

FIFTH THIRD PAVILION AT TANDY PARK

ASSETS & MARKETING



FIFTH THIRD



LEXINGTON
Parks & Recreation

Exclusive naming rights to the pavilion pursuant to a branding guide to be codeveloped by Lexington-Fayette Urban County Government (LFUCG) and Fifth Third, namely:

- **Opportunity to exclusively brand and place signage at locations around the park (proposed locations on pages 2-4)**

Proposed Signage/Branding Locations



Location A – New signage covering the ends of the pavilion that fill the archway and cornice, capturing more attention.



Location B – New large panels on the side of the pavilion identifying the brand and name.

Proposed Signage/Branding Locations



Location C – Replacement or upgrade of side lighting towers which line both sides of the plaza to include added branding.

Location D – Updated name panels for larger plaza light. Currently there are two of these (Main St. and Short St.) but an additional two could be added to have one in each corner of the park.

Proposed Signage/Branding Locations



Location E – Attachments mounted to light poles that are along Main St. next to the entrances to the park and across the street from the park. These might be banners or could be something more permanent such as metal signs.