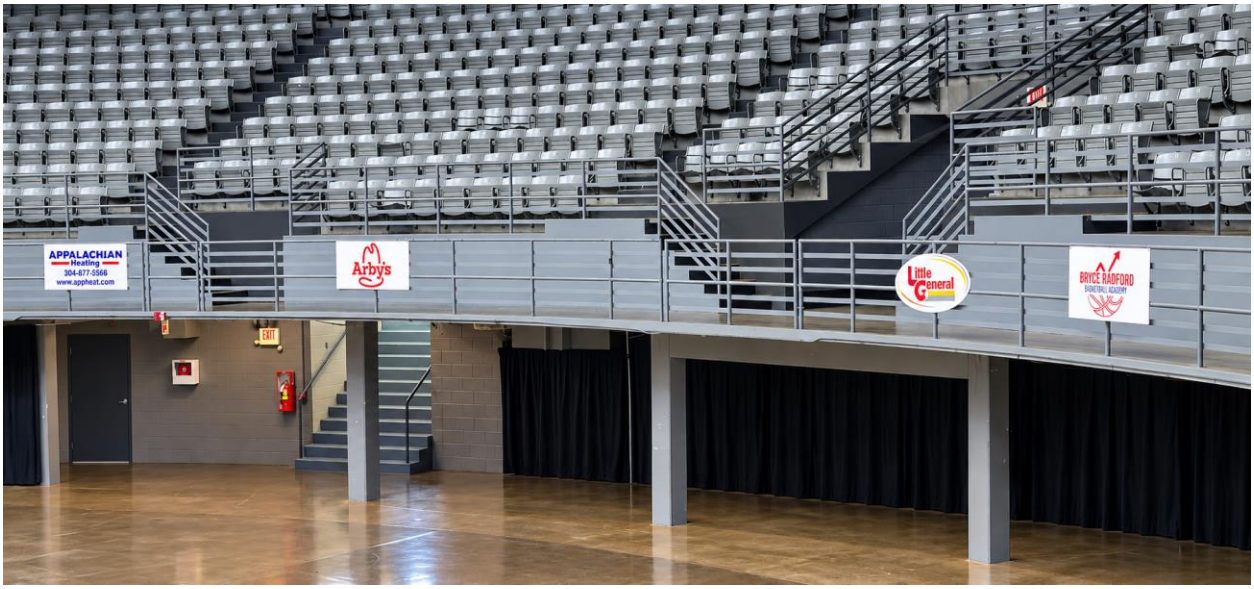
A high-visibility opportunity during basketball events is available on the padded upright posts of the two arena basketball goals. Graphics would remain subject to tournament, tenant, broadcast, or governing-body requirements.

Sponsorship Opportunity	Annual Investment	Suggested Term
Both Basketball Goal Uprights	**$3,000 / year**	3 years
Single Basketball Goal Upright	**$1,750 / year**	3 years

Arena Advertising & Small-Business Opportunities

Traditional arena signage remains an important part of the sponsorship program, including an affordable $500 option designed to keep participation within reach for local small businesses. These options are not category exclusive.

Sponsorship Opportunity	Annual Investment	Suggested Term
4 ft. x 8 ft. Overhead Panel	**$4,000 / year (4 available)**	3 years
4 ft. x 16 ft. Large Wall Sign	**$2,500 / year**	2 years
4 ft. x 6 ft. Wall Sign	**$1,500 / year**	2 years
2 ft. x 4 ft. Railing Sign	**$500 / year**	1 year



Event Sponsorship Opportunities

Looking for a higher-profile presence tied to a specific event? Event sponsorship opportunities may also be available for select Convention Center events throughout the year.

Event sponsorships can be customized based on the event and may include prominent signage, digital promotion, social media recognition, public-address mentions, hospitality opportunities, branded areas, or other event-specific benefits.

Availability, pricing, and benefits vary by event and are subject to existing event, promoter, tenant, and sponsorship agreements.

Contact us to discuss upcoming event sponsorship opportunities and customized packages.

Custom Partnerships

Have an idea that is not listed? We welcome creative partnerships. Additional sponsorship concepts may include guest services, event calendars, staff or volunteer programs, technology, accessibility, hospitality areas, and other suitable facility assets.

Sponsorship Guidelines

- Final placement, design, and installation are subject to Convention Center approval.
- Premium naming-rights agreements should generally be multi-year commitments.
- Fabrication, installation, and future replacement costs may be charged separately or incorporated into the agreement.
- Temporary removal or covering of sponsorship graphics may be required for tenant contracts, tournament rules, governing-body requirements, broadcasts or event-specific sponsorship conflicts.
- Category exclusivity, where offered, applies only as stated in the individual agreement and does not automatically prevent competing businesses from renting the facility or participating in events.
- All sponsorship agreements are subject to final contract terms and availability.

Let’s Build a Partnership

When you sponsor the Beckley-Raleigh County Convention Center, you are doing more than advertising your business. You are investing in a nonprofit community facility that brings people

together for sports, meetings, entertainment, education, and regional events throughout the year.

For sponsorship availability and customized packages, contact the Beckley-Raleigh County Convention Center.

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