

Sprinturf Signs Multi-Year Partnership Agreement with BPG | SPORTS Across Portfolio of Complexes

Sprinturf and BPG | SPORTS partner across a portfolio serving four million annual visitors, beginning with the renaming of Sprinturf Performance Park.

DANIEL ISLAND, SC, UNITED STATES, August 25, 2026 /EINPresswire.com/ --

[Sprinturf](#), the premier vertically-integrated U.S. manufacturer of synthetic turf systems, has entered into a multi-year partnership with [BPG | SPORTS](#) as the exclusive title naming rights partner of its 65-acre sports complex in New Castle, Delaware, [Sprinturf Performance Park](#). The agreement also designates Sprinturf the official turf partner for facilities across the BPG | SPORTS portfolio.

The logo for Sprinturf Performance Park. "SPRINTURF" is in bold black with a green swoosh over the "I". "PERFORMANCE PARK" is in bold green.

Sprinturf Performance Park Logo

“

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The partnership is a major step in the company’s plan to expand access to recreation across the United States. Every field Sprinturf builds adds playable hours to a community’s calendar, and those hours are what open the schedule to more teams, longer seasons, and the programs that get squeezed out when weather takes fields out of service.

“When communities have dependable fields that can meet the demand of everyone who wants to play, that’s when confidence grows,” said Donna Kent, Vice President of

Marketing at Sprinturf. “Our support for this park matters because every person who visits will see what is possible when a community invests in a high-quality synthetic turf facility. That is how the vision spreads: more places where underdogs rise and communities celebrate the heart of the team.”

Sprinturf Performance Park, previously known as Kirkwood Sports Complex, is a county-owned facility that draws more than 1.5 million visitors a year and hosts 15 large-scale tournaments

annually, alongside the recreational youth programs, adult leagues, travel clubs, and school teams that use it week to week. The complex is undergoing a \$10 million capital improvement program that includes converting grass fields to synthetic turf and renovating the indoor turf arena.

BPG | SPORTS, Buccini Pollin Group's full-service sports management firm, owns, operates, and manages athletic facilities across the Mid-Atlantic, including Chase Fieldhouse in Wilmington, Delaware, home of the NBA G League Delaware Blue Coats, and Sports At The Beach, a 16-field baseball complex in Georgetown,

Delaware. Its venues host more than 10,000 events and over 4 million visitors annually, generating an estimated annual economic impact of more than \$300 million.

"We hold our facilities to the highest performance standards, and Sprinturf has exceeded our expectations every time we have worked with them," said Stephen Cavalier, Senior Vice President and General Manager at BPG | SPORTS. "By manufacturing everything in the United States, they control their product from start to finish and we benefit from knowing exactly what we are putting on our fields. Naming Sprinturf the official turf partner across our portfolio was the natural next step in ensuring long-term quality."

About Sprinturf

Sprinturf is a premier U.S. manufacturer of synthetic turf, providing high-performance solutions for schools, universities, sports complexes, parks, and professional sports organizations. As one of the only single-entity, vertically integrated turf manufacturers in the industry, Sprinturf produces 100% of its turf fibers in-house at U.S.-owned facilities, controlling quality from pellet to play. From fiber production in Dadeville, Alabama, to finished turf at its ISO 9001-certified facility in Chatsworth, Georgia, Sprinturf delivers industry-leading products that meet the highest standards of quality and environmental responsibility. Every Sprinturf field is built on the belief that a great surface is more than a place to play; it's the foundation where confidence grows and communities come together.

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