

Corporate Sponsorship Brochure Layout

Why Corporate Sponsorship at Samford?

1. Exposure & Association

As a Samford Corporate Sponsor, your business will receive positive exposure in the Birmingham community, on the Samford campus, and be associated with the success that surrounds Bulldog athletics.

2. Community & Economic Impact

Samford is an integral part of the Birmingham greater area. Our students, faculty and staff, not to mention alumni and fans, invest a great deal of money into our community.

3. Affinity

College sports fans, and especially Samford fans, are extremely loyal and routinely patronize the businesses that support Samford athletics.

4. Hospitality

All corporate sponsor packages include tickets that can be used to honor top employees or bring clients to the games for personal interaction opportunities.

5. Value

Each Samford corporate partnership is priced well and with the intent of giving you a definite return on your investment.

6. Success

Sports marketing works! All businesses can use more customers. Marketing through Samford athletics provides a unique opportunity to drive business and traffic and build a loyal customer base.

Samford Statistics

4,500 students

1,000 faculty/staff

Over 11,000 alumni in greater Birmingham area

1,000's of local fans

Brand Your Company Through SIGNAGE

Athletic banners are ideal for building top-of-mind awareness for your business and associating your services with Samford Athletics.

Seibert Stadium-Signs in each end zone display your company beautifully. The stadium seats 6,500 and hosts 5 to 6 home football games each year.

Two signs for the season \$1,500

Seibert Gymnasium-Gym signs provide tremendous year-round exposure to all home volleyball and men's and women's basketball games. In all, there are a total of over 30 home games played. The gym seats 4,000 and is one of America's greatest home court advantages. In addition to athletic events, the signs are present for intramurals, classes, camps and special events.

One sign for the season \$2,500

Joe Lee Griffin Field-Outfield signs are displayed well and attract a great deal of attention. The stadium seats 1,000 fans and hosts 25 or more home games a year. The signs can also be seen by spectators going to a football game or tennis match.

One sign for season \$500

Soccer Field-Soccer fever is sweeping the entire country including the Samford campus. Reach Samford students and local community with our sideline banners. The stadium and field can hold 700 people with nearly 10 home matches played each year.

One sign for season \$500

Softball Field-In 2002, this field was named Softball Field of the Year by Sports Turf Magazine. Your outfield sign will help your brand as you will appeal to the student and local community. The stadium and field can hold 750 people with nearly 20 home games played each year.

One sign for season \$500

Darwin C. Hardison Tennis Center-Branding your company on the tennis courts will gain you the maximum exposure. Your sign will not only be seen at all the tennis matches, but will be seen by everyone who comes to the West Campus.

One sign for season \$500

PRINT Advertising is the Ticket!

Game programs are a popular item at each football and basketball game. Advertising costs in these publications are as follows:

Football or Basketball (Men's and Women's Combined)

Full Page \$1,000

Half Page \$600

Quarter Page \$350

Eighth Page \$175

Combination for Football and Basketball

Full Page \$1,900

Half Page \$1,000

Quarter Page \$600

Eighth Page \$275

Special print items are always a desired item at Samford games. You will have the opportunity to put your logo and phone number, plus web address on each item. With the sponsorship of an item, we ask that you will display that item in your work place.

Advertising costs are as follows:

Game Ticket Backs (Football, Men's and Women's Basketball, Baseball Softball)

One sport \$1,000
All Sports \$4,000

Posters (Football, Men's and Women's Basketball)

One sport \$1,500
All Sports \$?????

Schedule Cards (Fall, Winter, Spring)

One season \$2,500
Print quantities will vary

Magnet Schedules (Fall, Winter, Spring)

One season \$1,500
Print quantities will vary

Ride the Waves of RADIO

Samford produces and airs more than 70 games on the radio and/or internet. Tapping into this loyal listenership is a great idea for any company. Radio broadcasts can be heard on 91.1 FM, Birmingham's only Jazz station, while internet broadcasts can be heard at www.samfordsports.com. Rates are as follows:

Football	2 commercials each game (11+ games)	\$1,000
Basketball	2 commercials each game (27+ games)	\$1,500
Special Mention	Play of the Game, Best Call, etc...	\$500 per sport
Other Sport Broadcasts (Soccer, Women's Basketball, Baseball, Softball)		\$250 per sport
Total Broadcast Partner Package (2 commercials on every broadcast)		\$3,000

Don't Be Left Out of Surfing the INTERNET

Take advantage of the Bulldogs popular website, www.samfordsports.com to reach a wide range of Samford fans. You can find up-to-date information on the teams or shop online and find your game gear.

Here is some brief information on www.samfordsports.com (Averages):

300,000 hits per month/3,600,000 hits per year
125,000 page views per month/1,500,00 page views per year
20,000 unique visitors per month/240,000 unique visitors per year

Official Online Sponsorship	(\$6,000-\$8,000)
Content Online Sponsorship	(\$4,000-\$6,000)
Banner Online Sponsorship	(\$2,000-\$4,000)
Company Listing	(\$500)

Every Sponsorship Has a Great PROMOTION

One of the best ways to build knowledge and excitement for your brand and product is to sponsor a promotion with Samford athletics. Promotions can be season long or for a single game. We can develop a promotion that is exciting for the fans, adds energy to the event, and maximizes your exposure. Strong promotions are always advertised on the schedule cards, posters and website. The following are promotional elements in which your company can sponsor:

The Coca-Cola Fun Zone

The Coca-Cola Fun Zone occurs two hours before each home football game on the tennis courts adjacent to the football stadium. Your company will get great exposure from title sponsoring an inflatable game or activity inside.

Title Sponsorship of Game or Activity \$500

Football Tent Sponsor

Enjoy a great day of college football in one of America's most beautiful settings. Corporate, Church and Group tents are available for each game, in the north end zone, for you to gather your company, church, department, Sunday School class or whoever else and not have to lift a finger...except show up and have a good time! Included in the sponsorship is a tent, tables, chairs, food and game tickets for 100 people.

Tent Sponsor \$1,500 per game

Game Day Sponsorship

These sponsorships are a dynamic and flexible means to promote your business to a loyal fan base here at Samford University. We tailor these sponsorships to your company's needs and desires. At the game, you will have the opportunity to set up a booth, give away items, conduct a promotion and have announcements read. Your company will also receive 100 tickets to the game. This type of sponsorship is available at football, soccer, volleyball, men's and women's basketball, baseball and softball.

Football/Men's Basketball \$1,000 per game

Soccer/Women's Basketball/Baseball \$600 per game

Volleyball/Softball \$400 per game

Samford Dog Pound Club

This a membership club on campus for students and faculty/staff. Eligible people sign up for \$10.00 and receive gifts back for their membership. These gifts come from sponsors of the club. In addition to the gifts, members receive a discount card to use at sponsor venues.

Title Sponsor of Club \$1,500

Sponsor of Club \$500

Kid's Membership Club

What a great way to market to kids at an early age. By marketing to the kids, you also market to their parents. This club is open to any kid up to age 12. Members will receive newsletters, birthday cards, ticket coupons and an official t-shirt. By sponsoring this club, you will be associated and branded with anything that goes to the members and prospective members.

Title Sponsor of Club \$1,500

Sponsor of Club \$500

Corporate Kid's Club

The corporate kid's club is a community service program that businesses the unique opportunity to help at-risk kids in the Birmingham community by providing blocks of tickets to Bulldog Football and Basketball games. To participate in the program, a business will pick a game and sponsors 250 children's tickets at a discounted rate. The tickets are then distributed to the at-risk club. It provides a valuable opportunity for these kids by exposing them to the collegiate environment. At the game, your business will receive advertising by means of announcements and special recognition.

Block of 250 tickets \$750

Sponsorship Packages

Samford athletics will customize any partnership to help a business reach its target audience. However, if business is looking for opportunities to reach the widest possible audience, here are some "pre-set" packages to consider. Keep in mind too, that packages are a great way to save money!!

TEAM SAMFORD Package

Signage at all locations (Seibert Stadium and Gym, Soccer Field, Joe Lee Griffin Field, Softball Field and Darwin C. Hardison Tennis Center)

Full Page Combination Ad in Game Programs

Total Broadcast Partner Package

Banner Online Sponsorship

Football Tent Sponsorship

Game Day Sponsorship with special promotion

Corporate Kid's Club Sponsorship

10 All Sport Season Tickets

Investment Price: \$15,000

A la Carte Price: \$16,900

Red Package

Signage at Seibert Stadium and Gym

Half Page Combination Ad in Game Programs

Football and Basketball Radio Broadcast Partner with special mention

Internet Listing

Football Tent Sponsor

Game Day Sponsor

Corporate Kid's Club Sponsorship

6 All Sport Season Tickets

Investment Price: \$10,000

A La Carte Price: \$13,250

Blue Package

Signage at Seibert Gym

Quarter Page Combination Ad in Game Programs

Football and Basketball Radio Broadcast Partner

Game Day Sponsor

Corporate Kid's Club Sponsorship

4 All Sport Season Tickets

Investment Price: \$5,000

A La Carte Price: \$7,850

Gray Package

Football Tent Sponsorship

Quarter Page Combination Ad in Game Programs

Game Day Sponsor

Corporate Kid's Club Sponsorship

2 All Sport Season Tickets

Investment Price: \$2,500

A La Carte Price: \$4,000

Banner Package

Signage at all locations (Seibert Stadium and Gym, Soccer Field, Joe Lee Griffin Field, Softball Field and Darwin C. Hardison Tennis Center)

Investment Price: \$4,500

A La Carte Price: \$6,500

Women's Sport Package

Signage at all women's venues (Soccer Field, Seibert Gym, Softball Field and Darwin C. Hardison Tennis Center)

Full Page Ad in Basketball Game Program

Logo on every woman's poster (volleyball, soccer, women's basketball, softball)

Women's Radio Broadcast Sponsor

Internet Listing

Announcements at all home women's games

One Game Sponsorship at Soccer, Volleyball, Women's Basketball and Softball

4 All Sport Season Tickets

Investment Price: \$4,500

A La Carte Price: \$9,000

Current List of Sponsors at these Package Levels or higher:

Adventure Bus (Team Samford)

AmeriSuites

AmSouth Bank (Team Samford)

ArmStrong Relocation

Birmingham Coca-Cola (Team Samford)

Blockbuster Video

Blue Cross Blue Shield of Alabama

HealthSouth (Team Samford)

Hibbett's

Jason's Deli

Piggly Wiggly

SouthTrust Bank

State Farm

Verizon Wireless (Team Samford)