

NXS National – Dual Campaign Playbook

1. Complex Capital Raise (Facility Development)

Entity: NXS Development LLC (for-profit)

Goal: \$15M – Dome + Courts + Attached Building

Funding Sources	Donor/Investor Perks	Use of Funds
<ul style="list-style-type: none">• Equity partners & builders• Angel Tax Credit• MNvest/Wefunder• Naming rights• Grants & P3s	<ul style="list-style-type: none">• ROI/equity returns• Naming rights• Donor bricks & walls• Suite licenses• Sponsor signage	<ul style="list-style-type: none">• Land & dome• Courts & building• Parking & infra• Tech + fixtures

2. Community-Owned Women's Team

Entity: NXS Women's Team LLC (Benefit Corp under Foundation)

Goal: \$500K–\$750K annual ops budget

Funding Sources	Owner Perks	Use of Funds
<ul style="list-style-type: none">• Community share tiers (\$100–\$10K)• Team sponsorships• Tickets & merch• Youth camps	<ul style="list-style-type: none">• Voting rights (name, board seats)• Merch + VIP access• Website/facility recognition• Community pride	<ul style="list-style-type: none">• Player & coach salaries• Travel & league fees• Marketing & engagement• Game-day costs

3. Messaging Strategy

Shared Campaign Language: *“Own the Team. Build the Dome. Shape the Future of Northland Sports.”*

- Unified campaign → Facility Donors = Founders, Team Owners = Owners
- Cross-perks bundle: \$500 donor = \$100 team share included
- Co-branded marketing assets for visibility

4. Target Audiences

- Facility Raise: builders, banks, equity partners, state agencies, corporate sponsors
- Team Ownership: families, fans, youth clubs, civic boosters

5. Legal & Financial Separation

- Complex = For-profit equity/debt financing
- Team = Community-owned Benefit Corp with nonprofit oversight
- Funds banked separately but marketed together

Recommendation:

Market the Dome and Team together under one campaign voice, but keep financial structures and banking separate. Capture joint energy, avoid legal/regulatory risk.