

BB&T Point Stadium

Stadium | High Point, NC



Turn-key Signage Implementation for \$36 Million Stadium

BB&T Point Ballpark, located in High Point, North Carolina, is home to the High Point Rockers, an American Professional baseball team. High Point baseball kicked off their inaugural 2019 season in the Atlantic League in a stunning new \$36 million ballpark.

BB&T Point Ballpark had a hard deadline for the grand opening, which coincided with the opening season for baseball. Kieffer | Starlite was selected as a partner to oversee, manufacturer and deliver the signage needs for the new stadium. The signage was designed to provide sponsor branding, clear wayfinding throughout the stadium, area identification and several other elements to create a memorable experience at the ballpark. The tight completion timeframe was critical to ensure delivery and create the desired impact on this notable endeavor for the High Point community.

About the Solution

Our team worked with the stadium partners to outline the scope of work and delivery schedules to make certain project completion by the grand opening of this highly anticipated ballpark for the triad community.

With many moving parts, our team worked through our proven-process to ensure seamless production and keep installation schedules on track. Our scope of work for the stadium included scoreboard signage, channel letters, plate letters, ADA/Regulatory signage, wall vinyl graphics, painted stenciling for identification throughout the stadium, flag poles and clocks.

The benefit of having multiple company-owned manufacturing facilities, our team was able to leverage signage production utilizing all locations. Our Client Services team managed all moving parts to ensure production schedules, shipping and installation we aligned to keep the project moving forward. The result was a complete stadium signage package delivered on-time, and BB&T Point Ballpark being able to proudly open on time and make a significant impact on Opening Day for the High Point Rockers.

