

*Your name means everything.*

SULLIVAN FIELD  
COMMUNITY PARK RESTORATION  
SPONSORSHIP & NAMING  
OPPORTUNITIES



*Sullivan*  
FIELD

[fansofvalleyfield.org](http://fansofvalleyfield.org)



# Transforming a DIAMOND IN THE ROUGH INTO A GEM for our community.

### Capital Campaign Honorary Chairs:

Rosalynn Bliss  
Mayor, Grand Rapids

Mike VanGessel  
CEO, Rockford Construction

### Board of Directors:

#### Officers:

Andy DeVries  
President (and Founder)

Paul Soltysiak  
Vice President (and Founder)

Steve Tibbe  
Chief Officer

#### Advisory Board:

Raul Alvarez  
Michigan State Alumni Relations

David Doyle  
Grand Rapids

John Gonzalez  
Media Influencer

John Helmholdt  
Seyferth PR

Wendy Holtvluwer  
Holtvluwer & Assoc.

Cindy Porter Janes  
Fishbeck

Jim Krzeminski  
President, Bissell (retired)

Tim Mroz  
The Right Place

Preston Sain  
Black Wall Street

Javi Sanchez  
International Baseball League  
of West Michigan

Katy Tigchelaar  
West Michigan Sports Commission

Joseph Trigg  
GRPD Deputy Chief

Eric Zudweg  
Union High School Baseball

#### Team Leaders:

Dan Castello  
Terry Lowery  
Andy Maier  
Stuart Reek Orr  
Steve Schelling

Our events held at Sullivan Field host more than  
**10,000 attendees**  
and our visitors continue to grow as the park  
expands its offerings.

## OUR MISSION

Fans of Valley Field exists to preserve the heritage and promote the usage of Sullivan (Valley) Field.

We intend to create a year-round community space for the surrounding neighborhoods and all of Grand Rapids. While baseball will always remain at the heart of our park, we seek to expand our offerings to include numerous events, serving our youth and all who are young at heart. We will strive to create a joyful and safe space keeping with the inclusive history of Valley Field.

We will work closely with the City of Grand Rapids to rebuild, expand and maintain this community gem. We seek to restore the park to its former grandeur while making it the premier community gathering space in our city.



Watch our video, it's pretty amazing.


#### Diversity, Equity, Inclusion

We, The Fans of Valley Field, strive to create a joyful, playful and safe space where everyone is welcomed. In keeping with our field's rich history of inclusion, we plan to continue to pay it forward by providing events and positive experiences where people of all races, genders, ages and abilities feel respected, know they belong, and come together to celebrate. Please join us, and join each other in helping keep Sullivan Field a special, friendly place where all can play.

Thank you to the City of Grand Rapids and residents who supported the millage for the **\$1.1 million lead gift** of our campaign.




Fans of Valley Field is an **all-volunteer organization**. No capital campaign donation will go to any salaries of any of the board, officers or campaign committee.



# Sullivan

## FIELD



**TOTAL BUDGET: \$4,081,000**

	1	2	3	4	5	6	7	8	9	TOTAL
Parks millage from <b>GR CITY</b> is already secured	\$ 1	1	0	0	0	0	0	0	X	Thank you, voters!
<b>OUR GOAL</b>	\$ 2	9	8	1	0	0	0	0	0	Needed in addition to city monies

Our campaign goal includes **\$400,000** for an endowment that will be placed in perpetuity for the sole purpose of caring for and **maintaining our park**.

Annual programming costs are covered by annual donations, sponsorships, event ticket and merchandise sales.

**To renovate our entire park**

### Proposed Restoration Project & Impact

The Fans of Valley Field and City of Grand Rapids are working with Integrated Architecture and Rockford Construction to finalize a comprehensive, community-informed plan to restore and enhance Sullivan Field. This project will include the following:

- The grandstand will receive a new roof, restored siding and bleachers, new protective netting, and upgraded sound system, while honoring and preserving its historic character
- The existing dugouts (which are not original to the site) will be demolished to eliminate obstructed views and new dugouts will be built with viewing decks above
- The playing surface will be leveled and resodded and the pitchers mound and batters box will be rebuilt
- Two bullpens and new batting cages will be constructed
- Locker rooms will be added under the grandstand
- The restrooms will be renovated to accommodate increased use
- The concessions and ticketing facility will be renovated to provide more opportunities for earned revenue
- A museum will be constructed that honors the history of the park
- A new, accessible grand entrance will be added to the corner of Valley Avenue and 6th Street
- A new plaza will be constructed to host concerts in the summer and an ice rink in the winter
- New landscaping will be added throughout the site





# NAMING OPPORTUNITIES

Entrance/Gateway .....	\$350,000
Main Grandstands .....	\$200,000
(logo also one end of the rooftop)	
Museum .....	\$200,000
Covered Pavilion .....	\$150,000
Comfort Station/Warming Hut .....	\$100,000
Dugouts .....	\$100,000
Viewing Deck .....	\$100,000
Concessions .....	\$100,000
Right Field Grandstand .....	\$100,000
All the above sponsorships receive the benefits of Hall of Fame Sponsorship	
Infield .....	\$50,000
Locker Rooms .....	\$50,000
Bullpens .....	\$ 50,000







### **Hall of Fame Sponsorship - \$100,000**

- Includes naming rights into perpetuity on park asset (until sold out)
- Lead names on prominent front entry donor board
- Centerfield banner on fence into perpetuity
- Ice skating rink board signage (for 10 years)
- Media Coverage – included in all news releases, prominent recognition at all dedication events, on-going social media, website
- Event Recognition – Verbal recognition at groundbreaking ceremonies, dedications, Annual Fans of Valley Field Dinner Event
- One Donor Table at 2023 and 2024 Annual Fans of Valley Field Event

### **Grand Slam Sponsor - \$25,000**

- Prominent front entry donor board
- Centerfield banner on fence for 7 years
- Ice rink board signage for 7 years
- Media Coverage – included in all news releases, prominent recognition at all dedication events, on-going social media, website
- Event Recognition – Verbal recognition at groundbreaking ceremonies, dedications, Fans of Valley Field annual dinner event
- One donor table at 2023 and 2024 Fans of Valley Field annual event

### **All-Star Sponsorship - \$50,000**

- Prominent front entry donor board
- Centerfield banner on fence for 10 years
- Ice rink board signage for 7 years
- Media Coverage – included in all news releases, prominent recognition at all dedication events, on-going social media, website
- Event Recognition – Verbal recognition at groundbreaking ceremonies, dedications, Fans of Valley Field annual dinner event
- One Donor Table at 2023 and 2024 Annual Fans of Valley Field Event

### **Ball Park Sponsor - \$10,000**

- Prominent front entry donor board
- Centerfield banner on fence for 5 years (until sold out)
- Media Coverage – included in all news releases, prominent recognition at all dedication events, on going social media, website
- Event Recognition – Verbal Recognition at Groundbreaking ceremonies, dedications, Annual Fans of Valley Field Dinner Event

Support pledges can be paid over one to three years.



**Mayor Rosalynn Bliss:**

*"Even with investment through the City of Grand Rapids' Parks Millage, the field faces a funding gap that needs to be closed for the needed improvements to take place. With proper funding and donations, the field can no doubt become a four-season destination and will continue to grow as a community gathering place. I continue to be fully supportive of the Fans of Valley Field and their mission to continue to improve Sullivan Field as a welcoming space for all who visit it."*



**Mike VanGessel - CEO Rockford Construction**

*"All of us at Rockford Construction are excited to breathe life back into a ballpark that has impacted so many. My roots began here on the West Side within the very neighborhoods whose parents and children have enjoyed this venue. No other place I have ever played was as special. It was always a special big-league experience to play there. With the combined public and private investment, we look forward to seeing this ballpark continue impacting many lives for years to come."*



**Hannah Mico: Chair, Parks & Recreation Advisory Board for the City of Grand Rapids, Co-Founder of Midwest Movement Collective**

*Preserving historically and culturally significant places like Sullivan Field shows the community's care for beautiful and functional public spaces. We are a City that loves our parks! I am most excited to see the addition of a museum that includes the field's significant history with Negro League Baseball, centering a nationally recognized cultural community right here in West Michigan."*



**Eric Zudweg - Head Baseball Coach - Union High School:**

*"There is a noticeable buzz happening around the community about what the team at Fans of Valley Field has done. To see what they are doing with the field and the new events they are hosting is extremely impressive and brings community together."*



**Raul Alvarez - West Michigan Director of Alumni Relations - Michigan State University**

*"To see this iconic westside landmark be converted into a community gathering space is an important accomplishment. It lends itself to hosting diverse, accessible family-friendly events for the entire Grand Rapids community to enjoy - and is a major win for all of us."*



# Top Fan Stats

(as of the 2022 season)

OVER	OVER
<b>4,000</b>	<b>3,450</b>
MEMBERS	VOLUNTEER HOURS

## Countless

NEW FRIENDSHIPS MADE

HOSTED	
<b>44</b>	<b>10,000+</b>
COMMUNITY EVENTS	ATTENDEES TO THE PARK

Thank you for helping us make this a magical place.

### Partner with us, we're a team.

Fans of Valley Field volunteers are always happy to assist individuals and partner with organizations in hosting their own events at the park.

Fans of Valley Field is a 501(c)(3) non-profit organization. Contributions are tax deductible to the fullest extent of the law.

Questions? Reach out, we'll help.  
[info@fansofvalleyfield.org](mailto:info@fansofvalleyfield.org)

[fansofvalleyfield.org](http://fansofvalleyfield.org)