

A large, stylized red paw print graphic is positioned in the upper right quadrant of the page. It features four distinct, teardrop-shaped claws at the top and a large, curved, hook-like shape at the bottom, all rendered in a solid red color.

**DAVIDSON
ATHLETICS**

Sponsorship Opportunities



We invite you to take part in the tradition that is Davidson College Athletics. Please take the opportunity to browse through the variety of sponsorship options we have available for this year. We are committed to working with you and your business to create a custom package that best meets the needs of your company!

For Sponsorship Inquiries, Please Contact:
 Martin McCann
 Davidson Athletics
 Assistant AD, Marketing and Event Management
 Box 7158
 Davidson, NC 28035

Phone: (704) 894-2781
 Fax: (704) 894-2556



DAVIDSON COLLEGE OVERVIEW

Davidson College Facts

- Davidson College is a highly selective, independent liberal arts college with roughly 1,700 undergraduate students.
- Since being established in 1837, Davidson has produced 23 Rhodes Scholars.
- Located 19 miles north of Charlotte, 91% of students live on the 450-acre campus.
- The student body is made up of representatives from 46 states and Washington, D.C.; as well as 36 other nations.
- Through the years 2006 -2009, Davidson College has been named to the President's Higher Education Community Service Honor Roll for exemplary service to disadvantaged youth.



Davidson Athletics Facts

- **Davidson is home to over 450 Division I student-athletes, competing in 21 varsity sports at the highest level of NCAA competition.**
- **The Wildcats have participated in the:**
 - ♦ NCAA Men's Basketball Championship
 - ♦ NCAA Men's Soccer Championship
 - ♦ NCAA Women's Soccer Championship
 - ♦ NCAA Women's Volleyball Championship
 - ♦ And *have won a National Championship in Women's Tennis*
- **Davidson is home to the:**
 - ♦ 2010, 2011 Men's Coastal Collegiate Swimming Champions
 - ♦ 2009 Women's Soccer Southern Conference Champions
 - ♦ 2008 Women's Coastal Collegiate Swimming Champions
 - ♦ Men's Basketball Southern Conference Champions
 - ◊ 2002, 2006, 2007, and 2008
 - ♦ Women's Volleyball Southern Conference Champions
 - ◊ 2000 and 2001



SPONSORSHIP OPTIONS

Men's Basketball



- Wildcats Men's Basketball has averaged over 4,750 fans for each home game over the last four seasons.
- Bob McKillop, in his 22 seasons at Davidson, is the school's and the Southern Conference's all-time leader in wins as head coach.
- Under McKillop, the Wildcats have been in postseason play ten times, including six of the last seven seasons.
- Belk Arena introduced new, upgraded seating during the 2008-2009 season in order to accommodate the growth in average attendance.
- During the 2010-2011 season, there were over 2,100 season ticket holders for Men's Basketball alone.



John M. Belk Arena



Built in 1989, John M. Belk Arena is home to the Davidson College Men's and Women's Basketball, Volleyball, and Wrestling teams. Belk Arena hosted over 50 events during the 2010-2011 year, including varsity athletic contests, youth camps, concerts and other campus events.

Your company's permanent signage will be visible year round for a variety of events.



Lower level corner scoreboard signage

Scoreboard Signage

Permanently lit signage is available on both the lower and upper scoreboards.

Lower Level - \$3,000 for one panel or \$5,000 for Full Court Coverage—a panel on two diagonally opposite scoreboards

Main Level - \$5,000
2 year minimum commitment



Upper level primary scoreboard signage

John M. Belk Arena

Press Row Signage

Your business can also be seen by countless numbers of fans by purchasing signage on press row.

Lighted, rotating signage, as well as permanent signage, right at floor level, is now available! Your company's logo will be seen at all Davidson Athletic events taking place in Belk Arena.

Rotating Signage (2' x 7' 6") - \$1,000

Static Signage (2' x 7' 11") - \$2,000

2 year minimum commitment



Scorer's Table Signage

Your business can also receive exposure by purchasing rotating signage on the scorer's table located between the team benches.

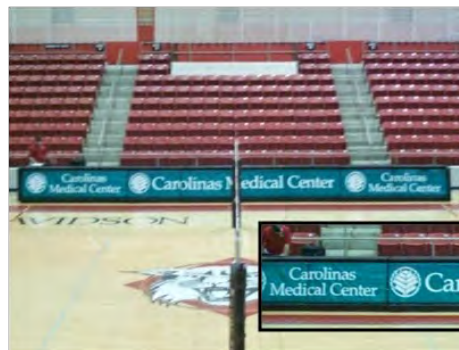
This signage appears prominently during television broadcasts. Over the past few seasons, Wildcats game have been broadcast on both national and regional television stations including ESPN, SportsSouth and MASN.

Signs are approximately 3' x 10', and up to 40' can be purchased to cover the entire table.

Starting at \$1,500

for 10' of signage

2 year minimum commitment



Richardson Stadium



Newly renovated in 1998, Richardson Stadium is home to the Davidson Football, Men's and Women's Track & Field, and Women's Lacrosse teams. The stadium was host to 24 varsity athletic events during the 2010-2011 year.

Your business' logo will be visible at all Davidson Athletic events hosted at Richardson Stadium, and permanent signs are visible 24 hours a day, 7 days a week, 365 days a year!



Scoreboard Signage

Your company's logo can be seen on the scoreboard with either permanent (sides) or rotating (bottom) signs. **As an added bonus for purchasing signage, your logo and name will also be put on the LCD screen of the scoreboard!**

Rotating Signage (4' x 105") - \$1,500

Static Signage (18" x 96" or 38" x 81") - \$4,000

2 year minimum commitment

Alumni Soccer Stadium



Dedicated in 2004, Alumni Soccer Stadium is home to the Davidson Men's and Women's Soccer teams. The stadium played host to 21 events during the 2010-2011 year.

Your business' logo can be seen at all Men's and Women's Soccer games, camps, and tournaments hosted at Alumni Soccer Stadium via scoreboard signage or sideline banners!



Scoreboard Signage

Your company can take advantage of an exclusive opportunity with a permanent sign on the Alumni Stadium scoreboard.

Signage Cost - \$2,000
2 year minimum commitment

Fall Sports On-Field Signage



On-field signage options at Richardson Stadium and Alumni Soccer Stadium offer your business an affordable alternative to gain exposure at a large number of Wildcat athletic events.

The signage can be **seen at all Men's and Women's Soccer games and Football games**, which totaled 26 events in Fall 2010!

Signage Cost (33" x 20') - \$1,000
2 year minimum commitment



Wilson Field

Renovated in 2005, Wilson Field is the home of the Davidson Baseball team. During the 2010-2011 year, 28 events were held at the ballpark. Wilson Field offers several sponsorship options for your business!

Your company's logo can be seen at all Davidson Wildcats baseball games and camps hosted at Wilson Field!



Scoreboard

Your business' logo can be seen on the scoreboard with an exclusive 4' by 19' permanent sign.

Signage Cost - \$1,750 2 year minimum commitment

Outfield

Your company's logo can be displayed on a 5' by 8' banner on the outfield fence. Davidson keeps the signage minimal, so your business will stand out to Wildcat Baseball fans!

Signage Cost - \$500 2 year minimum commitment

Radio



You can also be a part of the Wildcat Radio Network!

- John Kilgo (men's basketball) and Mark Plemmons (football) bring all the action of the Wildcats, and the message of your business, to our listeners for 11 football games and a minimum of 30 basketball games!
- All broadcasts are streamed live online at no charge to our fans!
- Davidson's Radio Network Affiliates (Men's Basketball):
 - ♦ WHVN 1240
 - ♦ WXRC 95.7 FM WHIP

Radio Sponsorship

Prices are for both Football and Men's Basketball Broadcasts

| <u>Length</u> | <u># per Broadcast</u> | <u>Price</u> |
|--|------------------------|--------------|
| 30 seconds | 4 | \$5,100 |
| | 3 | \$4,050 |
| | 2 | \$3,000 |
| | 1 | \$1,500 |
| 20 second Live Read | 1 | \$1,000 |
| Pregame, halftime, and postgame segment sponsorship (One :30 spot plus introduction of segment and mentions throughout the game) | | \$1,750 |

1350

Game Day Programs

- Game Day Programs are published for Football and Men's Basketball.
- Your business can sponsor half or full pages in the programs.
- Ads are available in black and white, as well as full color.

Basketball Pricing

Full Page Color - \$2,500

Full Page B&W - \$1,500

Half Page B&W - \$1,000

Football Pricing

Full Page Color - \$1,750

Full Page B&W - \$1,000

Half Page B&W - \$750



In this market, experience counts!



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allen tate Realtors®

When you work with me, I'll donate \$500 from each closing to either the Davidson Basketball Scholarship Endowment or the Davidson Annual Fund.

- Your company can also be the exclusive sponsor for all of Davidson's Olympic Sports Game-Day Programs. **Your company's logo will appear exclusively on the Game Day Programs for Baseball, Women's Basketball, Field Hockey, Lacrosse, Men's Soccer, Women's Soccer, Men's & Women's Swimming & Diving, Volleyball, and Wrestling.** Those sports competed in 116 events at home during the 2009-2010 school year!

\$2,000 Cost

Game Sponsorship

Your business can sponsor a game night at a home Men's Basketball Game. Each sponsorship includes the following:

- 30 Single Game Tickets
- Pre-Game Hospitality exclusively for corporate guests
- Courtside "Game Sponsor Recognition"
- Public Address "Game Sponsor Recognition"
- Scoreboard "Game Sponsor Recognition"
- Opportunity to outfit Mr. Cat with your company's t-shirt during the game
- Logo/Name Recognition on Game Advertising & Promotional Materials
- Game Program "Game Sponsor" Recognition
- Opportunity for In-Arena Product Sampling/Promotional Distribution
- Your business featured in On-Court Contests/Promotions

Cost from \$2,500

Packages are also available for Football, Women's Basketball, Men's Soccer, and Baseball, *starting at \$500.*



Other Promotional Opportunities



Fan Giveaways customized with your business' logo:

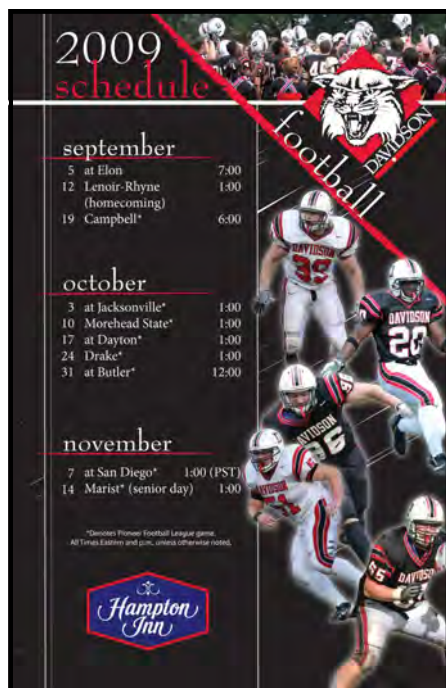
- Specialized T-Shirts
- Schedule Cups
- Schedule Magnets
- Schedule T-shirts
- Rally Towels
- Mini-Basketballs

Contact a marketing representative to discuss options and costs!

Video Streaming Sponsorship:

Your business can gain exposure with Wildcat fans watching and listening to Wildcat Athletic events on our free video and radio streaming broadcasts. **Your company's logo will be put up during all breaks in action and at least 4 radio mentions of your company will be made during each game.**

Cost - \$2,000



Posters and Schedule Cards:

Your company's logo can appear on Davidson Wildcats Promotional Posters and schedule cards, two of the hottest souvenirs for Wildcat Fans. **Posters and schedule cards are available to fans at games, as well as distributed to local businesses for display throughout the season.**

Cost from \$750

Season Tickets



Davidson Athletics offers a variety of season ticket options for its sponsors. Season tickets are available for Football, Men's Soccer, Men's Basketball, and Women's Basketball. **Season tickets offer a great opportunity to entertain clients, or to reward employees with game tickets.**

Davidson offers many options to make sure your company's needs are met. Please contact the Athletics Marketing Office to make sure you get your season tickets today!

***Cost from \$50.00 for Football, Men's Soccer,
and Women's Basketball Tickets***

Cost from \$150.00 for Men's Basketball Tickets

Event Sponsorship

Davidson is also proud to offer your business the opportunity to be a sponsor of the Annual Black Out Belk Men's Basketball game, proceeds of which go to a local charity, or the Think Pink Women's Basketball game, which helps support the WBCA/Kay Yow Fund to fight breast cancer. Both annual events, these games typically have the highest attendance in Belk Arena of all games over the season for both sports.

With sponsorship of the event, your company can get its logo on the t-shirts sold for each game, as well as marketing and promotional materials publicizing the event.

Packages cost from \$400 to \$1,000. Contact our marketing staff to discuss the options that would best suit your business.



“Proud Sponsors of Davidson Athletics”

Make sure that your company is recognized at every Davidson home game!
Your business will be acknowledged prior to every athletic contest at Davidson College when you become a “Proud Sponsor of Davidson Athletics.”

When your company spends \$10,000 on sponsorship opportunities with us, we'll proudly recognize your company with this benefit, among many others. Contact the Marketing Office to find out more about this exciting program!



PRICING

Signage

John Belk Arena

Men's Basketball, Women's Basketball, Volleyball, Wrestling

| <u>Signage Type</u> | <u>Commitment</u> | <u>Price</u> |
|----------------------------|--------------------------|--|
| Main Scoreboard | 2 years | \$5,000/year |
| Corner Scoreboard | 2 years | \$3,000/year for one panel 2 Scoreboards for \$5,000/year |
| Press Row Rotating | 2 years | \$1,000/year |
| Press Row Static | 2 years | \$2,000/year |
| Scorer's Table Rotating | 2 years | \$1,500 for 10' /year Call for pricing on larger signs |

Richardson Stadium

Football, Women's Lacrosse

| <u>Signage Type</u> | <u>Commitment</u> | <u>Price</u> |
|--|--------------------------|---------------------|
| Scoreboard Static | 2 years | \$4,000/year |
| Scoreboard Rotating | 2 years | \$1,500/year |
| On-Field Signage (Richardson Stadium and Alumni Stadium) | 2 years | \$1,000/year |

Alumni Stadium

Men's Soccer, Women's Soccer

| <u>Signage Type</u> | <u>Commitment</u> | <u>Price</u> |
|--|--------------------------|---------------------|
| Exclusive Scoreboard | 2 years | \$2,000/year |
| On-Field Signage (Richardson Stadium and Alumni Stadium) | 2 years | \$1,000/year |

Wilson Field

Baseball

| <u>Signage Type</u> | <u>Commitment</u> | <u>Price</u> |
|----------------------------|--------------------------|---------------------|
| Exclusive Scoreboard | 2 years | \$1,750/year |
| Outfield Wall | 2 years | \$500/year |

Radio Sponsorship

Prices are for both Football and Men's Basketball Broadcasts

| <u>Length</u> | <u># per Broadcast</u> | <u>Price</u> |
|---|------------------------|--------------|
| 30 seconds | 4 | \$5,100 |
| | 3 | \$4,050 |
| | 2 | \$3,000 |
| | 1 | \$1,500 |
| 20 second Live Read | 1 | \$1,000 |
| Pregame, halftime, and postgame segment sponsorship (<i>One :30 spot plus introduction of segment and mentions throughout the game</i>) | | \$1,750 |

Basketball Programs

| <u>Size and Type</u> | <u>Price</u> |
|-------------------------|--------------|
| Full Page Color | \$2,500 |
| Full Page Black & White | \$1,500 |
| Half Page Black & White | \$1,000 |

Football Programs

| <u>Size and Type</u> | <u>Price</u> |
|-------------------------|--------------|
| Full Page Color | \$1,750 |
| Full Page Black & White | \$1,000 |
| Half Page Black & White | \$750 |

Olympic Sports: Exclusive Sponsor Logo on all Davidson Olympic Sport Programs - \$2,000

Game Sponsorships

| <u>Sport</u> | <u>Price</u> |
|--------------------|--|
| Men's Basketball | \$2,500 |
| Football | \$2,000 |
| Women's Basketball | \$1,000 |
| Men's Soccer | \$750 |
| Baseball | \$500 per game; \$1,000 for a weekend series |

Posters and Schedule Cards

| <u>Item</u> | <u>Price</u> |
|--|--------------|
| Men's Basketball Poster | \$1,000 |
| Women's Basketball, Football, or Men's Soccer Poster | \$750 |
| Poster for All Olympic Sports | \$750 |
| Basketball Schedule Cards | \$3,000 |
| Fall or Spring Schedule Cards | \$2,000 |

Other Promotional Opportunities

| <u>Item</u> | <u>Price</u> |
|--|---|
| T-shirt Sponsor (<i>Your logo on t-shirts thrown to crowd—40 per game</i>) | \$750 - Men's and Women's Basketball; <i>Check for pricing on other sports</i> |
| Pom Poms | Price varies with quantity |
| Rally Towels | Price varies with quantity |

For more promotional opportunities, please contact the Marketing Office.

Black Out Belk or Think Pink Sponsorship

| <u>Level</u> | <u>Price</u> |
|--------------|--------------|
| Gold | \$1,000 |
| Silver | \$750 |
| Bronze | \$400 |

Video Streaming Sponsorship - *Your company's logo will be put up during all breaks in action and at least four radio mentions per game for only \$2,000.*

Tickets

Universal Ticket

A universal season ticket for all home games in football, men's soccer, women's basketball, and a great seat for men's basketball action. Each ticket will also guarantee you a free media guide for men's basketball, and a universal card that allows you to receive a free soft drink and popcorn at each contest, as well as a parking pass for men's basketball.

| <u>Ticket</u> | <u>Price</u> |
|----------------------------------|---------------------|
| Red Chair | \$450 |
| Premium Bleacher | \$350 |
| Family Plan Adult | \$300 |
| Family Plan Youth (12 and under) | \$200 |

Football

| <u>Ticket</u> | <u>Price</u> |
|------------------------------------|---------------------|
| Adult Season Ticket | \$50 |
| Youth Season Ticket (12 and under) | \$25 |

Men's Basketball

| <u>Ticket</u> | <u>Price</u> |
|------------------------------------|---------------------|
| <i>Priority I Option</i> | |
| Red Chair Season Ticket | \$300 |
| Preferred Season Parking Pass | \$45 |
| Men's Basketball Media Guide | \$10 |
| <i>Priority II Option</i> | |
| Premium Bleacher Season Ticket | \$200 |
| <i>Family Plan—Bleacher</i> | |
| Adult Season Ticket | \$150 |
| Youth Season Ticket (12 and under) | \$75 |

Tickets (Continued)

Men's Soccer

| <u>Ticket</u> | <u>Price</u> |
|------------------------------------|---------------------|
| Adult Season Ticket | \$50 |
| Youth Season Ticket (12 and under) | \$25 |

Women's Basketball

| <u>Ticket</u> | <u>Price</u> |
|------------------------------------|---------------------|
| Adult Season Ticket | \$50 |
| Youth Season Ticket (12 and under) | \$25 |

Southern Conference Basketball Tournament

| <u>Ticket</u> | <u>Price</u> |
|---------------------------------------|---------------------|
| All-Session Davidson Bloc Ticket Book | \$75 |

If you have any specific requests, please feel free to contact the Athletics Marketing Office to see how we can fulfill your needs!



