

**McCracken County Sports Tourism Commission, Kentucky**  
**Request for Interest (RFI)**  
**Naming Rights Partner**

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## 1. Introduction

Paducah, Kentucky, is a vibrant river city located at the heart of the Jackson Purchase region in western Kentucky, where the Ohio and Tennessee Rivers meet. Positioned near the intersection of four states—Kentucky, Illinois, Missouri, and Tennessee—Paducah serves as a key regional hub for commerce, culture, and travel. With a rich history, a growing population, and a strong emphasis on community development, the city offers the perfect blend of small-town charm and strategic accessibility, making it an ideal setting for investment in regional infrastructure and tourism initiatives.

The Paducah Sports Park represents a transformative \$65 million public investment in the future of western Kentucky's sports tourism and community recreation. Situated on 130 acres at the site of the former Bluegrass Downs and historic Stuart Nelson Park, the complex is a collaborative initiative between the City of Paducah, McCracken County, the McCracken County Sports Tourism Commission, and national venue management firm Sports Facilities Companies. Strategically designed to serve both regional and national tournament play, the facility will feature five multi-purpose synthetic turf fields, one championship field, and four versatile diamond fields suitable for baseball, softball, soccer, football, and other outdoor turf sports.

In addition to competition-quality fields, the park will include batting cages, playgrounds, walking paths, shaded pavilions, retail and food service amenities, Stuart Nelson Park Memorial, and more than 1,200 parking spaces—creating a comprehensive destination for athletes, families, and visitors alike. A central memorial plaza will honor the legacy of Dr. Stuart Nelson and the cultural significance of the park's location. With an anticipated 35–40 tournaments annually and an estimated economic impact of \$130–\$155 million over its first five years, Paducah Sports Park is poised to become a cornerstone of regional development. Sponsorship of this premier facility offers unmatched visibility, brand alignment with health and community engagement, and a direct connection to a fast-growing sports tourism market.

Paducah and the surrounding McCracken County region are home to nearly 68,000 residents who enjoy an active, community-centered lifestyle. Families, youth athletes, and adults of all ages participate in local sports, recreation, and cultural events throughout the year. With high educational attainment and a strong appreciation for quality-of-life amenities, the region values spaces that promote health, connection, and engagement. This lifestyle focus makes Paducah an ideal setting for a premier multi-use complex like the Paducah Sports Park, which is designed to serve both local residents and visiting athletes alike.

The objective of this proposal is to gather information from potential entities that have an interest in associating their name with a new, publicly-owned sports venue. If awarded the bid, The Company name will be included in the name of the Paducah Sports Park

## **2. Project Overview**

- **Location:**

The Paducah Sports Park is being developed on a 130-acre site that includes the former Bluegrass Downs horse track and historic Stuart Nelson Park, located just minutes from downtown Paducah. This area holds deep community significance and is already a familiar recreational destination for local families and visitors. With convenient access to major roadways and nearby hotels, restaurants, and retail centers, the location offers both accessibility and visibility, making it an ideal setting for a regional sports hub that honors the past while driving future growth.

- **Key Objectives:** Drive tourism to Paducah and provide local youth and adult sports' programming
- **Event & Attendance Projections:** 35-40 weekend events, plus local programming. Annual exposure over 200,000. Geographic reach locally and up to a 5-6 hour range.
- **Scope of Partnership:** Branding of the sports park including onsite signage, digital integration, press releases, and media website presence.
  - A more comprehensive and detailed listing of scope of partnership will be developed in conjunction with the selected naming rights partner.

## **3. RFI Requirements**

1. Name of Company or entity.
2. Financial Interest (Amount company or entity is proposing to pay. Longer terms are encouraged). The Paducah Sports Park understands that negotiations will occur with a selected company or entity.
3. Term (proposal must contain a ten (10) year term. Renewal options may also be included in the RFI.)
4. Payment Schedule.
5. Any proposed category exclusivity, sponsorship assets, or other business opportunity requirements.
6. Financial stability of the naming rights partner.
7. Suitability of the company's image, reputation, industry, and products/services with the City of Paducah, and McCracken County.

## **4. Submission Guidelines**

- Submit information to Chas Heeren – General Manager – Paducah Sports Park in the form of one hard emailed copy by the submission deadline (listed below).
- **Submission Deadline:** August 18, 2025
- **Review Criteria:**  
Criteria of the response review include, but are not limited to the following:
  - The qualifications of the Applicant, including the Applicant's:
    - a. Professional Qualifications
    - b. Financial Ability (e.g., credit references, credit and background check, payment history, and financial capacity).
  - Extent to which the proposed sponsor would not interfere with but would enhance venue activities.
  - Extent to which the proposed sponsor is consistent with the goals of the venue program and plan.
  - Any other factor that the McCracken County Sports Tourism Commission or its designee may deem relevant.

## **5. Anticipated Schedule**

- **RFI Release Date:** July 19, 2025
- **RFI Submission Deadline:** 2:00 pm central, August 18, 2025

## **6. Contact Information**

Chas Heeren, General Manager, Paducah Sports Park  
 136 Stuart Nelson Park Road, Paducah, KY 42001  
[CHeeren@paducahsportspark.com](mailto:CHeeren@paducahsportspark.com)  
 270-666-2840

## **Exhibit A: Site Plan Overview**









