



**KEATING**  
RESOURCES

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## FOR IMMEDIATE RELEASE

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Source : [cityofspearfish.com](http://cityofspearfish.com)

## *Keating Resources, LLC, Becomes Naming Rights Sponsor at Spearfish Sportsplex*

**SPEARFISH, SD** – The Spearfish Sportsplex ([spearfishsportsplex.com](http://spearfishsportsplex.com)) at Sky Ridge is now known as Keating Resources Sportsplex.

“We are thrilled to make this announcement,” Spearfish Parks and Recreation ([cityofspearfish.com/837/Parks-Recreation-Forestry](http://cityofspearfish.com/837/Parks-Recreation-Forestry)) Director Tyler Ehnes said, after the naming rights sponsorship agreement with Keating Resources, LLC ([keatingresources.com](http://keatingresources.com)), was approved by the Spearfish City Council on July 15. “We thank Keating Resources, LLC, for their vision and investment of this premier sportsplex in Spearfish, which will make a profound impact on our community and the surrounding region.”

“Keating Resources, LLC, is dedicated to making a difference in the communities we serve,” Alec Keating, President at Keating Resources, LLC, said. “We are proud to have our logo displayed at this facility, and we look forward to seeing all of the athletes practice, play, learn, and grow at the Keating Resources Sportsplex.”

The 40-acre sportsplex, located off Interstate 90’s Exit 17 at the corner of East Colorado Boulevard and U.S. Highway 85, includes four regulation-sized softball fields (with night lighting and scoreboards) and six regulation-sized soccer fields, including one championship-style soccer field complete with lighting. All six fields can be divided into a total of 18 smaller fields for younger age classes. In addition to the fields, two restroom/concession buildings serve the fields, and shade structures are located at every field, including at every softball spectator seating area. The facility also includes a playground, restroom, and large shelter to serve the people using the complex and the adjacent Sky Ridge neighborhood. With this complex, which opened for play in Spring 2024, the City and local associations can host local, state, and regional tournaments that were unattainable before due to limited field space.

Parks and Recreation Director Ehnes explained the complex naming rights sponsorship agreement is for 10 years, totaling \$480,244.28. The terms include having the Keating Resources, LLC, logo and “Keating Resources Sportsplex” on all signage at the complex, to include the monument signs, wayfinding signs, parking lot entrances and rows, all softball and soccer field signage, and more. Other details of the agreement include print and digital marketing for Keating Resources, LLC, and sportsplex staff wearing uniforms with the Keating Resources Sportsplex logo on them.

“Keating will also be the primary sponsor for the Spearfish Recreation and Aquatics Center Skate Nights for the next 10 years,” Parks and Recreation Director Ehnes said.

“This sponsorship allows us to further our mission to create a legacy and join the City in its commitment to promote physical, social, and economic growth by creating this facility for local and regional athletes to compete,” Alec Keating, President at Keating Resources, LLC, said. “We invite everyone to come out and enjoy Keating Resources Sportsplex!”

The City, in partnership with Keating Resources, LLC, will hold a grand opening at the sportsplex in the future, with details to be announced.

To find out more about sponsorship opportunities, visit [www.spearfishsportsplex.com](http://www.spearfishsportsplex.com).

Keating Resources is owned by father-son entrepreneurs, Gerard and Alec Keating. The company invests in value-add real estate across the United States, totaling over \$1 billion in transactions over its 20 year history.

Visit [keatingresources.com](http://keatingresources.com) to learn more about the history, projects, and future plans of Keating Resources.

For more information regarding Keating Resources, please contact Gerard Keating at 402-925-5113 or [gerard@keatingresources.com](mailto:gerard@keatingresources.com) or contact Alec Keating at 630-648-9967 or [alec@keatingresources.com](mailto:alec@keatingresources.com).

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