

Your company will receive:

- Title Sponsorship of the baseball or softball game
- The honor of throwing out the first pitch of the game
- Twenty (20) complimentary tickets
- Promotional table for product sampling
- Guest appearance on Titan Radio broadcast
- Access to the Doubek VIP Room in the Wilson Clubhouse that include food and drinks.

PUBLIC ADDRESS ANNOUNCEMENTS

Two announcements per event will be made over the PA for all athletic events held at Titan Stadium, Titan Gymnasium, Goodwin Field, and the Titan Softball Complex.

PA Announcement:\$50

MESSAGE CENTER ADVERTISEMENT

Two announcements per event will be made on the electronic message center for all athletic events held at Titan Stadium, Titan Gymnasium, Goodwin Field, and the Titan Softball Complex.

Message Center Announcement:\$50

CUSTOM PACKAGES

Cal State Fullerton Athletics will customize a marketing package that is perfect for you. We will work with you on any combination of items in this brochure.

Supporting the Titans is more than just advertising. It's getting involved! Being a sponsor of Titan Athletics allows you the opportunity to interact with other local business people who also support CSUF. We will have numerous get-together and events throughout the year.



TICKETS

Bring your group of ten or more people to any Titan event and receive discounts on tickets. You will be recognized on the scoreboard and on the public address system.

Tickets for Titan athletic events are available at the Athletic Ticket office as well as the box office at each venue.

Fall Sports	Season Tickets	Individual Games
Men's Soccer	\$40	\$5
Women's Soccer	\$40	\$5
Volleyball	\$40	\$5

Winter Sports	Season Tickets	Individual Games
Men's Basketball	\$99	\$10
Women's Basketball	\$50	\$5
Women's Gymnastics	\$26	\$7
Wrestling	n/a	\$5

Spring Sports	Season Tickets	Individual Games
Baseball	\$85	\$5
Softball	\$50	\$5

GROUP TICKETS

Bring your group of ten or more people to any Titan event and receive discounts on tickets. You will be recognized on the scoreboard and on the public address system.

BASEBALL BOX SEATING

Enjoy Cal State Fullerton baseball through the luxury of box seating. All Boxes include:

- Free Season Tickets for all seats for three (3) years
- Box naming for three (3) years
- First right of refusal for all non-regular season events in the stadium
- First right of refusal for box seat tickets after initial three (3) years expire
- Access to the Doubek VIP Room in Goodwin Field (Access is dependent on the box seats purchased)*

The Doubek VIP Room is located in the Wilson Clubhouse and features 1200 square feet of indoor space and 600 square feet of outdoor patio space overlooking the Titan Softball Complex and Goodwin Field. This air-conditioned limited access room features televisions and roll-up ceiling to floor windows so that you will feel and hear the sounds of the game while enjoying the comfort of being indoors.

Field Box Seats

3 years	\$5,000
1 year	\$2,000

Off-Field Box Seats

3 Years	\$3,000
1 Year	\$1,200

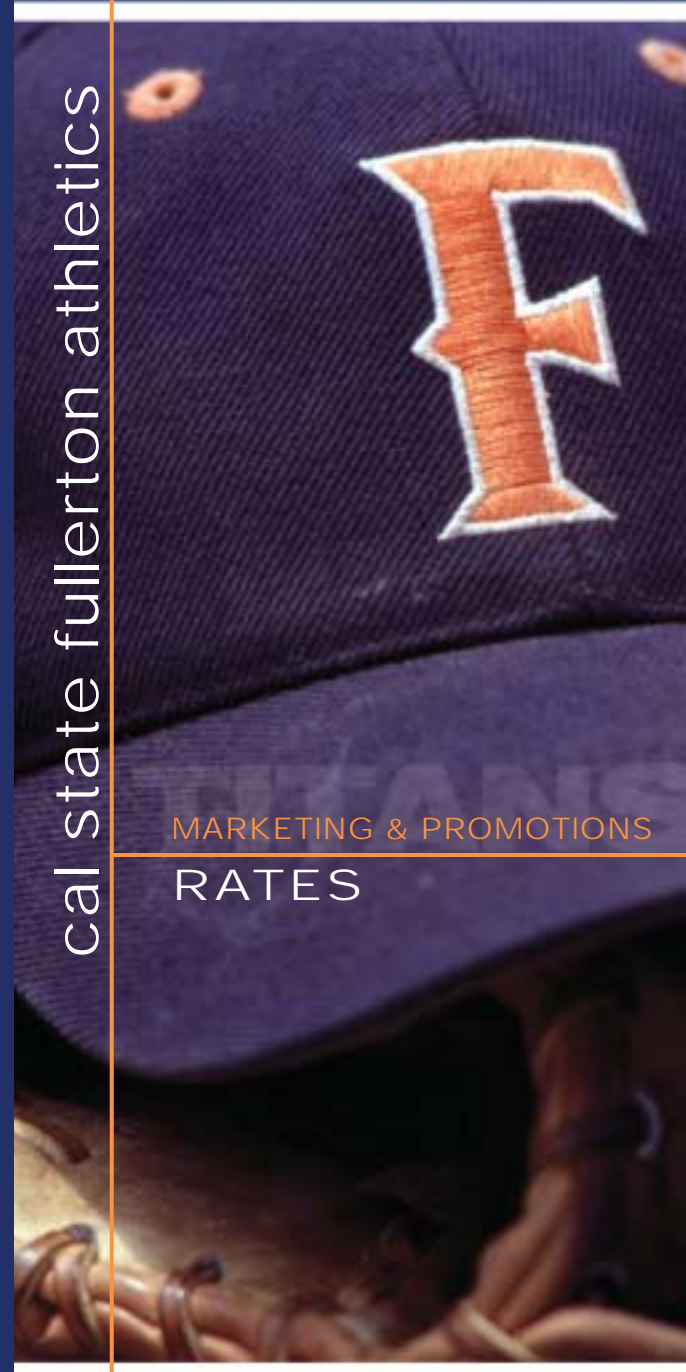
* Field Boxes in Sections 1-7 have access to the Doubek VIP Room during games played Monday –Friday. Off-Field Boxes have access to the Doubek VIP Room at all regular season home games (except a maximum of six dates which are reserved for university functions on dates to be determined later).



DXDEPARTMENT OF ATHLETICS
P.O. BOX 6810
FULLERTON, CA 92834
(714) 278-7791
FAX: (714) 278-5396

cal state fullerton athletics

cal state fullerton athletics



MARKETING & PROMOTIONS

RATES

SCOREBOARD ADVERTISING

Cal State Fullerton Athletics offers advertising at all athletic facilities on state-of-the-art scoreboards and message centers. You may purchase backlit panels manufactured to your specifications.

Campus Message Center

An 84" x 112" backlit scoreboard panel displayed on a campus message center at a major campus entrance located at Yorba Linda Boulevard and Associated Road.

Rate Card Value:\$7,500

Goodwin Field

An 84" x 112" backlit scoreboard panel displayed inside the baseball stadium for all events at Goodwin Field.

Rate Card Value:\$7,500

Titan Stadium

48" x 144" backlit scoreboard panel displayed inside the stadium for all events at Titan Stadium.

Rate Card Value:\$5,000

Titan Gymnasium

Scoreboards

66" x 92" and 34" x 38" backlit scoreboard panels displayed inside the gymnasium for all events at Titan Gym.

Rate Card Value:\$2,500

Courtside Displays

30" x 90" backlit courtside panels displayed inside the gymnasium for all events that use the scorer's table at Titan Gym.

Rate Card Value:\$2,500

Titan Softball Complex

66" x 120" backlit scoreboard panel displayed inside the stadium for all events at the Titan Softball Complex.

Rate Card Value:\$2,500



SIGNAGE

Titan Athletics offers additional advertising at all athletic facilities with banners and fence signs. You may purchase banners and/or signs manufactured to your specifications.

Goodwin Field

Double

6' x 18' outfield fence sign displayed inside the stadium for all events at Goodwin Field.

Rate Card Value:\$2,000

Single

6' x 9' outfield fence sign displayed inside the stadium for all events at Goodwin Field.

Rate Card Value:\$1,000

Titan Gymnasium

5' x 5' vinyl banner displayed for all men's and women's basketball, women's gymnastics, and wrestling events held inside Titan Gym.

Rate Card Value:\$1,000

Titan Softball Complex

3' x 10' outfield fence sign displayed inside the stadium for all events at the Titan Softball Complex.

Rate Card Value:\$500

CLUBHOUSE SIGNAGE

Cal State Fullerton displays its rich tradition of advancing to the College World Series on the outside wall of the Wilson Clubhouse at Goodwin Field. You will have a 3' x 5' sign displayed next to the Titans Regional Championships.

Rate Card Value:\$1,000

RADIO ADVERTISING

Cal State Fullerton is proud to be on the air this season on AM radio 1370 KWRM. CSUF will broadcast a total of thirty five (35) athletic events including baseball, softball, and men's and women's basketball. This 10,000-watt signal reaches from San Bernardino



to Covina and south to Anaheim. All games are also simulcast on Titan Internet Radio. Enjoy great radio success in your major market while associating yourself with a Division I collegiate athletic program.

Gold Package

Includes four (4) 30-second commercial spots per event. Also you will receive name and slogan recognition during opening and closing billboards and an infomercial during any two broadcasts of your choice.

Rate Card Value:\$3,000

Silver Package

Includes three (3) 30-second commercial spots per event. Also you will receive an interview during any broadcast of your choice.

Rate Card Value:\$2,000

Bronze Package

You will receive two (2) 30-second commercial spots per event.

Rate Card Value:\$1,000

Pre-Game Show Package

Includes four (4) 60-second commercial spots. Also you will receive name and slogan recognition during opening and closing billboards

Rate Card Value:\$2,500

Post Game Show Package

Includes four (4) 60-second commercial spots. Also you will receive name and slogan recognition during opening and closing billboards

Rate Card Value:\$2,500

PRINT ADVERTISING

Cal State Fullerton Athletics offers a variety of advertising opportunities with print advertising.

Game Programs (All Sports):

Black and White Business Card:\$250
 Black and White 1/4 Page:\$500
 Black and White 1/2 Page:\$750
 Black and White Full Page:\$1,000

Four Color Full Page:\$1,500
 Four Color Inside Cover:\$2,500
 Four Color Back Cover:\$3,000
 Four Color Inside Spread (both pages):\$4,000

Media Guides

Advertising is available for sports that produce media guides. A quote will be given based on availability.

Schedule Cards

2" x 3" ad for Fall schedule:\$1,500
 2" x 3" ad for Winter schedule:\$2,500
 2" x 3" ad for Spring schedule:\$2,000

Ticket Backs

2" x 3" ticket back ad for all sports:\$1,500

PROMOTIONAL OPPORTUNITIES

CSUF offers many promotional opportunities to help generate business. You may get involved with a sport or combination of sports.

Promotional Display: \$ QUOTE
 Product Sampling: \$ QUOTE
 Premium Giveaway: \$ QUOTE
 In-Game Promotion: \$ QUOTE

GAME SPONSORSHIP

Cal State Fullerton offers sponsorship of individual events that help drive fans to retail locations as well as Titan athletic events.

In-Game promotion: \$ QUOTE
 Pre-game Reception: \$ QUOTE

BASEBALL/SOFTBALL GAME SPONSORSHIP

Enjoy a day or night out with the premier baseball and/or softball teams of the nation. Sponsoring a game allows you and your group and afternoon or evening of fun and Division I entertainment.

