

**“ELEVATE**



**THE GROWL”**



**Fort Valley State Athletics  
Corporate Sponsorship Program**



## Fort Valley State University (FVSU) Athletics

### SEEKS TO PROVIDE HIGH-QUALITY ENTERTAINMENT

that is both affordable and enjoyable for students, alumni, faculty/staff, supporters and the surrounding community. As a Corporate Sponsor, your affiliation with Fort Valley State Athletics will leverage both the traditional benefits associated with sports properties and the unique community/promotional programs that support local and national businesses. Your affiliation with FVSU develops brand awareness, brand loyalty, and enhances exposure to a targeted demographic.

Fort Valley State Athletics Corporate Sponsorships can create an effective marketing and advertising plan for any business within a wide range of budget options. We will assist you to reach your target audience, develop top-of-mind awareness and build customer loyalty. Your company will receive unfettered access to Wildcat Nation, other partners, and community supporters. Your brand will be thoroughly integrated in establishing your company as a substantial part of the Wildcats game day experience and other events throughout the year.

One of the great advantages of becoming a part of the FVSU Corporate Sponsorship Program, is the ability to create a unique and highly impressionable promotional campaign based on the distinctive nature of the business involved. From signage to fan involvement to premium sponsorships and branding, Fort Valley State Athletics Sponsorship packages are designed to provide a unique opportunity to capitalize on your investment.

### The six (6) sponsorship categories Fort Valley State Athletics has to offer:

- Game Sponsorship
- In-Venue Advertising
- In-Venue Signage
- Digital/Social Media Advertising
- In-Game Promotions/Sponsorships
- Printed Advertising

### SPONSORSHIP BENEFITS

- GENERATE POSITIVE-IMAGE ADVERTISING
- MULTIPLE BRANDING OPPORTUNITIES
- INCREASE CONSUMER TRAFFIC & SALES
- INTRODUCE NEW PRODUCTS & SERVICES
- CAPTIVE AUDIENCE ADVERTISING
- OVER 30,000 VIEWS & IMPRESSIONS ACROSS ALL SPORTS, EVENTS, & VENUES EACH YEAR
- OVER 5,000 DAILY VIEWS ON WEBSITE & SOCIAL MEDIA PLATFORMS
- YEAR ROUND ACCESS TO SIGNATURE EVENTS WITH ATHLETIC DIRECTOR & COACHES



## GAME SPONSORSHIP

### NAMING RIGHTS

#### Season

**Football—\$150,000/yr.** (includes 60% of in-venue signage; 40% of in-venue advertising; 50% of in-game promotions/sponsorships; 90% of digital advertising; 100% of gameday printed materials; 100% social media advertising; 100 reserved and 100 general admission season tickets; 1 skybox suite; unlimited guests to The Flame AD Hospitality)

**Basketball M/W—\$75,000/yr.** (includes 60% of in-venue signage; 40% of in-venue advertising; 60% of in-game promotions; 90% of digital advertising; 100% of gameday printed materials; 100% social media advertising; 50% of public announcements; 50 season tickets; 1 premium loft; unlimited guests to The Flame AD Hospitality)

#### Single Game

**Football - \$30,000/game** (includes 20% of in-venue signage, 40% of in-venue advertising, 50% of in-game promotions, 90% of digital advertising; 100% of gameday printed materials; 100% social media advertising; 50% of public announcements; 50 reserved and 50 general admission tickets; 1 skybox suite; unlimited guests to The Flame AD Hospitality)

**Basketball M/W - \$5,000/game** (includes 20% of in-venue signage; 40% of in-venue advertising; 60% of in-game promotions/sponsorships; 90% of digital advertising; 100% of gameday printed materials; 100% social media advertising; 25 tickets; 1 premium loft; unlimited guests to The Flame AD Hospitality)

## IN-VENUE ADVERTISING

### Wildcat Stadium (Football, Track, Graduation, Concerts)

- 1) Chair back stickers (1600 reserved seats) - \$8,000 (initial 2-yr. agreement, \$2,000/yr. after)
- 2) Video board (hi-definition video) - \$3,500/yr.
- 3) Score board (static ad) - \$2,500/yr.

### HPE Arena (Basketball M/W, Volleyball M/W, Graduation, Community Events)

- 1) Courtside Wildcat Lounge (basketball only 20 premium seats) - \$10,000 (initial 2-yr. agreement, \$2,500/yr. after)
- 2) Video board (hi-definition video) - \$2,500/yr.
- 3) Score board (static ad) - \$1,500/yr.
- 4) Score board (digital) - \$1,000/yr.

### Wildcat Field (Softball)

- 1) Score board (static ad) - \$1,000/yr.

### Wildcat Tennis Facility (Tennis)

- 1) Score board (static ad) - \$500/yr.

## IN-VENUE SIGNAGE

### All locations (Wildcat Stadium, HPE Arena, Wildcat Field, Wildcat Tennis Facility)

- 1) 6' x 3' custom Fence/Wall Banner - \$4,000/yr. (includes banner design & production; \*\$1,000/yr. for one location)

## DIGITAL/SOCIAL MEDIA ADVERTISING

### Website, Facebook, Instagram, Twitter Ads (5,000+ daily viewing audience)

- Banner Ad with link to company site - \$1,000/yr.
- Banner Ad without link - \$850/yr.
- Display Ad with link - \$700/yr.
- Display Ad without link - \$500/yr.
- Player of the Week (All Sports) - \$3,000/yr.
- Player of the Week (Football) - \$2,000/yr.



DIVISION II

**MAKE IT YOURS**



## IN-GAME PROMOTIONS/SPONSORSHIPS

### Hang Tag (Required for Football Gameday Parking)

- 1) Season - \$5,000/yr. (2500 - 3" x 5" placards in different colors; including Homecoming)
- 2) Single game - \$1,500 (500 - 3" x 5" placards)
- 3) Homecoming - \$2,500 (500 - 3" x 5" placards)

### Milestone Sponsor (Announced each time milestone is achieved)

#### Football

- 1) Touchdown Sponsor - \$3,000/yr.
- 2) First Down Sponsor - \$2,000/yr.
- 3) Field Goal Sponsor - \$1,000/yr.

#### Basketball M/W

- 1) 3-Pointer Sponsor - \$3,000/yr.
- 2) Dunk Sponsor - \$2,000/yr.

#### Softball

- 1) Homerun Sponsor - \$3,000/yr.

#### Volleyball M/W

- 1) Kill Sponsor - \$3,000/yr.

### Promotional Items Give-aways

- 1) 100-300 items - \$1,500/yr.
- 2) 301 - 500 items - \$2,000/yr.
- 3) 501 - 700 items - \$3,000/yr.
- 4) 701 - 1,000+ items - \$5,000/yr.

Items include but are not limited to the following: t-shirts, pom-poms, thunder sticks, cups, hats, bags, etc.

### Promotional Events

- 1) In-game event - \$500/game (i.e., baby crawl, mascot dress-up, field goal kick)
- 2) Coaches Caravan - \$2,000/event
- 3) Student-Athlete Welcome Back Celebration - \$5,000/yr.
- 4) Student-Athlete Career Fair - \$5,000/yr.
- 5) Head Football/Basketball Coaches Show - \$10,000/yr.

### Public Announcements

- 1) Up to 3 announcements - \$300/game
- 2) Up to 5 announcements - \$500/game

## PRINTED ADVERTISING

### Schedule Posters

- 1) All Sports - \$5,000/yr.
- 2) Football - \$3,000/yr.
- 3) Basketball M/W - \$2,000/yr.

### Schedule Cards/Magnets

- 1) All Sports - \$5,000/yr.
- 2) Football - \$3,000/yr.
- 3) Basketball M/W - \$2,000/yr.

### Gameday Banners

- 1) All Sports - \$5,000/yr.
- 2) Football - \$3,000/yr.
- 3) Basketball M/W - \$2,000/yr.

### Gameday Flyers

- All Sports - \$5,000/yr.  
Football - \$3,000/yr.  
Basketball M/W - \$2,000/yr.



## FORT VALLEY STATE ATHLETICS

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