Kansas Wesleyan University
Marketing Partnerships

KANSAS WESLEYAN ATHLETICS offers local, regional and national businesses the opportunity to build partnerships with Salina’s hometown team. Plus, it’s a fun and exciting way to reach the students, faculty, staff, alumni and community with your company’s message at a reasonable investment. Kansas Wesleyan University will custom build an integrated package to help each partner company reach its marketing objectives.

Partners at the $5,000 sponsorship level and above qualify as an “Official Coyote Partner,” which gives the marketing partner added benefits to market and brand its association with the university athletics program.

OFFICIAL COYOTE PARTNER ADDED BENEFITS:

• Linked logo on most athletics web pages – www.kuwucoyotes.com
• Full-page advertisement in the fall sports yearbook
• Business card acknowledgement in the basketball and baseball/softball programs
• Authorization to use the logo in sponsor-related activities
• Framed plaque presented to your company
• Four passes to President’s Pavilion at a home football game
• First opportunity to include scoreboard signage for Graves Family Sports Complex

For more information, contact:

Mike Hermann, Director of Athletics
785-833-4410 • mike.hermann@kwu.edu

Nick Rice, Athletics Assistant
785-833-4401 • nick.rice@kwu.edu
Gameday Sponsorships

TITLE SPONSOR OF A HOME FOOTBALL GAME OR BASKETBALL DOUBLEHEADER
(up to two non-competing sponsors plus a media sponsor)

As a Title Sponsor, you will receive the following benefits:
• Logo on the game ticket and roster insert (July 1 deadline)
• Up to 40 game tickets (option for additional game tickets or hospitality tent/space)
• Announcer tags and/or logo placement in all media promoting the game, including social media
• Special in-game public address announcements, highlighting your company at the game
• Ability to display a 3’ x 8’ banner provided by your company at the game
• One time out promotion (basketball) or between quarter promotion (football)
• Opportunity to provide a giveaway item with your company logo for distribution at the gate
• Opportunity for a special display inside the stadium or SAC, giving away samples or company information

HOME SCHEDULE

<table>
<thead>
<tr>
<th>FOOTBALL</th>
<th>COSPONSOR</th>
</tr>
</thead>
</table>
| Saturday, Sept. 2         | Concordia (NE)  
                          | KCAC-GPAC Challenge |
|                           | $1,000    |
| Saturday, Sept. 16        | Saint Mary  
                          | Salina Day          |
|                           | $1,000    |
| Saturday, Sept. 23        | Sterling  
                          | Health Awareness, Pink Game |
|                           | $1,000    |
| Saturday, Oct. 7          | McPherson  
                          | Homecoming & Family Weekend |
|                           | $1,500    |
| Saturday, Oct. 14         | Friends  
                          | Youth Day           |
|                           | $1,000    |
| Saturday, Nov. 4          | Bethel  
                          | Military & Local Heroes  
                          | Appreciation Day, Senior Day |
|                           | $1,000    |

TITLE SPONSOR OF A HOME SOCCER, VOLLEYBALL, BASEBALL, SOFTBALL, WRESTLING OR SINGLE BASKETBALL GAME

As a Title Sponsor, you will receive the following benefits. .................................$250 each
• Logo on the roster insert
• Option for reserved seating or hospitality tent/space
• Opportunity for a special display inside the stadium or Student Activity Center, giving away samples or company info
• Opportunity to provide a giveaway item with your company logo for distribution at the gate
• Announcer tags and/or logo placement in all media promoting the game, including social media
• Special in-game public address announcements, highlighting your company at the game
• Ability to display a 3’ x 8’ banner provided by your company at the game
PERMANENT WALL BANNERS
Available in three-year package at $750 per year (first-time production included)
Available in one-year agreement for $950 (plus production)
• 3’ x 6’ banners displayed on east and west walls
• Active for home volleyball, basketball, wrestling and competitive cheer & dance events
• Additional exposure during high school tournaments, all-star games and special events
• Additional exposure during convocation events, practice and intramurals

AD PRO SCORER’S TABLE ROTATING SIGNAGE
Available in three-year package at $750 per year (animation production included)
Available in one-year package at $900 (plus production)
• Rotating exposure (30 seconds each) on scorer’s table (visible every 10 minutes, minimum)
• Active for home volleyball, basketball, wrestling and competitive cheer/dance events
• Additional exposure during high school tournaments, all-star games
• Received TV exposure in KCBA All-Star game broadcasts (Kansas 22)

STUDENT SECTION T-SHIRT SPONSOR (up to four sponsors on each)
• Football – $500
• Basketball – $500

SEASON LONG SPONSORSHIPS (two non-competing sponsors per event)
• Kid’s Club – $750
• Coyotes for a Cure – $750
• Youth Day (3): Kids get in free – $500
• Family Day (2): Special family day activities – $1,000

BASKETBALL GAME DAY PROMOTIONS (8 games)
• Fan with two half-court shots – $500
• Team three-pointer made promotion – $500
• Two fans shoot free throws (guaranteed winner) – $500
• Kid’s slam dunk contest – $500
• Team point total contest – $500
• Fan with three shooting options: layup, free throw, three-pointer – $500
• Team trax or other game opps promotion – $500

EXCLUSIVE SPONSORSHIPS
• Coyote Tailgate Zone – $2,000
• Football Student Section – $1,000
• Basketball Student Section – $1,000
• Men’s & Women’s Holiday Basketball Tournaments – $1,000
• College Golf Tournament – $1,000
• Basketball Ball Kid Promotion – $1,000

BETHANY RIVALRY SERIES
• Benefits at both schools – $4,000
Graves Family Sports Complex Scoreboard

FACING GENE BISSELL FIELD

- Active for home football, soccer and track events
- Direct association with Kansas Wesleyan gameday
- Additional exposure during Sacred Heart football and special events
- Additional exposure during practice and intramural events

FACING CLOUD STREET

- Visibility to Cloud Street traffic and Sacred Heart families
- Direct association with Kansas Wesleyan University
- 12-month exposure

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIELD SIDE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>4’ 2”</td>
<td>7’ 5”</td>
<td>$3,000 each</td>
</tr>
<tr>
<td>B</td>
<td>3’</td>
<td>6’ 3”</td>
<td>$2,000 each</td>
</tr>
<tr>
<td><strong>CLOUD SIDE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>4’ 10”</td>
<td>6’ 0”</td>
<td>$3,500 each</td>
</tr>
<tr>
<td>D</td>
<td>4’ 2”</td>
<td>6' 7”</td>
<td>$2,500 each</td>
</tr>
</tbody>
</table>

Sign C is Illuminated

Three-year agreement
5% annual escalator, production not included

Five-year agreement
3% annual escalator, no production charges for original art
Print & Online Advertising

FALL SPORTS GAME PROGRAM

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COLOR</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page 8.5&quot; W x 11&quot; H</td>
<td>4-color</td>
<td>$800</td>
</tr>
<tr>
<td>Full page 8.5&quot; W x 11&quot; H</td>
<td>B &amp; W</td>
<td>$700</td>
</tr>
<tr>
<td>1/2 page 8.5&quot; W by 5.5&quot; H</td>
<td>B &amp; W</td>
<td>$500</td>
</tr>
<tr>
<td>1/4 page 4.25&quot; W by 5.5&quot; H</td>
<td>B &amp; W</td>
<td>$300</td>
</tr>
<tr>
<td>Business ad 4.25&quot; W by 2.75&quot; H</td>
<td>B &amp; W</td>
<td>$200</td>
</tr>
</tbody>
</table>

SCHEDULE CARD SPONSORS
(1,000 cards, exclusive ad panel, up to four separate partners)

- Football, Fall Sports, Winter Sports, or Spring Sports – $500

SPORT POSTERS

- Football, Fall Sports, Winter Sports, or Spring Sports – $500 each sport

TICKET BACK SPONSORS (up to four sponsors)

- Football, basketball and volleyball – $500

AUTOGRAPHED TEAM PHOTO SPONSOR

- Any Sport – $250

STUDENT REWARDS PROGRAM

- Ability to reach student body at home sporting events – $250

COYOTE SPORTS NETWORK

- Logo on Scorebot, Commercials During Breaks – $500 per sport

GAMETIME ADVERTISEMENTS

- Public Address Announcements – $500 Season Package
GAME TICKETS
• All Sports Pass – $75 adults; $50 seniors, $25 Kid’s Club
• Season Ticket (Reserved) Football – $60
• Season Ticket (Reserved) Basketball – $60
• 20 tickets, any sport home game date – $80 adult, $20 youth

TAILGATE TENT (two tables, trash can)
• 20’ x 20’ – $180 ($20 extra for sides)
• 60’ x 40’ – $1,080
• Additional tables ($8 each) and chairs ($1.50 each) are available in advance only

BASKETBALL HOSPITALITY – BROWN MEZZANINE
• No charge for corporate partners for space
• Food and beverage available for purchase through Sodexo

NIGHT WITH THE YOTES
• Presenting Sponsor – $2,000
• VIP Table – $500
• Individual Tickets – $45

COYOTE CUP
• Presenting Sponsor – $2,000
• Foursome and Exclusive Hole Sponsorship – $800
• Foursome and Tee Sign – $450
• Foursome – $500
• Tee Sign – $100
Kansas Wesleyan University
Stats & Achievements

Increasing the educated workforce is a key factor to growing the economy of Salina. Kansas Wesleyan University is a hometown institution that has a history of developing the educated labor force here. By attracting students from out of the area to attend college in Salina, Kansas Wesleyan gives our community the chance to retain those students for key positions in the community.

KANSAS WESLEYAN UNIVERSITY

• Annual economic impact in Salina community – $40 million
• Construction investment in last 10 years – $20 million
• Number of Alumni – 10,400; Alumni in Saline County – 1,966
• Number of Students – 756 (Fall 2016)
• Projected Number of Student–Athletes – 500
• All–Time KCAC Championships (Charter member of the league in 1928) – 132
• KCAC Championships since 2013-14 season (most in the KCAC) – 17
• Academic All–Americans (most in the KCAC, including 13 since the 2013-14 season) – 22
• Annual Home Athletics Events – More than 70

CITY PARTNERSHIPS – Dean Evans Stadium, Bill Burke Park, Oakdale Park

ANNUAL FINE ARTS PERFORMANCES – More than 25

CHAMPIONSHIP/COMMUNITY EVENTS HOSTED AT KWU

• Kansas Basketball Coaches Association All–Star Games
• KCAC Competitive Cheer & Dance Championships
• KCAC Men's and Women's Soccer Tournament Games
• KCAC Volleyball and Women's Basketball Tournament Games & Championship
• KCAC Wrestling Invitational
• NAIA West Qualifying Event, Competitive Cheer & Dance Invitational
• NAIA Women's Soccer First Round Game
• Salina Invitational Tournament (high school basketball)
• Tri–County Classic (high school basketball)

10,400 ALUMNI
95% OF STUDENTS ARE FROM OUTSIDE SALINE COUNTY
55% OF STUDENTS ARE FROM OUT OF STATE

MORE THAN 130 YEARS IN SALINA

23 ATHLETIC TEAMS

MEN
• BASEBALL
• BASKETBALL
• BOWLING
• CROSS COUNTRY
• FOOTBALL
• GOLF
• SOCCER
• TENNIS
• TRACK & FIELD, INDOOR
• TRACK & FIELD, OUTDOOR
• WRESTLING

WOMEN
• BASKETBALL
• BOWLING
• CROSS COUNTRY
• COMPETITIVE DANCE
• GOLF
• SOCCER
• SOFTBALL
• TENNIS
• TRACK & FIELD, INDOOR
• TRACK & FIELD, OUTDOOR
• VOLLEYBALL

CO-ED
• COMPETITIVE CHEERLEADING

Kansas Wesleyan University Athletics Department
100 East Claflin Avenue • Salina, Kansas 67401
785-833-4400 • www.kwucoyotes.com