# 🏞️ NXS Legacy Brick & Naming Places Campaign Guide

A permanent community visibility and capital campaign to support construction of the NXS National Sports Complex.

## 🎯 Campaign Purpose

- Raise donor capital through personalized, physical naming  
- Build family, city, and fan engagement  
- Offer lasting tribute zones and business recognition

## 🧱 Brick & Tile Tiers

### Champion Brick – $1,000

Max Sold: 100 | Placement: Entry Plaza Center | Audience: Businesses, teams, foundations

### Team Tile – $500

Max Sold: 200 | Placement: Trail / Wall Path | Audience: Travel teams, coaches, rec leagues

### Legacy Brick – $250

Max Sold: 500 | Placement: Donor Wall / Walkway | Audience: Families, donors, sports alumni

### Youth Tribute Brick – $100

Max Sold: 1000 | Placement: Wall Base / Trail Edge | Audience: Parents, players, community supporters

## 📍 Naming Zones & Dedications

### Founding City Sponsor – $50,000

Units: 4 | Placement: Trail or Park Section

### Team Wall Sponsor – $25,000

Units: 6 | Placement: Tournament Entry Wall

### Plaza Naming Stone – $10,000

Units: 12 | Placement: Brick Entrance Plaza

### Dedication Bench – $2,500

Units: 25 | Placement: Rest Areas / Trail Nodes

### Honor Marker Panel – $1,000

Units: 50 | Placement: Donor Wall Panels

## 📈 Revenue Projection – Phase 1 Goal

- Champion Brick: 100 x $1,000 = $100,000  
- Team Tile: 200 x $500 = $100,000  
- Legacy Brick: 500 x $250 = $125,000  
- Youth Brick: 1,000 x $100 = $100,000  
- City Sponsor: 4 x $50K = $200,000  
- Wall Sponsor: 6 x $25K = $150,000  
- Plaza Stone: 12 x $10K = $120,000  
- Benches: 25 x $2.5K = $62,500  
- Marker Panels: 50 x $1K = $50,000  
  
🎯 Total Phase 1 Campaign: $1,007,500

## 🎁 Recognition & Add-Ons

- All bricks/tiles engraved + tracked in digital donor map  
- Naming zones include plaque + QR history/story feature  
- Optional: Replica brick for home display + certificate  
- Donors recognized on website, in app, and in grand opening displays

## 🗺️ Implementation Plan

1. Define install zones + engraving layout  
2. Launch online sales portal + QR progress map  
3. Begin vendor coordination for engraving  
4. Public campaign kickoff (Buy-A-Brick Launch)  
5. Ongoing social media and installation updates