



University of Delaware Sports Marketing



Corporate Partnership Opportunities

A TRADITION OF EXCELLENCE



- The University of Delaware is one of the oldest and most distinguished public universities in the country. Founded in 1743, the University currently enrolls nearly 21,000 students and employs over 3,700 faculty and staff members.
- The University of Delaware has a proud tradition of academic and athletic excellence. The Blue Hens have earned 9 NCAA National Championships and 140 Conference Championships.
- Become a University of Delaware Athletics Corporate Partner and capitalize on a tremendous opportunity to reach your company's goals and objectives.



RENOWNED FACILITIES



■ Delaware Stadium

- UD was nationally ranked #3 in average attendance among all NCAA Division I Football Championship Subdivision (FCS) teams during the 2008 regular season.
- This "tough ticket" is an excellent opportunity to utilize the power of college football to improve your business.



■ Bob Carpenter Center

- Hosted nearly 200 events last year that drew over 250,000 visitors.
- The "BOB" is the largest basketball venue in the state and home to University of Delaware men's and women's basketball.

SIGNAGE OPPORTUNITIES



- Delaware Stadium Video Scoreboard Signage
 - Backlit static advertising panels that are displayed throughout the entire academic year.
- Delaware Stadium Video Scoreboard Feature
 - Logo recognition on the video scoreboard at every UD football regular season home game in conjunction with a selected game feature.



SIGNAGE OPPORTUNITIES

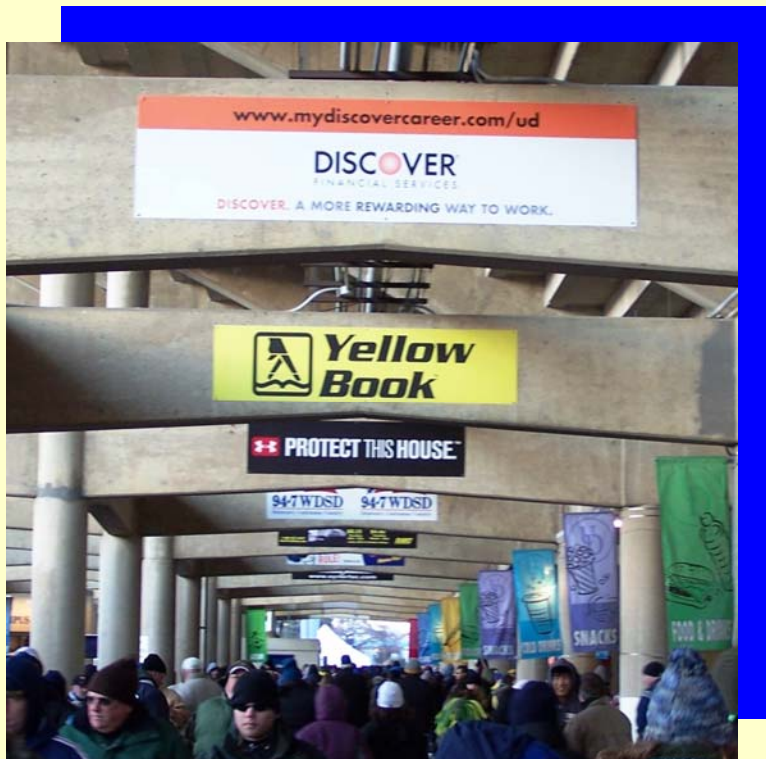
- Delaware Stadium Auxiliary Scoreboard

- Backlit static advertising panels that are displayed throughout the entire academic year.



- Delaware Stadium Concourse

- Concourse advertising panels that are displayed throughout the entire academic year.
- Signs are located on each side of Delaware Stadium.



SIGNAGE OPPORTUNITIES



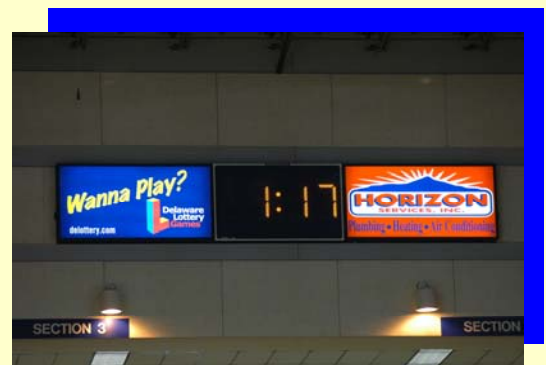
- Bob Carpenter Center Scoreboard
 - Backlit advertising panels that are displayed throughout the entire academic year.
 - Panels are located on each side of the scoreboard.



- Bob Carpenter Center Auxiliary Scoreboards
 - Backlit advertising panels that are displayed throughout the entire academic year.
 - Panels are located on each of the two auxiliary scoreboards.



- BCC Time of Day Clock
 - Backlit advertising panels that are displayed throughout the entire academic year.



SIGNAGE OPPORTUNITIES



- BCC Scorer's Tables
 - 32' rotating advertising panels on the scorer's table side at all UD men's and women's basketball regular season home games.



- BCC Press Row Tables
 - Backlit advertising panels on the press row side at all UD men's and women's basketball regular season home games.



SIGNAGE OPPORTUNITIES



- BCC Basket Pads
 - Exclusive logo placement on the support pads for both baskets (2 total) at all UD men's and women's basketball regular season home games.



- Rawstrom Pool Video Board
 - Static advertising panel to be displayed throughout the entire academic year.
 - Home pool for UD swimming and diving.



SIGNAGE OPPORTUNITIES



- Bob Hannah Stadium
 - Static advertising panel to be displayed throughout the entire academic year.
 - Home field for UD baseball.



- Delaware Softball Diamond
 - Static advertising panel to be displayed throughout the entire academic year.
 - Home field for UD softball.



- Viera Court
 - Static advertising panel to be displayed throughout the entire academic year.
 - Home court for UD volleyball.



- Fred P. Rullo Stadium
 - Static advertising panel to be displayed throughout the entire academic year.
 - Home field for UD field hockey, men's lacrosse, and women's lacrosse.



SIGNAGE OPPORTUNITIES



- Delaware Mini-Stadium
 - Static advertising panel to be displayed throughout the entire academic year.
 - Home field/track for UD men's soccer, women's soccer, and track & field.



WEB ADVERTISEMENTS

- Banner Advertisement
 - Sponsor placement on the Delaware Athletics home page – www.BlueHens.com.
 - Select advertisement space available throughout the entire academic year.



PRINT ADVERTISEMENTS



- Schedule Cards

- Exclusive sponsorship of the UD football, men's basketball, and women's basketball schedule cards.



- Ticket Backs

- Exclusive sponsorship of the UD football, men's basketball, and women's basketball ticket backs.



- Schedule Posters

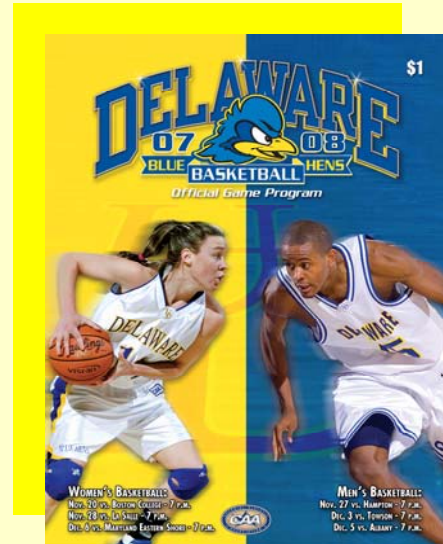
- Exclusive sponsorship of the UD football, men's basketball, and women's basketball posters.



PRINT ADVERTISEMENTS



- Game Programs
 - A variety of advertising space is available in the official UD football and basketball game programs, which are sold at all home games.
 - From the one-time visitor to the avid Delaware fan, these programs are a great collectors item.



- Ticket Envelopes
 - Exclusive sponsorship of the ticket envelope.
 - They are used by the UD Athletics Season Ticket & Group Sales Office throughout the football, men's basketball, and women's basketball seasons.



- Football Fan Guide
 - Advertising space is available in the official UD Football Fan Guide, which is the comprehensive source for all gameday information.



PROMOTIONAL OPPORTUNITIES



INDIVIDUAL GAME SPONSORSHIPS



- One (1) selected football and/or basketball game to be sponsored by your company.
- Recognition in pre-event advertising.
- Tickets to the game and opportunity for a pre-game reception.
- Logo on the game program cover (football only).
- Opportunity for product sampling.
- Opportunity to distribute promotional materials.
- Opportunity to participate in the pre-game coin toss (football only).
- Recognition with public address announcements at the game.
- Recognition with scoreboard messages at the game.





WHAT'S NEXT?

For more information please contact:

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