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## PRESS RELEASE

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### **State Farm Obtains Naming Rights to Bakersfield Sports Village**

The City of Bakersfield is pleased to announce the new name of State Farm Sports Village for Phase I and Phase II of the sports complex located on Ashe Road just north of Taft Highway.

State Farm employs over 1,300 people in the Bakersfield area and has supported the arts, youth events and school projects for many years. City Manager Alan Tandy said: "The City is delighted to partner with one of our major employers on a project which will bring better health and family activities to our citizens." The five year agreement with the City of Bakersfield includes a total amount of \$500,000 to be paid in two installments in 2012. Funds from the naming rights agreement will go toward the construction of Phase II at State Farm Sports Village.

State Farm Vice President/Agency Chris Ward, who oversees the Zone Marketing teams, says: "We are really proud to be a part of this community. We know how important hometown sports are here and we're excited to partner with the City of Bakersfield on this. As one of the largest employers in the City, we know our employees and agents will enjoy the complex and we hope our customers enjoy it, too."

Phase I opened in July, 2011 which includes eight lighted youth soccer fields, parking, restrooms and concessions. The City currently has a five year agreement with American Youth Soccer Organization (AYSO) Region 73 to maintain and operate the fields and concessions in Phase I.

The State Farm naming rights agreement comes at the beginning of Phase II construction, allowing the City to move forward sooner than originally hoped. Phase II will include four more soccer fields for AYSO Region 73 and four youth football fields for Golden Empire Youth Football (GEYF). Both AYSO Region 73 and GEYF each serve about 2,000 youth in their respective sports. Phase II will be completed by August, 2013 for the start of youth football and soccer season.

Long term plans for the sports complex call for a total of sixteen soccer fields, four permanent youth football fields, ten softball/baseball fields, a community center, walking paths throughout the park and a passive area for picnicking and children's play areas. Future phases will depend on funding sources and park development fees. More information on State Farm Sports Village can be found on the City's website at [www.bakersfieldcity.us](http://www.bakersfieldcity.us).

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