COCORATE PARTNERSHIPS
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 on www.kwucoyotes.com
- Full page advertisement in the football game program
- Business card acknowledgement in the soccer, volleyball, basketball and baseball/softball scorecards
- 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

For more information:

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

Tiffany Daniels, Assistant Athletics Director  
785-833-4414 • tiffany01.daniels@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 ........................................ $1,000 each plus $500 premium for Homecoming or Bethany Games

- 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

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

24 COYOTE ATHLETICS TEAMS

MEN
- Baseball
- Basketball
- Bowling
- Cross Country
- Football
- Golf
- Soccer
- Tennis
- Track & Field, Indoor
- Track & Field, Outdoor
- Wrestling

WOMEN
- Basketball
- Bowling
- Cross Country
- Golf
- Soccer
- Softball
- Tennis
- Track & Field, Indoor
- Track & Field, Outdoor
- Volleyball

CO-ED
- Competitive Cheerleading
- Competitive Dance
- Esports
Mabee Arena

**WALL BANNERS – $1,000**
- 3’ x 6’ banners displayed on east and west walls
- Visible for home volleyball, basketball, wrestling, and competitive cheer/dance events
- Bonus exposure during high school tournaments, practice, intramurals, all-star games, special events, and convocation events
- First-year banner production included

**AD PRO SCORER’S TABLE ROTATING SIGNAGE - $750**
- Rotating exposure (30 sec. 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)
- Animation can be added for additional fee

**CHAMPIONSHIP/COMMUNITY EVENTS HOSTED AT KWU**
- Kansas Basketball Coaches Association All-Star Games
- Salina Invitational Tournament *(high school basketball)*
- Tri-County Classic *(high school basketball)*
- YMCA Tumble in the Jungle Championship Event
- KCAC Competitive Cheer & Dance Championships
- KCAC Men’s and Women’s Soccer Tournament Games
- KCAC Volleyball and Women’s Basketball Tournament Games
- NAIA West Qualifying Event, Competitive Cheer & Dance Invitational
- NAIA Soccer First-Round Postseason Games
- NAIA Football Postseason Games
- NJCAA Region 6 Cheer & Dance Championships
- KSHAA Cheer Event *(Spirit Spreader)* and KSHAA Camps
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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4' 2&quot;</td>
<td>7' 5&quot;</td>
<td>$3,500 each</td>
</tr>
<tr>
<td>B</td>
<td>3'</td>
<td>6' 3&quot;</td>
<td>$2,500 each</td>
</tr>
</tbody>
</table>

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>C</td>
<td>4' 10&quot;</td>
<td>6' 0&quot;</td>
<td>$4,000 each</td>
</tr>
<tr>
<td>D</td>
<td>4' 2&quot;</td>
<td>6' 7&quot;</td>
<td>$3,000 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

FOOTBALL GAME PROGRAM

<table>
<thead>
<tr>
<th>Size</th>
<th>Color</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page 8.5” W x 11” H</td>
<td>4-color</td>
<td>$1,000</td>
</tr>
<tr>
<td>1/2 page 8.5” W by 5.5” H</td>
<td>4-color</td>
<td>$700</td>
</tr>
<tr>
<td>1/4 page 4.25” W by 5.5” H</td>
<td>4-color</td>
<td>$400</td>
</tr>
<tr>
<td>Business ad 4.25” W by 2.75” H</td>
<td>4-color</td>
<td>$300</td>
</tr>
</tbody>
</table>

SCHEDULE CARD SPONSORS
(1,000 cards, exclusive ad panel, up to two separate partners)
   Football, Fall Sports, Winter Sports, or Spring Sports – $500

SPORT POSTERS

<table>
<thead>
<tr>
<th>Sport</th>
<th># Printed</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Basketball (M&amp;W)</td>
<td>600</td>
<td>$600</td>
</tr>
<tr>
<td>Bowling</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Cheer &amp; Dance</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Esports</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Football</td>
<td>600</td>
<td>$600</td>
</tr>
<tr>
<td>Soccer (M&amp;W)</td>
<td>500</td>
<td>$500</td>
</tr>
<tr>
<td>Softball</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Tennis</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Track</td>
<td>300</td>
<td>$400</td>
</tr>
<tr>
<td>Volleyball</td>
<td>500</td>
<td>$500</td>
</tr>
<tr>
<td>Wrestling</td>
<td>300</td>
<td>$400</td>
</tr>
</tbody>
</table>

TICKET BACK SPONSORS (up to four sponsors)

- Football, basketball and volleyball – $500
- Season Tickets Sponsors – $500
Marketing Opportunities

COYOTE SPORTS NETWORK – $500 PER SPORT
Association with a sport of your choice by displaying your company logo with the on-screen scoreboard for continuous exposure.

GAMEDAY PUBLIC ADDRESS ANNOUNCEMENTS
- Professionally produced 15-second commercials, played at home games throughout the year
- $1,000 for three spots per event; $500 for one spot

SEASON LONG SPONSORSHIPS
- Coyotes for a Cure - $750
- Youth Day package (3 dates) - $500
- Family Day package (2 dates) - $750
- Coyote Tailgate Zone - $1,000
- Football Student Section - $1,000
- Basketball Student Section - $1,000
- College Golf Tournament - $1,500
- Basketball Ball Kid Promotion - $500

BASKETBALL ON-COURT PROMOTIONS (8 games each)
- Lucky fan with two half-court shots - $500
- Free throw shoot-off (guaranteed winner) - $500
- Kid’s slam dunk contest - $500
- Lucky shot from the wing - $500
- Progressive shots in 30 seconds (layup, free throw, 3 pointer) - $500

STUDENT SECTION T-SHIRT SPONSOR – $500
- Two shirts – one distributed at football, one at basketball
- Maximum of eight sponsors

STUDENT REWARDS PROGRAM – $250
Ability to reach student body at home sporting events

SALINA PURPLE FRIDAY (No charge to participate)
The Salina community celebrates Purple Friday with this partnership between the Salina Area Chamber of Commerce, Rocking M Media, Kansas State Polytechnic and Kansas Wesleyan University. Businesses can reward customers for supporting the hometown universities by wearing purple on Friday by offering discounts throughout the academic year. Businesses receive exposure through social media, the Salina Area Chamber of Commerce and promotional spots on Rocking M Media.
Hospitality

GAME TICKETS
- All Sports Pass - $75 adults; $50 seniors (60+), $25 youth (17 and under)
- Football Season Pass - $40
- Volleyball Season Pass - $40
- Basketball Season Pass - $50
- Football Game Ticket plus Access to End Zone Club at Halftime - $60 or $100 for pair

TAILGATE ALLEY PARTY PACKAGE – $100
- Reserved Tailgate Alley Parking Spot
- 16 Game Tickets, plus 2 Sideline Passes for Pregame
- 10 by 10 Tent, 2 Tables, Trash Can

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 - $2,500
- VIP Table (8) - $600
- Regular Table (8) - $400
- Individual Ticket - $50

COYOTE CUP
- Presenting Sponsor - $2,000
- Foursome - $500
- Tee or Green Sign - $250
- Cart Sign - $100