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HOUSTON / CY-FAIR / EDUCATION

## Previously unnamed Berry Center athletic stadium to become Cy-Fair FCU Stadium

By Emily Donaldson | 12:25 AM May 21, 2016 CDT



### STADIUM VIP ENTRANCE HOME SIDE

- Quoting Illuminated and Non-Illuminated versions of sign.
- Leaving "ATHLETIC STADIUM" text as-is.
- Leaving canopy as-is with stars exposed.

Renderings of the potential signage for the new stadium's name were released at the May 16 board meeting. [caption] **Updated at 11:30 a.m. June 24** Cy-Fair ISD officially signed a deal June 22 to name the athletic stadium at the Berry Center. The stadium, formerly unnamed, will be called the Cy-Fair FCU Stadium for the next 10 years. Cy-Fair Federal Credit Union will pay \$150,000 each year of the deal for exclusive naming rights. The credit union will also pay all costs associated with signage. The multipurpose educational center will continue to be called Berry Center. "The Berry Center is so much more than a sports stadium," said Cameron Dickey, Cy-Fair Federal Credit Union CEO and President. "For the cost of a typical billboard campaign, the money we invest in this sponsorship can support up to three classroom salaries annually and student-enriching programs like art, sports, theater and debate." **Posted May 20** Cy-Fair ISD is working through a \$1.5 million, 10-year deal with the Cy-Fair Federal Credit Union to name the Berry Center's athletic stadium the Cy-Fair FCU Stadium. At the May 16 board meeting, CFISD trustees voted to move the deal forward. If the deal is signed, effective July 1, the Cy-Fair Federal Credit Union would pay \$150,000 to the district annually for the next 10 years, giving them the exclusive naming rights of the stadium. This deal would name the formerly unnamed athletic stadium. The multi-purpose educational center would continue to be called Berry Center. All district advertising and literature would reference the facility as the Cy-Fair FCU Stadium, and no other financial institutions could advertise within the confines of the stadium. Press Box Room No. 5906 would be named the Cy-Fair FCU Hospitality Room, and signage would be placed around the facade of the stadium at the main entries, road marquees, the press box entrance and the visitor entrance, among other locations. Any cost of the signage is to be paid by the Cy-Fair Federal Credit Union. The vote carried unanimously with trustee Debbie Blackshear abstaining from voting, citing her past career with the credit union. Several trustees praised the deal. "Any name that goes on the building has to be a quality name because we are going to be associated with it for a long time," trustee Tom Jackson said. "The Cy-Fair Credit Union has been known for being a quality institution not just for a year, but for decades." Other trustees commended the agreement's ability to bring in additional revenue. "I commend [the district] for the vision to do something like this," trustee Don Ryan said. "This is a great example of going out and generating revenue that we weren't generating before."

By **Emily Donaldson**



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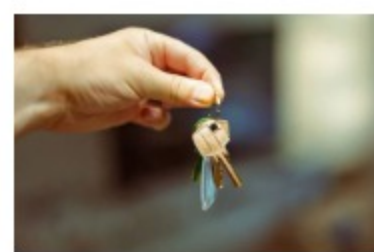
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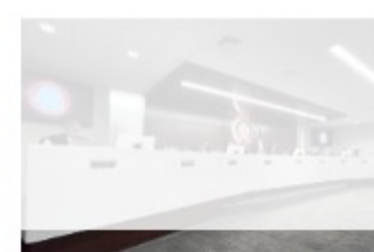
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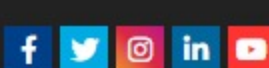
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