

## SUCCESS STORIES



Photo by Ron Jackson

Pat Head Summitt Plaza at Freedom Point

# A Storied Legacy Celebrated Through Public Art

## Honoring A Champion. Inspiring Greatness.

Pat Head Summitt ... her name resonates within the sports world without equal. Yet until 2018 there was little evidence in her hometown of Clarksville, Tennessee, that her legacy began there. Dedicated friends and followers set their sights on permanently recognizing the remarkable accomplishments of this women's athletics pioneer. BLF Marketing was honored to work closely with the Pat Head Summitt Project Committee, Lyle Cook Martin Architects and the City of Clarksville Parks & Recreation Department to play a key role in bringing **The Pat Head Summitt Plaza at Freedom Point** from concept to reality.



**BLF MARKETING**

# The Pat Head Summitt Plaza at Freedom Point

Liberty Park – Clarksville, Tennessee

While what is best known about Pat Summitt deals with her coaching career with the University of Tennessee Lady Vols, the foundation of her success was built on her family's farm in Middle Tennessee. Patricia Sue Head, known as "Trish," was born on June 14, 1952, in Montgomery County, Tennessee. Her playing career began with high school basketball and went on to include NCAA All-American honors and serving as co-captain of the first United States Women's Basketball Team in the 1976 Summer Olympics. She followed that eight years later as the Gold Medal winning coach in the 1984 Summer Olympics.



Interpretive panels tell of Pat Head Summitt's life and recognize financial support for the project

Her tenure as head coach of the University of Tennessee Lady Vols spanned 36 years and 1,098 career victories. Upon her retirement, Pat was the winningest coach in both men's and women's college basketball history.

## OBJECTIVES:

The bold idea of creating a lasting hometown tribute to Pat Summitt grew from seeds planted shortly before the announcement of her retirement from active coaching due to a health condition. Yet even then, a sense of urgency sparked a group of local civic leaders to pursue a permanent recognition in her hometown that would celebrate her connection to Clarksville.



The plaza is sited near the Cumberland River in Clarksville's Liberty Park



**“She elevated women’s basketball for athletes and aspiring girls across the country.”**

– USA Today



The organizers agreed that this tribute should be more than a solitary statue of Pat. The project should illuminate who she was as an inspiring leader and historically important figure.

**BLF INVOLVEMENT:**

To achieve this goal, BLF worked with the sculptor J. Brett Grill and architect Bradley Martin of Lyle Cook Martin Architects to create a fully developed site plan and installation that would be a visitor – and educational – destination. Here the Summitt story is told through a series of permanent exhibit panels that provide glimpses into her youth, her high school and college athletic career, her Olympics successes and her iconic role at the University of Tennessee, and more. BLF Marketing was responsible for providing:

- Branding and thematic development
- Marketing communications and collateral materials
- Strategic planning for fundraising and donor recognition
- Sculptor coordination and creative direction
- Website, social media and digital communications management
- Exhibit panels research, design and production



Website

*Donors of major gifts were recognized with a small statue of "A Coaching Moment"*





A Coaching Moment by J. Brett Grill, sculptor

## RESULTS:

### *Hometown Pride Delivers a Lasting Tribute.*

A successful fundraising effort resulted in more than \$275,000 in financial contributions and gifts-in-kind. In June 2018, the Pat Head Summitt Plaza at Freedom Point was dedicated as a "Hometown Tribute" to honor her lifetime of achievements. The larger-than-life bronze casting, titled "A Coaching Moment," stands to remind us of her enigmatic presence and as an encouragement to all those – young and old – striving to make the world a better place in their own way.



Supporters, family members and friends celebrated the unveiling on June 15, 2018

***"Her success bent the curve of history toward justice and equality for women athletes and she pulled our society forward. She blazed a trail that led to more opportunities for women, more scholarships, better facilities, more well-paid women coaches and ultimately a successful women's basketball league. That's quite a legacy."***

– Richard V. Stevens, Chairman of the Pat Summitt Plaza at Freedom Point Committee



Pat Head Summitt  
1952-2016

Your Success  
is Our Success.



**BLF MARKETING**

[www.blfmarketing.com](http://www.blfmarketing.com)

Clarksville, TN  
931-552-0763

[success@blfmarketing.com](mailto:success@blfmarketing.com)

Copyright © 2019 BLF Marketing  
2/19-POD