2013-14 Warrior Athletics Corporate Partnership Campaign

Graduate Champions
Dear Current and Future Corporate Partners:

On behalf of Winona State Athletics, I would like to introduce you to the Warriors’ athletic Corporate Partnership Campaign.

As our teams continue to enjoy success on the field and in the classroom, we continue to receive outstanding support from area businesses through our annual Corporate Partner Campaign. Over the past few years, the Corporate Partner Campaign has allowed us to recruit quality student-athletes and offer scholarships in all 14 of our Division II sports.

The Corporate Partnership Campaign, initiated to bring area businesses and WSU Athletics together in a joint venture, is used to generate much needed revenue for WSU to maintain our level of excellence.

In exchange for cash donations or in-kind gifts, businesses receive advertising benefits such as athletic event programs, public address announcements, signage rights and athletic event season tickets.

WSU Athletics is certain the Corporate Partnership Program will be a win-win situation for both WSU and the Corporate Partners. Please consider upgrading, renewing or joining the WSU Corporate Partner Program and becoming a member of our winning team!

Sincerely,

Eric R. Schoh
Athletic Director
Winona State University
ABOUT WSU AND THE WARRIORS

Location: Winona, MN
Enrollment: 8,900
Affiliation: NCAA Division II
Conference: Northern Sun Intercollegiate Conference
Colors: Purple and White
Nickname: Warriors
Stadium: Verizon Wireless
Arena: McCown Gymnasium
President: Scott R. Olson

Women’s Sports:
Basketball, Cross Country, Golf, Gymnastics, Soccer, Softball, Tennis, Track and Field, Volleyball

Men’s Sports:
Baseball, Basketball, Cross Country, Football, Golf

PROMOTIONAL OPPORTUNITIES

*Five home football games
*Fifteen home volleyball matches
*Three home cross country meets
*Fifteen home men’s basketball games
*Fifteen home women’s basketball games
*Two home track meets
*Ten home soccer matches
*Numerous home baseball games
*Numerous home softball games
*Four home gymnastics meets

*Numerous home tennis matches
*Warrior Club High School Holiday Classic
*Numerous summer sports camps
*Recreation
*High school football
*Various High School Track Meets
*Educational and musical camps
*Concerts and special events
*Various Northern Sun Conference Championships
*Various NCAA II National and Regional Championships

*Intramurals/Club Sports
*Orientation
*Student activities
*Graduation
Warrior Athletics
Levels of Participation

$10,000 Level
$5,000 Level
$2,500 Level
$1,000 Level

All packages are for one year and run from August through July each academic year.

*Tickets and/or ticket package components may not be resold per NCAA legislation
Warrior Athletics
$10,000 Level

- Full page ad in all Winona State Athletic game programs
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer
- Company logo and information in advertisers’ section of all Warrior media guides
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer, Baseball, Softball
- Signage rights at Winona State Athletic facilities (Corporate Partner provides signs)
  - Verizon Wireless Stadium - Scoreboard (3’ x 5’)
  - McCown Gym (4’ x 4’)
  - Softball Complex (3’ x 6’)
  - Loughrey Field (Baseball) (3’ x 6’)
  - IWC/McCown Concourse rotating logo

- Ten reserved seats at all Warrior football games
- Access for ten people to home football tailgates
- Two reserved parking spaces at all Warrior football games (based on availability)
- Right to share one Corporate Partner home football game

Partner will receive:

- Splash page advertising during the week of your game on winonastatewarriors.com
- Corporate Partner recognized in game notes the week of your game
- Recognition at beginning of game for sponsorship
- Presented with an autographed team ball at half time/pre-game
- Right to distribute promotional items
- Right to honor employees, conduct a contest, sponsor a performance, etc. at half time
- Mention in weekly press releases
- Serve as honorary coach (two sideline passes)
- General Admission tickets available by request- up to 100 for your game
- Logo will appear on any television promotion of the sponsor’s game
- Corporate Partner will receive mention in all radio spots promoting the game (if controlled by the Athletic Department)
• One 30 second spot during all radio broadcasts of WSU Athletics
• Ten reserved seats at all Winona State University home women’s basketball contests
• Ten reserved seats at all Winona State University home men’s basketball contests
• Ten message board appearances during Warrior Athletic contests at Verizon Wireless Stadium
• Ten message board appearances during Warrior Athletic contests in McCown Gym
• Three feature public address announcements during Warrior Football Contests
• Two feature public address announcements during Warrior Basketball Contests
• General public address announcements at all other home Warrior Contests
• Exclusive rights to one Corporate Partner home basketball game

Partner will receive:

Corporate Partner recognized in game notes the week of your game
Access for two people to the W Room for your game
Splash page advertising during the week of your game on winonastatewarriors.com
Recognition at beginning of game for sponsorship
Presented with an autographed team ball
Right to distribute promotional items
Right to honor employees, conduct a contest, sponsor a performance, etc. at half time
Mention in weekly press releases
General Admission tickets available by request- up to 100 for your game
Ability to give away promotional items at the gate with Corporate Partner’s logo

• Unlimited general admission passes to all home soccer, volleyball and gymnastics contests (upon request of the Corporate Partner)
• Corporate Partner logo will appear on WSU Athletic Web Site and link to your home page
• Corporate Partner logo will appear on all WSU athletic pocket schedules
  o Schedules for fall, winter and spring sports
• Recognition in Winona State Alumni Newsletter
• Corporate Partner logo to appear in two ads in the student newspaper
• Corporate Partner name/logo will appear on the Corporate Partner Campaign Directory
• Corporate Partner may claim to be an official sponsor of WSU Athletics

OVER $29,000 IN VALUE!
Warrior Athletics
$5,000 Level

- Half page ad in all Winona State Athletic game programs
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer
- Company name and information in advertisers’ section of all Warrior media guides
  - Football, Men's and Women's Basketball, Volleyball, Soccer, Baseball, Softball
- Signage rights at Winona State University Athletic facilities (Corporate Partner provides signs)
  - McCown Gym (4’ x 4’)
  - Softball Complex (3’ x 6’)
  - Loughrey Field (Baseball) (3’ x 6’)
  - IWC/McCown Concourse rotating logo
- Six reserved seats at all Warrior football games
- Access for six people to home football tailgates
- One reserved parking space at all Warrior football games (based on availability)
- One 30 second spot during all radio broadcasts of WSU Athletics
- Six reserved seats at all Winona State University women’s basketball contests
- Six reserved seats at all Winona State University men’s basketball contests
- Five message board announcements during Warrior Athletic contests at Verizon Wireless Stadium
- Five message board appearances during Warrior Athletic contests in McCown Gym
- Two feature public address announcements during Warrior Football contests
- One feature public address announcement during Warrior Basketball contests
- General public address announcements at all other home Warrior contests
- Unlimited general admission passes to all home soccer, volleyball and gymnastics contests (Upon request of the Corporate Partner)
- Corporate Partner logo will appear on WSU Athletic Web Site and link to your home page
- Recognition in Winona State University Alumni Newsletter
- Corporate Partner name to appear in two ads in the student newspaper
- Recognition on the Corporate Partner Campaign Directory
- Corporate Partner may claim to be an official sponsor of WSU Athletics

OVER $15,000 IN VALUE
Warrior Athletics
$2,500 Level

- Quarter page ad in all Winona State Athletic game programs
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer
- Company name and information in advertisers’ section of all Warrior media guides
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer, Baseball, Softball
- Signage rights at Winona State University Athletic facilities (Corporate Partner provides signs)
  - Softball Complex (3’ x 6’)
  - Loughrey Field (Baseball) (3’ x 6’)
  - IWC/McCown Concourse rotating logo
- Four reserved seats at all Warrior football games
- One reserved parking space at all Warrior football games (based upon availability)
- Four reserved seats at all Winona State University women’s basketball contests
- Four reserved seats at all Winona State University men’s basketball contests
- Two name mentions during all radio broadcasts of WSU athletics
- Two general public address announcements during Warrior Athletic contests
- Corporate Partner name to appear in two ads in the student newspaper
- Recognition in Winona State University Alumni Newsletter
- Mention on the Corporate Partner Campaign Directory
- Corporate Partner may claim to be an official sponsor of WSU Athletics

OVER $7,000 IN VALUE
Warrior Athletics  
$1,000 Level  

- Eighth page ad in all Winona State Athletic game programs  
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer  
- Company name and information in advertisers’ section of all Warrior media guides  
  - Football, Men’s and Women’s Basketball, Volleyball, Soccer, Baseball, Softball  
- Signage rights at Winona State University Athletic facilities (Corporate Partner provides signs)  
  - IWC/McCown Concourse rotating logo  
- Two reserved seats at all Warrior Football games  
- Two reserved seats at all Winona State University women’s basketball contests  
- Two reserved seats at all Winona State University men’s basketball contests  
- One name mention during all WSU Athletic radio broadcasts  
- One general public address announcement during home Warrior Athletic Contests  
- Corporate Partner name to appear in two ads in the student newspaper  
- Recognition in Winona State University Alumni Newsletter  
- Listing on the Corporate Partner Campaign Directory  
- Corporate Partner may claim to be an official sponsor of WSU Athletics  

OVER $4,000 IN VALUE
### Additional Sponsorship Opportunities

<table>
<thead>
<tr>
<th><strong>McCown Gymnasium Scorer’s Table Panel (3’ x 8’)</strong></th>
<th><strong>$2,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Take advantage of unique placement of your advertising for maximum exposure during all contests hosted in McCown Gymnasium. A great way to capture fans and television audiences as they catch all the Warrior action taking place in McCown Gymnasium. The backlit signs are for an entire year (corporate partner responsible for signage cost).</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>McCown Gymnasium Basketball Hoop Pads</strong></th>
<th><strong>$2,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Take advantage of unique placement of your advertising for maximum exposure during all contests hosted in McCown Gymnasium. Only one sponsor per hoop, set your business apart! This is a great way to capture fans watching from television or the computer.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>McCown Gymnasium Banner (4’ x 4’)</strong></th>
<th><strong>$2,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>For maximum exposure at WSU athletic events played in McCown Gymnasium, scoreboard banners offer the highest visual response. The cost of each is for the entire year (corporate partner responsible for signage cost).</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Verizon Wireless Scoreboard Panels (3’ x 5’)</strong></th>
<th><strong>$2,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly visual at all WSU athletic events and other sponsored activities held at Verizon Wireless Stadium. The cost of each panel is for the entire year (corporate partner responsible for signage cost).</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Verizon Wireless Stadium Suite</strong></th>
<th><strong>$7,500 - $15,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoy luxury at all WSU athletic events and other sponsored activities held at Verizon Wireless Stadium. Verizon Wireless Stadium accommodates ten luxury suites each containing all the amenities for a great experience. Rent these fabulous luxury suites for one game or an entire season.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th><strong>Season Long Contest</strong></th>
<th><strong>$1,500</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company will receive recognition as the official sponsor of the contest or promotion of your choice for any sport. This is a great way to engage fans and give away items to promote your business. Could be halftime or during a media TO.</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>Think Pink</strong></th>
<th><strong>$750/$1,500</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>This annual event partners Warrior student-athletes and the community to raise cancer awareness and funds. The event takes place at multiple contests hosted at Winona State University. Your company will be the title sponsor for this event and be featured on t-shirts, programs, print materials and website. Option to have an informational booth at each of the games is available for Primary Sponsors.</td>
<td></td>
</tr>
</tbody>
</table>
Print Advertising

Program Ads

Upgrade your program ads from black and white to color. (Must purchase a package to upgrade to color)

Full page ad - $250 per sport or $500 for all programs

Half page ad - $150 per sport or $300 for all programs

Purchase a program ad (black and white only). This option does not require the purchase of a package.

<table>
<thead>
<tr>
<th>Size</th>
<th>Football/Basketball</th>
<th>Volleyball/Soccer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$1250</td>
<td>$750</td>
</tr>
<tr>
<td>Half</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter</td>
<td>$500</td>
<td>$300</td>
</tr>
<tr>
<td>Eighth</td>
<td>$300</td>
<td>$200</td>
</tr>
</tbody>
</table>

The following are the ad specifications for all programs:
Full Page- 8.5 x 11, plus .125 bleed
Half Page- 8.5 x 5.5, plus .125 bleed
Quarter Page- 4 x 5.25
Eighth Page- 4 x 2.625

Tickets

$2,500

As the exclusive ticket sponsor, your company logo or ad will be printed on the back of all tickets sold from the WSU athletic ticket office. Approximately 30,000 tickets sold annually.

Team Posters

$1,000 per sport

Have your company logo prominently displayed on our team schedule posters – a maximum of five sponsors per poster. Ask about discounts for multiple sports; we’d be happy to give you a deal!
Web Advertising

Website

Winonastatewarriors.com has experienced tremendous results over the past few years. The Athletic Department has unlimited opportunities to reach the world and experiences nearly 40,000 hits per month. With the opportunity to place an ad, or team pages the Internet has become a great addition for companies to reach customers worldwide.

- Main page and all team pages (five static spots available) - $1,500 per year
- Team page (rotating) - $300 per year
- Exclusive Title Sponsor of Facebook - $2,000
- Exclusive Title Sponsor of Twitter - $2,000
- Exclusive Title Sponsor of Youtube - $2,000

Athletes of the Week

Be featured on the main page of Winonastatewarriors.com and show your support for our outstanding student-athletes. This opportunity is updated each week and will run the entire year.

$2,500

Web Streaming (Home games)

Advertise with the Warriors during all live broadcasts on the internet. This package includes:

- (1):30 spot during all volleyball broadcasts - (10 spots)
- (2):30 spots during all football broadcasts - (10 spots)
- (2):30 spots during all men’s basketball broadcasts - (24 spots)
- (2):30 spots during all women’s basketball broadcasts - (24 spots)
- Static ads for all broadcasts
- Bonus spots during baseball and softball broadcasts

$1,750

Live Stats

Your company logo, with a link to your website, will be placed on the live stats page for ALL Warrior Athletic home games (football, soccer, volleyball, basketball, baseball, softball).

$750
Radio Advertising

Warrior Sports Network

Advertise with the Warriors as we go behind the scenes and interview coaches as well as student-athletes throughout the year.

exclusive Title Sponsor of Warrior All Access Show (Aired on HBC 25 and winonastatewarriors.com) - $1,650

exclusive Title Sponsor of the Mike Leaf Show (Aired on HBC 25 and winonastatewarriors.com)- $1,650

exclusive Title Sponsor of the Tom Sawyer Show (Aired on HBC 25 and winonastatewarriors.com) - $1,650

Radio (Home and away games)

We offer flexible options during every Warrior broadcast throughout the year. Purchase a 30 spot, naming rights to specific plays (First Down, FT, 3-point, etc.) or a name mention. Radio is a great way to reach a large audience during every game.

(2):30 spots during all football broadcasts - $1,000 (22 spots + post season)

(2):30 spots during all basketball broadcasts - $2,000 (52 spots + post season)

exclusive Title Sponsor of Pregame - $3,000 (126 spots + name mentions)

exclusive Title Sponsor of Halftime - $3,000 (126 spots + name mentions)

exclusive Title Sponsor of Postgame - $3,000 (126 spots + name mentions)

Specific Play (First Down, 3-Point, Etc.) - $500 Football and $1,000 Basketball

(2) Name Mentions for all broadcasts - $500
Special Events

Warrior Club Golf Classic

Get involved in the summer’s most popular golf tournament. Sponsor a hole and golfers or share a hole with another business, your choice. Your contributions will help raise scholarship money for student-athletes at WSU.

- Co-title sponsorship is $2,750
- Two golfers/full sign is $500
- One golfer/shared sign is $250
- Additional Golfer is $125

Warrior Club Holiday Basketball Tournament

$5,000/$1,500

Your company will receive recognition as the official sponsor of the areas premiere high school tournament. Sponsorship also includes: program ad, video board exposure, signage opportunities, PA announcements, recognition at the youth clinic, and awards. Get great exposure while providing a wonderful experience for all student-athletes.

Warrior Club Scholarship Gala

$5,000/$1,500

Your company will receive recognition as the official sponsor of the Warrior Club’s annual fundraiser. Sponsorship includes: name on programs, invitations, emails, ads, program announcements, and recognition in the Warrior Club newsletters. Receive great exposure while supporting student-athletes.

Hall of Fame Banquet

$3,000/$750

Your company will receive recognition as the official sponsor of the Hall of Fame banquet. Sponsorship also includes: recognition in HOF program, banners, awards, name mention at banquet, and game day recognition. Get great exposure while providing a wonderful experience for inductees as well as all attendees.

Student-Athlete Banquet

$3,000/$750

Your company will receive recognition as the official sponsor of the banquet. Sponsorship of major awards including: Athlete of the year, Newcomer of the year, and senior awards. Get great exposure while providing a wonderful experience for all student-athletes.
## Warrior Athletics Sponsorship Rate Card

<table>
<thead>
<tr>
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<td>$300</td>
<td>$200</td>
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<table>
<thead>
<tr>
<th>Media Guides</th>
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<tbody>
<tr>
<td>Logo</td>
<td>$750</td>
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<tr>
<td>Name</td>
<td>$500</td>
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<table>
<thead>
<tr>
<th>Signage</th>
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<tbody>
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<td>IWC</td>
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<table>
<thead>
<tr>
<th>Tickets</th>
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</thead>
<tbody>
<tr>
<td>Football</td>
<td>$125</td>
</tr>
<tr>
<td>Basketball</td>
<td>$160</td>
</tr>
<tr>
<td>Individual Tickets</td>
<td>TBD</td>
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<table>
<thead>
<tr>
<th>Other Amenities</th>
<th></th>
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<tbody>
<tr>
<td>Tailgate Access</td>
<td>$5/person/game</td>
</tr>
<tr>
<td>Parking</td>
<td>$75/space</td>
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</table>

<table>
<thead>
<tr>
<th>Game Sponsor</th>
<th></th>
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<tbody>
<tr>
<td>Football</td>
<td>$1,500</td>
</tr>
<tr>
<td>Basketball</td>
<td>$1,500</td>
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<table>
<thead>
<tr>
<th>Message Board</th>
<th></th>
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<tbody>
<tr>
<td>Football</td>
<td>$25/spot</td>
</tr>
<tr>
<td>Basketball</td>
<td>$15/spot</td>
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</tbody>
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<table>
<thead>
<tr>
<th>PA Announcement</th>
<th></th>
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<tbody>
<tr>
<td>Feature</td>
<td>$20/read</td>
</tr>
<tr>
<td>General</td>
<td>$5/read</td>
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<table>
<thead>
<tr>
<th>Website</th>
<th></th>
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<tbody>
<tr>
<td>Logo</td>
<td>$500</td>
</tr>
<tr>
<td>Other</td>
<td>See page 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pocket Schedule Logo</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>All Seasons</td>
<td>$2,500</td>
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</tbody>
</table>

**Please see page 12 for radio costs**