

NOVA SOUTHEASTERN UNIVERSITY



ATHLETIC DEPARTMENT SPONSORSHIP PROGRAM

<http://nsuathletics.nova.edu>

SPONSORSHIP PROGRAM

The NSU Athletics Sponsorship program is a way for organizations to purchase targeted advertising space through our Web site, Internet broadcasts, publications, athletic venues and more; making the public aware of their product and service offerings while supporting the NSU Department of Athletics

SPONSORSHIP BREAKDOWN

SIGNAGE

- With plenty of free space at all of our outdoor venues, signage will provide the opportunity for a corporation to visibly advertise their business to a large audience for extended periods.
 - NSU Soccer Complex: signage is available along the surrounding fences.
 - NSU Baseball Complex: signage is available along the outfield fence, as well as along the main entrance fence (first base line). Banners will also be placed along the back railing of the grand stands.
 - A.D. Griffin Sports Complex: signage is available along the outfield fence as well as along the railings of the grand stands.

ELECTRONIC MESSAGES

- Electronic messages allow multiple messages to reach the public through one media source. Special messages of upcoming events, sales or deals allow the public to stay informed, while enjoying the athletic events that NSU has to offer.
 - University Center: electronic messages scroll throughout the entire length of the event on the electronic message board located in the middle of the scoring table (courtside) and on the main scoreboards.
 - NSU Baseball Complex: electronic messages scroll on the scoreboard located in left-center field.

PA ANNOUNCEMENTS

- Public address announcements throughout the athletic events allow business' messages to reach the public in a more direct manner.
 - Men's and women's soccer: announcements will be made prior to the game as well as during any breaks that may happen during the two periods. Announcements will also be made during the half time break.
 - Volleyball: announcements will be made prior to the start of the match, as well as in between each game. Announcements will also be made during time outs.
 - Men's and women's basketball: announcements will be made prior to the start of the game as well as during any time outs that take place during each period. Announcements will also be made during the half time break.
 - Baseball: announcements will be made prior to the start of the game as well as in between innings.
 - Softball: announcements will be made prior to the start of the game as well as in between innings.

SPONSOR NIGHTS

- Sponsor Nights allows a business to be the highlighted sponsor for a specific athletic event, by providing the promotional giveaway and the halftime entertainment. Coupled with the electronic scrolling messages and public address announcements, the public will be saturated with the sponsor's message.
- Example:
 - Men's Basketball Movie Rental Sponsor Night
 - If NSU scored 90 points or higher, every fan receives a voucher for a free movie rental.
 - Promotional give away: Spirit pom poms to the first 500 fans
 - Halftime entertainment: "Audio Clip Trivia Game"; Three contestants will have the chance to compete for a \$50 Movie Rental gift card, if they give the correct answers to the mystery audio clips.
 - Bank Sponsor Night
 - Halftime: One lucky student will have the chance to play for money toward his/her tuition. The student will be blind-folded and have to collect as many balls in a bag as they can. Each ball will have a dollar amount and at the end of 30 seconds, the total will be calculated and the Bank will make a donation to that student's scholarship fund for their tuition.
 - Pizza Hut Night
 - The Rowdiest fan will receive a piping hot pizza delivered to his/her section to share with friends

PROMOTIONAL OPPORTUNITIES

- Promotional opportunities allow a business to promote their message while at the same time promoting their support of the NSU Athletic Department.
 - Examples:
 - T-Shirt giveaway: T-shirts to the first 500 fans in attendance with the NSU Sharks' logo on the front and the sponsor's logo on the back.
 - Spirit Towel giveaway to the first 500 fans
 - First 500 fans receive "Sharks Pride" wrist bands

NSU AUDIOCAST NETWORK

- The NSU Audiocast Network provides listeners from around the world the opportunity to listen to NSU Athletics in action as it happens. Broadcasters provide the listening public with the sponsor's message through brief announcements during breaks in action and full commercials during halftimes and between innings. Sponsor's logos also scroll on the main screen of Quick Time player throughout the length of the broadcast.

SPONSOR DATABASE

- The Sponsor Database is a new feature of the NSU Athletics' Web site that allows a business' logo and contact information to be posted in a database. This allows the public to view all the sponsors of the athletic department and contact them using the information provided. A direct link to the sponsor's Web site will also be provided.

NSU ATHLETICS VISITOR'S PACKET

- The NSU Athletics' Visitor's Packet is a printed material that is distributed to visiting opponents and fans. The packet includes information about our teams, facilities, amenities, local restaurants, shops and more for fans who are visiting the south Florida area.

PRINTED MATERIAL

- Media Guides: The NSU Department of Athletics produces 12 individual sport media guides in a season. Full-page ads are available for sponsors as well as business recognition, via logo placement, in the back of each media guide. Media guides are distributed to local and national media, opponents, Sunshine State Conference and NCAA administrators and the public.
- Seasonal Schedule Posters: The NSU Department of Athletics produces four seasonal schedule posters a year (One Fall; One Winter; Two Spring). These posters are distributed throughout the NSU campus and the surrounding community and also serve as give-away items at the start of the season. Sponsor logos are included.
- Seasonal Schedule Cards: The NSU Department of Athletics produce approximately three seasonal schedule cards a year (One Fall; One Winter; One Spring). These schedule cards are distributed throughout the NSU campus and the surrounding community and also serve as give-away items at the start of the season. Sponsor logos are included.
- Game Programs: The NSU Department of Athletics prints game programs for each home event for fans in attendance. Sponsor logos/coupons are printed either inside or on the back side of each program.
- Individual Sport Schedule Magnets: The NSU Department of Athletics prints 12 schedule magnets a year for distribution throughout the NSU campus and the surrounding community. These magnets are also used as give-away items at the start of the season. Sponsorships for magnets are sold on an individual basis and are not part of any sponsorship package. For more information please see "Additional Sponsorship Opportunities" at the end of this packet.

NSU HALL OF FAME/BOOSTER ROOM (University Center)

- The NSU Hall of Fame/Booster room, located in the brand new state-of-the-art University Center, is a luxury suite with an exclusive view of all the action. Special access pass is required.

ANNUAL ATHLETIC BANQUET

- Held at the end of the spring season, the annual NSU Athletics Banquet highlights all the athletes who have completed during the year. A formal dinner accompanied with awards for each sport and the department, are features of the banquet that allow the student-athletes and select guests to relive the moments of both seasons.