

Westfield Washington Schools and Riverview Health announce naming rights partnership for high school football stadium

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Riverview Health has entered into a long-term agreement with Westfield Washington School to serve as the exclusive healthcare provider and get the first naming rights for the upcoming football stadium. Riverview will pay \$1.2 million during a 10-year period.

Superintendent Dr. Mark Keen said payments will be \$10,000 a month for that timeframe and naming rights begin once Riverview Health Stadium opens in 2015. Riverview Health is a Noblesville based healthcare provider with a full-service hospital, and a growing network of primary, and specialty care facilities.

“It’s a privilege to partner with Westfield Washington Schools,” said Pat Fox, Riverview Health CEO. “It’s our way of making a commitment to the community. What a great opportunity to make that happen as the naming rights partner for the district.”

As the exclusive healthcare provider, Riverview will oversee an onsite employee clinic, school nurses and sports medicine. As part of the deal, the three athletic trainers at Westfield High School will be able to retain their positions as employees of Riverview at their choosing.

Westfield Schools business manager Nick Verhoff said the move will provide the district significant savings. He said a conservative estimate of savings for the clinic is at least \$250,000 per year.

“It’s going to be a considerable amount of dollars,” Verhoff said. “We spend over \$4 million a year on health care coverage.” Verhoff said the new 5,500-seat Riverview Health Stadium plans to break ground in July.

Schools and businesses are finding out that working together on mutually beneficial partnerships has an exponential effect on not only the school, but also gives the company deep roots into the community that they’re serving,” said Larry Jaeger, Vice President of Marketing for Hunter Education Capital, a company that specializes in naming rights valuation and who helped facilitate this agreement.

CONTACT: Larry Jaeger, Vice President of Brand Marketing, Hunter Education Capital, +1-440-994-4499, larry@huntereducationcapital.com