



THE LINCOLN KING COMMUNITY CENTER

NAMING RIGHTS & LEGACY PARTNERSHIP OPPORTUNITIES



PRESENTED BY
CITY OF RACINE

PREPARED FOR

YEAR
2026



Vision & Impact

The new King Center is a transformational, community-driven investment designed to advance health equity, opportunity, and well-being in Racine's Lincoln-King neighborhood. This approximately **78,000-square-foot** facility will serve as a hub for health, education, recreation, and community connection—honoring the legacy of Dr. Martin Luther King Jr. while addressing urgent present-day needs.

The Center will include:

- A full-service **Federally Qualified Health Center (FQHC)** offering medical, dental, and behavioral health care
- The City of Racine's Public Health Department
- A modern **community center** with athletic, educational, youth, and cultural spaces run by the City's Parks Department
- Outdoor recreation and gathering areas
- A sustainability-focused design, targeting **net-zero energy performance**

Naming opportunities allow donors to align their legacy with a project rooted in justice, equity, and long-term community impact.



- **PROJECT COST: \$68 MILLION**
- **LOCATION: LINCOLN-KING NEIGHBORHOOD, RACINE, WISCONSIN**

- **ANTICIPATED OPENING: Q4 2026-Q1 2027**
- **INVESTING IN THE FUTURE OF THE LINCOLN-KING NEIGHBORHOOD**



Naming Opportunities

The following naming opportunities are available based on visibility, usage, community impact, and comparable public-sector community and health projects. Gift levels reflect **suggested naming values** and may be customized through discussion.

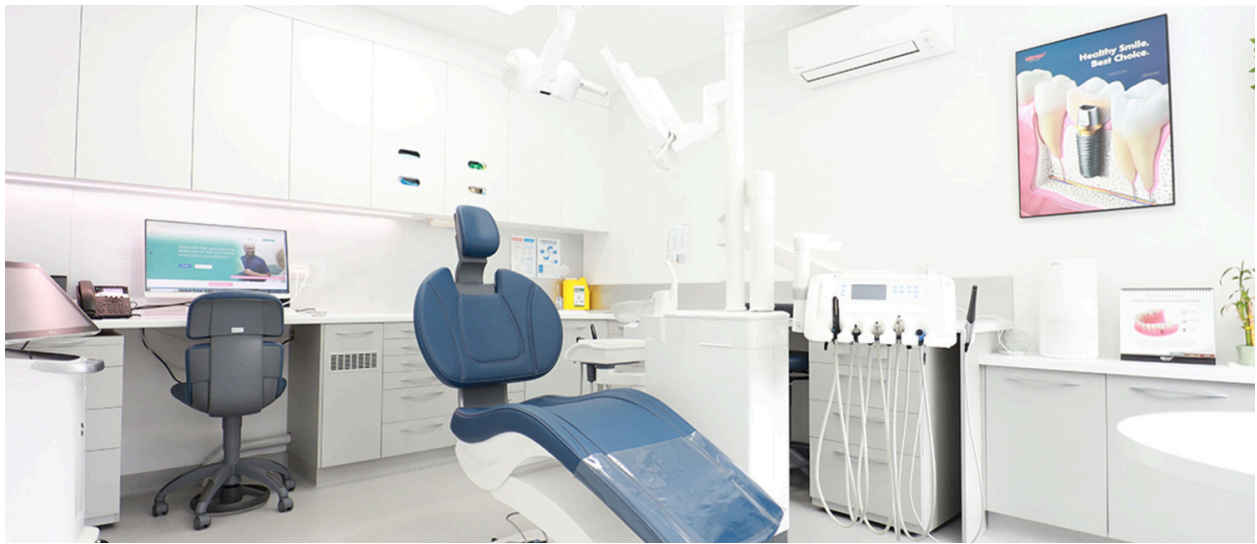
MAJOR NAMING OPPORTUNITIES

- ▶ **HEALTH CENTER FACILITY NAMING**
Suggested Gift: **\$5,000,000 – \$7,500,000**

FIRST FLOOR NAMING OPPORTUNITIES

- ▶ **GRAND ATRIUM**
Central two-story hallway connecting all first-floor spaces and main entrances
Suggested Gift: **\$2,500,000 – \$3,000,000**
- ▶ **MARTIN LUTHER KING TWO STORY PORTRAIT**
Suggested Gift: **\$500,000**
- ▶ **GYMNASIUM & LOCKER ROOMS**
High-use athletic and community gathering space
Suggested Gift: **\$3,500,000 – \$5,000,000**
- ▶ **COMMUNITY KITCHEN & DINING SPACE**
Flexible space for meals, events, and programming
Suggested Gift: **\$750,000 – \$1,000,000**
- ▶ **PARKS DEPARTMENT OFFICES & CONFERENCE ROOM**
Offices supporting city recreation and programming
Suggested Gift: **\$500,000 – \$750,000**





COMMUNITY ROOMS (FIRST FLOOR)

✦ E-SPORTS & COMPUTER LAB

Suggested Gift: **\$500,000 – \$750,000**

✦ TEEN LOUNGE

Suggested Gift: **\$350,000 – \$500,000**

✦ ARTS & CRAFT STUDIO

Suggested Gift: **\$250,000 – \$400,000**

✦ BOOKHOUSE (COMMUNITY LIBRARY/LITERACY SPACE)

Suggested Gift: **\$500,000 – \$750,000**



MORE OPPORTUNITIES FOR
EDUCATIONAL SUCCESS



IMPROVED PHYSICAL &
MENTAL HEALTH



A SENSE OF COMMUNITY

HEALTH CLINIC EXAM ROOMS

✦ INDIVIDUAL MEDICAL EXAM ROOMS

Suggested Gift: **\$100,000**

✦ INDIVIDUAL BEHAVIORAL HEALTH WELLNESS ROOM

Suggested Gift: **\$100,000**

✦ INDIVIDUAL DENTAL EXAM ROOMS

Suggested Gift: **\$100,000**



LOWER CRIME RATES





SECOND FLOOR NAMING OPPORTUNITIES

✦ PUBLIC HEALTH DEPARTMENT OFFICES & CONFERENCE ROOM

Public health operations, education, and coordination space
Suggested Gift: **\$1,000,000 – \$1,500,000**

✦ ELEVATED RUNNING TRACK

Signature feature overlooking the gymnasium
Suggested Gift: **\$1,500,000 – \$2,000,000**

✦ BOULDERING / CLIMBING WALL

Youth and adult recreation feature
Suggested Gift: **\$500,000 – \$750,000**

✦ EXTERIOR TERRACE / BALCONY

Community gathering and wellness space
Suggested Gift: **\$750,000 – \$1,000,000**

COMMUNITY & EDUCATION ROOMS

✦ CLASSROOM A OR CLASSROOM B

Suggested Gift: **\$250,000 – \$350,000**

✦ MULTIPURPOSE ROOM

Suggested Gift: **\$400,000 – \$600,000**

✦ GROUP FITNESS STUDIO

Suggested Gift: **\$500,000 – \$750,000**





✦ COMMUNITY MEETING ROOM

Suggested Gift: **\$350,000 – \$500,000**







NET-ZERO ENVIRONMENTAL INFRASTRUCTURE

-  **ROOFTOP SOLAR PANEL**
Suggested Gift: **\$1,500**
-  **CARPORT SOLAR PANELS**
Suggested Gift: **\$5,000**
-  **GEOHERMAL WELL**
Suggested Gift: **\$1,000**
-  **WATER CISTERN/STORM WATER RECYCLING**
Suggested Gift: **\$50,000**

EXTERIOR NAMING OPPORTUNITIES

-  **BASKETBALL/PICKLEBALL COURT**
Multi-generational recreation space
Suggested Gift: **\$250,000 – \$400,000**
-  **SOUTH PLAZA & GREEN SPACE**
Primary outdoor gathering and event area
Suggested Gift: **\$1,500,000 – \$2,500,000**



Recognition & Stewardship Benefits

All naming partners receive a tailored recognition package, which may include:

- Permanent signage within or adjacent to the named space
- Recognition on the King Center donor wall
- Inclusion in press releases and public announcements
- Invitations to groundbreaking, dedication, and milestone events
- Annual impact and usage reporting
- Opportunities for ongoing engagement and legacy storytelling



LEGACY & ALIGNMENT

A naming partnership at the King Center represents more than recognition—it is an alignment of a health clinic, the city's public health dept, a city community center, located next door to Julian Thomas elementary school, enabling an integrated community school approach.

- Comprehensive medical access including: medical, dental, and behavioral health
- Racine Works Project, requiring 20% of the construction jobs go to area residents
- Youth development and education
- Community resilience and wellness
- The enduring values of Dr. Martin Luther King Jr., including non-violence and the beloved community
- The Racine Community's first net-zero building

NEXT STEPS

1. Schedule a conversation with City leadership to explore alignment and availability
2. Review renderings and space plans
3. Select a naming opportunity
4. Formalize a naming agreement
5. Celebrate with a public dedication

CONTACT INFORMATION

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*Naming Rights are for the duration of 20 years.