



**Corporate Partnership  
Proposal**



**Country Insurance &  
Financial Services**

**BRADLEY**  
UNIVERSITY

# DORNA ROTATING SIGNAGE

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Country Insurance and Financial Services will receive rotating advertising signage on the Dorna system in Carver Arena for the 2001-02 season. Details are as follows:

**Advertising Panels:** Fourteen (14) 3 ft. x 5 ft. panels located along press row and baselines.

**Exposure:** Annually: Fourteen (14) regular season home Men's Basketball games plus one pre-season Men's Basketball exhibition game

**Features:** Four minutes of exposure during pre-game activities during each home game  
Four minutes of exposure during the first half of the game during each home game  
One minute of exposure during the half-time activities during each home game  
Four minutes of exposure during the second half of the game during each home game

**Artwork & Production:** Subsequent changes to the existing panels to be paid by Country Insurance and Financial Services.

**Additional Features:** Five regular season home games are televised by WEEK-TV; the NBC affiliate in Peoria, IL. Approximately two regular season home games are televised by Fox Sports-Chicago and Fox Sports-Midwest with total cable household reach at 6.5 million per broadcast



# BASKETBALL SCHEDULE POSTERS

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Country Insurance and Financial Services will receive logo placement on the schedule posters for Men's & Women's Basketball. Details are as follows:

**Poster Size:** Both posters are 18" x 24". Posters are four color front.

**Number of Posters:** Men's Basketball - 5,000  
Women's Basketball - 3,000

**Exposure:** Country Insurance and Financial Services logo size is approximately 1 1/2" x 4". All logos will be placed according to NCAA regulations.

**Features:** Schedule posters are distributed throughout the Peoria County and Tazwell County area to retail shops, office complexes and other businesses.

**Artwork & Production:** Country Insurance and Financial Services will provide camera ready artwork. Production of schedule posters paid by Bradley University.



# BASKETBALL SCHEDULE CARDS

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Country Insurance and Financial Services will receive advertising exposure on schedule cards for Men's & Women's Basketball. Details are as follows:

**Card Size:** 6 <sup>3</sup>/<sub>4</sub>" x 3 <sup>1</sup>/<sub>2</sub>". Cards have four color fronts with two color backs.

**Number of Cards:** 75,000

**Exposure:** Country Insurance and Financial Services will have the middle panel for agent listings on the 4 color side - panel size is 2 <sup>1</sup>/<sub>4</sub>" x 3 <sup>1</sup>/<sub>2</sub>". Country Insurance and Financial Services logo will be placed on the middle panel on the 2 color side - logo size is <sup>3</sup>/<sub>4</sub>" x 1 <sup>3</sup>/<sub>4</sub>". All logos will be placed according to NCAA regulations.

**Features:** Schedule cards are distributed throughout the Peoria County and Tazwell County area to retail shops, office complexes and other businesses. Mailings originating for the Bradley University Athletic Department may also contain schedule cards.

**Artwork & Production:** Country Insurance and Financial Services will provide camera ready artwork. Production of schedule cards paid by Bradley University.



# FALL & SPRING ALL-SPORTS SCHEDULE CARDS

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Country Insurance and Financial Services will receive logo placement on the Fall All-Sports & Spring All-Sports schedule cards. Details are as follows:

- Card Size:** 7 1/2" x 4". Cards have two color fronts with two color backs
- Number of Cards:** Fall All-Sports - 10,000  
Spring All-Sports - 10,000
- Exposure:** Country Insurance and Financial Services logo size is 3/4" x 1 3/4". All logos will be placed according to NCAA regulations.
- Features:** Schedule cards are distributed throughout the Peoria County and Tazwell County area to retail shops, office complexes and other businesses. Mailings originating for the Bradley University Athletic Department may also contain schedule cards.
- Artwork & Production:** Country Insurance and Financial Services will provide camera ready artwork. Production paid by Bradley University.
- Sports Schedules Featured:** Fall All-Sports - Soccer, Volleyball, Swimming, Cross Country, Golf, Tennis
- Spring All-Sports - Baseball, Softball, Golf, Tennis, Track & Field



# GAME PROGRAM ADVERTISING

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Country Insurance and Financial Services will receive program advertising in the game programs for Men's Basketball and Women's Basketball for the 2001-02 season. Details are as follows:

- Ad Sizes:** Men's Basketball - 7 1/2" x 10" (10,000 copies)  
Women's Basketball - 7 1/2" x 5 1/2" (4,000 copies)
- Exposure:** Annually: Fourteen (14) regular season home Men's Basketball games. Twelve (12) regular season home Women's Basketball games.
- Features:** Ad in Men's Basketball game program will be four-color within the program. Ad in Women's Basketball, game program will be one color within the program.
- Artwork & Production:** Country Insurance and Financial Services will provide camera ready artwork. Production of game program paid by Bradley University.



# MEN'S BASKETBALL SEASON TICKETS

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Country Insurance and Financial Services will receive corporate season tickets for the Men's Basketball 2001-02 season. Details are as follows:

**Number of Tickets:** Twenty (20) corporate season tickets located in Section 12, Row 21, Seats 3-12 & Section 12, Row 22, Seats 3-12.

**Additional Comments:** Tickets will be delivered around the end of October, 2001.

## POSTER NIGHTS

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Country Insurance and Financial Services will receive title sponsor of the Men's Basketball home opening game & the Women's Basketball home opening game. Details are as follows:

**Posters Distributed:** Men's Basketball sponsored game - 4,000.  
Women's Basketball sponsored game - 1,000.

**Game Program:** Country Insurance and Financial Services will receive logo exposure on the front cover of the game program for the Men's Basketball sponsored game.

**Pre-Event Publicity:** Country Insurance and Financial Services will receive recognition as the game sponsor in media publicity.



# Country Insurance and Financial Services

## *Sponsorship Proposal*

### *Highlights:*

1. Dorna Rotating Signage
2. Basketball Schedule Posters
3. Basketball Schedule Cards
4. Fall & Spring All-Sports Schedule Cards
5. Game Program Advertising
6. Men's Basketball Season Tickets
7. Poster Nights

### *Sponsorship Investment:*

**\$x,xxx**

