

SDNB Enters 5-Year Naming Rights Sponsorship Agreement with Aspen Orthopedic Specialists and Orthopaedic Hospital of Wisconsin

New Berlin, Wis. – The School District of New Berlin is teaming up with Aspen Orthopedic Specialists and Orthopaedic Hospital of Wisconsin (OHOW) on a 5-year sponsorship agreement that gives the healthcare organizations exclusive naming rights to New Berlin West Middle / High School’s outdoor baseball and soccer complex.

Both Aspen Orthopedic and OHOW will have name recognition on newly erected signage at the complex entrance off of Cleveland Avenue

“This is an exciting agreement with both Aspen Orthopedic and Orthopaedic Hospital of Wisconsin, two important partners of the School District of New Berlin,” SDNB Superintendent Joe Garza said. “We are excited to put their names on our soccer and baseball complex as a way to further recognize that partnership.”

Aspen Orthopedic Specialists have been the sports medicine physician and athletic training provider at New Berlin West since 2019. Since 1973, Aspen orthopedic surgeons, specialty-trained doctors and staff have provided the highest level of specialized medical and surgical treatment throughout southeastern Wisconsin. Aspen’s local hospital affiliation is Orthopaedic Hospital of Wisconsin. Established in 2001, OHOW focuses solely on the full-service treatment of orthopedic injuries and conditions. It opened its New Berlin Physical Therapy location in 2019, one of six conveniently located outpatient physical therapy clinics in the greater Milwaukee area.

OHOW CEO Brandon Goldbeck said, “The partnership with the School District of New Berlin is an exciting opportunity for OHOW and Aspen to further support the sports medicine needs of the hundreds of student-athletes that use this complex each year.”

Orthopedic surgeon and sports medicine specialist, Ryan Kehoe, MD added, “Our commitment to the SDNB and its athletic programs deepens the connection that Aspen Orthopedic Specialists has to the residents and families of New Berlin.”

As a result of the agreement, the SDNB intends to name the baseball field Tom Farina Field - and identify it with signage - after the longtime West coach, as well as improve the signage at Dillett Soccer Field, named after late coach Mike Dillett. Details of the naming ceremonies, including a celebration of the partnership with Aspen Orthopedic Specialists and OHOW, will be announced at a later date.

“We’re incredibly fortunate to further our partnership with OHOW & Aspen,” West Athletics and Activities Director Jordan Napoli said. “And I’m ecstatic that through this partnership we will continue memorializing the late Mike Dillett and officially name our baseball field after Tom Farina, who did so much for our baseball program.”

The SDNB has a multitude of naming rights sponsorship opportunities available to interested partners. The district’s sponsorship guide showcases those opportunities in three categories: academics, the arts and athletics. Venues available for naming rights opportunities include the Performing Arts Center, indoor and outdoor athletic complexes and facilities, and many more, including individual classrooms and hallways. You can learn more about the district’s sponsorship opportunities by [viewing the guide](#) or contacting David Cotey at (262) 789-6225.