



2008-2009

Chico State WILDCATS

**ATHLETIC
SPONSORSHIP
and
MARKETING
OPPORTUNITIES**

**VENUE SIGNAGE
PRINTED MATERIALS
PROMOTIONAL EVENTS
SPONSORSHIP PACKAGES
RADIO PACKAGES**



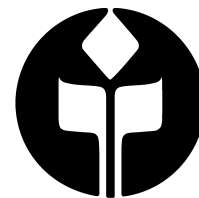
SPONSORSHIP OPPORTUNITIES



The continued success of Chico State Athletics has led to local, regional, and national visibility for the university, providing exceptional promotion and advertising opportunities for your company. This opportunity provides valuable publicity for Chico State sponsors, not to mention direct association with one of the top universities in the west.

The appeal of athletics at Chico State is the opportunity for student-athletes to compete at a high level while pursuing a quality education. The overriding factor in our athletic success is the "Chico Experience," an indefinable mood which makes student-athletes perceive Chico as home, not just a place to go to school. This, along with excellent coaching and fine facilities, has contributed to Chico's position in the top 10 of the NCAA Division II rankings in many different sports.

The intercollegiate athletics program at Chico State offers seven women's sports and six men's sports. In the fall of 1998, Chico State became affiliated with the California Collegiate Athletic Association, the all-time leader among NCAA Division II schools, with 144 national championships.



**CALIFORNIA STATE
UNIVERSITY, CHICO**

THE CALIFORNIA COLLEGIATE ATHLETIC ASSOCIATION



The California Collegiate Athletic Association (CCAA) has been the nation's most successful Division II program since its establishment in 1938. CCAA teams have captured 144 national championships, far more than any other Division II conference.

The 11 members of the CCAA include some of the nation's top Division II athletic programs:

- ◆ Cal Poly Pomona
- ◆ Cal State Dominguez Hills
- ◆ Cal State L.A.
- ◆ Cal State Monterey Bay
- ◆ Cal State San Bernardino
- ◆ Cal State Stanislaus
- ◆ Chico State
- ◆ UC San Diego
- ◆ San Francisco State
- ◆ Sonoma State
- ◆ Humboldt State

The CCAA sponsors seven women's and six men's sports. Fall sports include men's and women's cross country, men's and women's soccer, and women's volleyball. Men's and women's basketball are the CCAA's winter offerings, and women's tennis, men's golf, men's and women's track and field, softball, and baseball complete the spring season.



Jeff Kragel - Intercollegiate Athletics Marketing

A 1971 graduate of Chico State with a B.A. in mass communications, Jeff began his career as owner/general manager of KFM radio in 1974. He remained owner until 1986 and general manager until 1994, when he went on to establish Jeff Kragel Marketing. Jeff was the president of the Chico Heat Baseball Club from 1997 to 2002.

RADIO SPONSORSHIP PACKAGES



Mike Baca calls the action for Chico State basketball and baseball.

Keep your customers in tune with the excitement of Chico State Wildcat men's and women's basketball along with Wildcat baseball with one of these affordable radio packages. Season packages include commercials, billboards, promotions, and many opportunities for exposure. Your basketball and/or baseball radio package will complete your exposure to a sports-minded audience.

KPAY 1290
NEWSTALK

ESPN
RADIO
101.7 FM & 1340 AM
YOUR LOCAL SPORTS LEADER

The Championship	Value
◆ Two 30-second commercials in all women's basketball games.	\$480
◆ Two 30-second commercials in all men's basketball games.	\$480
◆ Two 30-second commercials in all baseball games.	\$600
◆ Two 10-second billboards in all games.	\$390
Total Value	\$1,950

The Full Court	Value
◆ Two 30-second commercials in all women's basketball games.	\$480
◆ Two 30-second commercials in all men's basketball games.	\$480
◆ Two 10-second billboards in all basketball games.	\$240
Total Value	\$1,200

The Home Run	Value
◆ Two 30-second commercials in all baseball games.	\$600
◆ Two 10-second billboards in all baseball games.	\$150
Total Value	\$750

SPONSORSHIP PACKAGE DISCOUNTS

The Chico State Athletics "Sponsorship Package Program" provides sponsors with an effective and fun way to reach fans, consumers, and clients at a very affordable investment. An association with Chico State and the college athletic atmosphere provides businesses with a unique opportunity for their message to reach the great fans and alumni of this area.

Athletic sponsorship is an important investment in the future of Chico State Athletics and in the future of our community.

Sponsorship plays a vital role in the success of the Wildcat athletic program. The Chico State Athletics staff prides itself on the execution of each sponsor package, working with the sponsor to ensure the partnership is a success for all involved.

Chico State Athletics brings a passion for sports marketing to the table and strives to provide a creative package to reach our loyal fans and help your business achieve its marketing objectives.

Platinum Level	25% discount when spending reaches \$14,000
Gold Level	20% discount when spending reaches \$10,000
Silver Level	15% discount when spending reaches \$7,500
Bronze Level	10% discount when spending reaches \$5,000



PROMOTIONAL EVENTS

Title Sponsorships

Position your company or business as the “Presenting” sponsor of a Wildcat athletic sport. For the entire season, your company will present that sport to the community. All promotion of an individual sport will accent your company all season long.

Cross Country/Track & Field	\$2,000
Volleyball	\$2,000
Men’s & Women’s Golf	\$1,500
Men’s & Women’s Soccer	\$2,000
Men’s & Women’s Basketball	\$5,000
Softball	\$1,500
Baseball	\$3,000

Coslet and Mac Martin Basketball Tournament Naming Rights

Cost \$3,000

In-Game Promotions Sponsor

In-game promotions, fan contests, and souvenir giveaways are fun ways for your company to get involved with Chico State Athletics. The Chico State Athletics Marketing Department will work with you to create a unique idea that will increase exposure and brand awareness for your company through the popularity of Chico State sporting events. Halftime, intermission, and/or time-out promotions are available to sponsors, providing recognition to your business.

Companies have the ability to participate in single-game or season-long fan contests as well as in-store promotions. All contests and promotions are supported through athletic media exposure and public address announcements during games.

In-game promotions will run during men’s and women’s soccer, men’s and women’s basketball, and baseball games.

Cost: Season-long promotions—\$900 plus cost of prizes. Individual game promotions (if available) are negotiable.

Game-Day Event Sponsor

Feature your business as a Chico State Athletics game-day event sponsor in basketball, baseball, softball, volleyball, or soccer. Game-day sponsorships allow you to entertain clients, reward employees, increase store traffic, reach potential customers, and develop long-lasting brand recognition. Companies can reach area fans and consumers through premium giveaway souvenirs such as mini-basketballs, baseballs, team pictures, pom-poms, pennants, seat cushions, sport bottles, and more. Choose from a selection of basketball, baseball, softball, volleyball, or soccer weekends.

- ◆ Your company receives complimentary tickets to your sponsored series.
- ◆ Your company banner displayed at entrance to event.
- ◆ A display area to promote your business.
- ◆ Sampling opportunities.
- ◆ Announcements for your business over the public address system.
- ◆ Participation in ceremonial activity.
- ◆ Chance to distribute to fans a special gift, compliments of your company. The premium giveaway will bear the sponsor’s name and Wildcat logo. Sponsor pays for the cost of the giveaway item.

- Cost:
- \$ 200 for softball
 - \$ 250 for volleyball
 - \$ 325 for soccer
 - \$ 500 for baseball
 - \$ 750 for basketball
 - \$ 250 for Acker Gym lobby table





SPORTS VENUES AT CHICO STATE



Nettleton Stadium

In 1997, with local businessman Steve Nettleton providing more than \$2 million in funding, Chico State's Roy Bohler Field was transformed into a 4,100-seat baseball showplace, a beautiful facility that combines a big-time feel with a small-town intimacy. Steve and his wife, Kathy, immediately gifted the new facility to the university, and Chico State responded by re-naming it Nettleton Stadium in their honor. The inaugural game was played on March 1, 1997, with the Wildcats beating Cal State Stanislaus, 5-4.



Art Acker Gymnasium

Home of the Chico State basketball and volleyball teams, Acker Gym was originally constructed in the 1960s. In 1999, the facility received a much needed facelift, including new flooring and the installation of more than 500 seatbacks for spectator comfort. An improved public address system has also added to the atmosphere and excitement of the games. A lobby and concessions area is included as part of the facility. Capacity is set at 2,143 spectators.



University Soccer Stadium

The University Soccer Stadium has taken on a whole new look with the addition of permanent bleachers, which seat up to 2,500 spectators, and the installation of field lights, which enable the men's and women's soccer teams to host night games. With afternoons still reaching uncomfortable temperatures in the early fall, night games allow more soccer fans in the community the opportunity to enjoy games in comfort. Also included in the renovation are an improved public address system and an integrated pedestrian plan to incorporate the soccer, baseball, and softball facilities.



University Stadium

University Stadium is a lighted outdoor stadium with bleacher seating. Included is an all-weather track, home to the Wildcat men's and women's track and field teams. The stadium also serves as home field for Chico High School football games.



Wildcat Softball Field

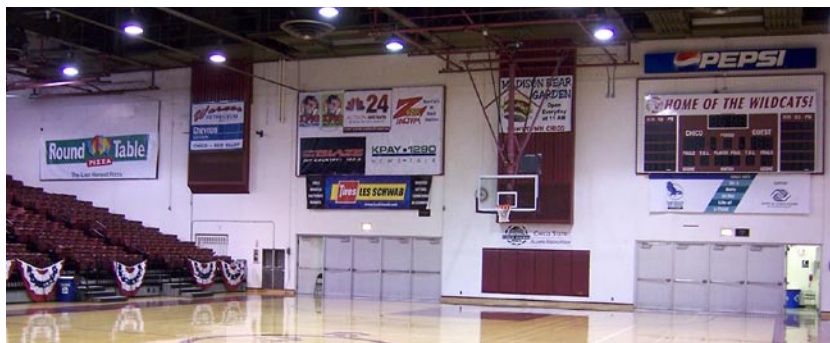
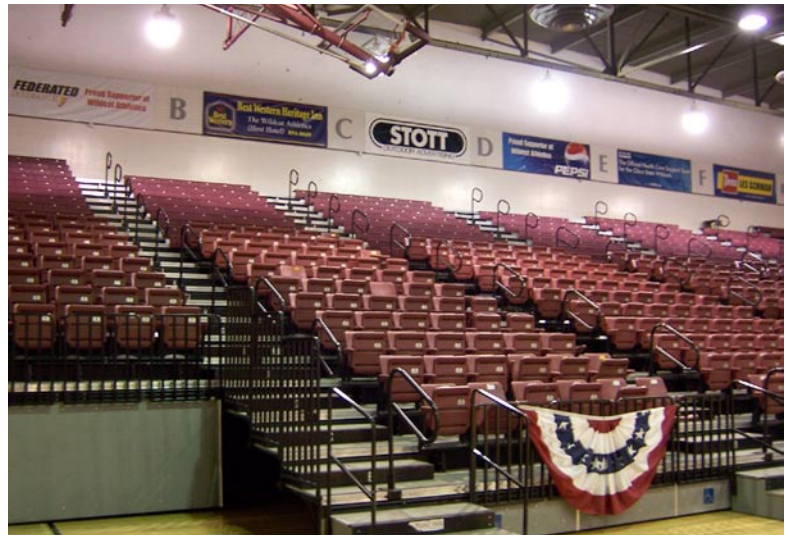
Adjacent to the University Soccer Stadium, the Wildcat softball field accommodates up to 500 fans in the bleachers and provides lawn seating along the right field line.



VENUE SIGNAGE OPPORTUNITIES

ART ACKER GYM

- ◆ **Acker Lobby Information Booth**
Located in lobby of Acker Gym. One 2' x 5' sign on front of booth.
Cost: \$2,500 for sign, plus production
- ◆ **Acker Gym North Wall Section Signs**
Six 4' x 12' section signs mounted along top of Acker seatbacks. Visible from all parts of gym.
Cost: \$3,200 per sign, plus production
2 at \$2,000 east and west signs
- ◆ **Acker Gym Corner Billboards**
Four 6' x 20' billboards are mounted in Acker Gym in opposite diagonal angles and visible from both north and south grandstands.
Cost: \$4,200, plus production



- ◆ **Acker Gym Wall Signs I**
Four 5' x 8' wall signs. Two are mounted on the east wall near the south grandstands, and two are mounted on the west wall near the south grandstands. Great visibility for your company.
Cost: \$2,500 per sign, plus production
- ◆ **Acker Gym Wall Signs II**
Four 6' x 8' wall signs. Two are mounted on the east wall near the north grandstands, and two are mounted on the west wall near the north grandstands. Great visibility for your company.
Cost: \$3,000 per sign, plus production
- ◆ **Acker Court Wall Signs**
Four 4' x 16' wall signs mounted at end corners of the basketball courts. Great visibility for television sport highlights.
Cost: \$4,500 per sign, plus production

- ◆ **Scorer's Table Panel Signage**
Panel signage has exposure to north grandstands, including all Acker Gym seatbacks.
Cost: \$2,500 for pair, plus production
- ◆ **Training Table Panel Signage**
Panel signage has exposure to south side grandstands.
Cost: \$1,000 for pair, plus production



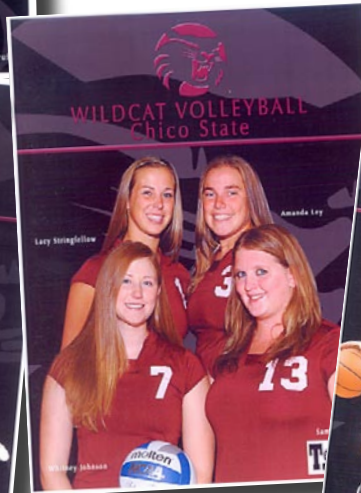
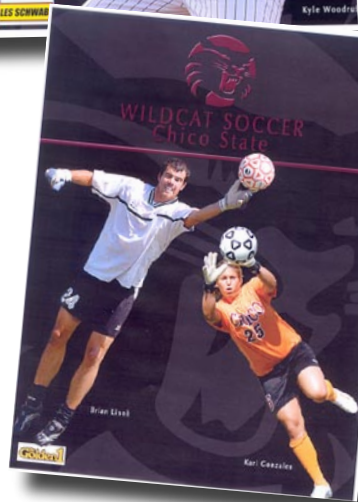
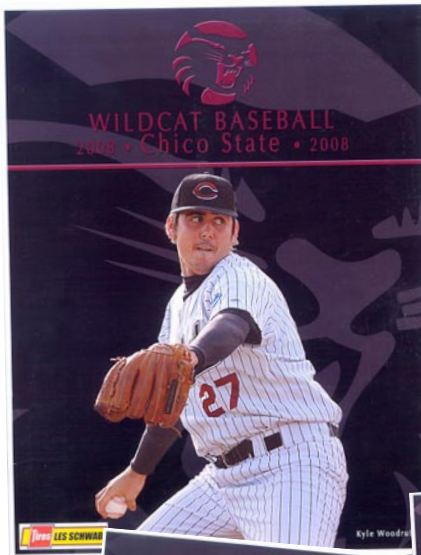
PRINTED MATERIALS

Media Guides

Feature your business in one or several of the sports media guides produced by the Wildcats. Get a full year of coverage with soccer and volleyball in the fall, men's and women's basketball in the winter, and baseball and softball in the spring. Each guide features player profiles, statistics, schedules, and more.

Ad Rates

Size	Fall/Spring	Basketball
Back Cover	\$800	\$1,000
Inside Cover	\$600	\$800
Full Page	\$400	\$500
Half Page	\$250	\$300
Quarter Page	\$150	\$175



Wildcat Illustrated

brings all of the excitement of Chico State Athletics right to your customers' doorsteps. With an annual total of 120,000 copies distributed in the Chico Enterprise-Record, The Oroville Mercury Register, on campus, and throughout Butte County, WILDCAT ILLUSTRATED puts your business right where you want it—in the hands of Wildcat fans everywhere!

WILDCAT ILLUSTRATED is a five-column, newspaper format (22" x 12.5") publication designed to focus on the excitement and dedication of the student-athletes at Chico State. Each issue (fall, winter, spring) will be a minimum of 32 pages and have a print run of 40,000. A minimum of 25,000 copies of each issue will be inserted inside

the Enterprise-Record, 7,000 inserted into the Oroville Mercury Register, with the remaining copies distributed on campus and at participating businesses.



Ad Size Issues Per issue

Front Cover-Banner (10" x 2.125")	1	\$1,400
	2	1,200
	3	1,000
Back Cover-Full Page (10" x 10.5")	1	\$1,300
	2	1,100
	3	900
Inside Front/Back Cover Full Page (10" x 10.5")	1	\$1,100
	2	900
	3	700
Full Page-Inside (10" x 10.5")	1	\$900
	2	800
	3	700
Half Page (10" x 5")	1	\$600
	2	500
	3	400
3 Column Block (6" x 5")	1	\$400
	2	350
	3	300
2 Column Vertical (4" x 5")	1	\$300
	2	250
	3	200
1 Column Vertical (2" x 5")	1	\$250
	2	200
	3	150
Coupon Special (4" x 2.25")	1	\$175
	2	150
	3	125

OTHER PRINT SPONSORSHIPS



Magnetic Schedules

Position your company or business as a supporter of Chico State Athletics by sponsoring a sport-specific magnetic schedule. Two logo ads per magnet.
Cost: \$250 per logo ad

Magnetic schedules will be produced for the following sports:

- ◆ Men's and Women's Basketball combined
- ◆ Baseball and Softball combined



Pocket Schedules

Consider your business as a sponsor of a sport-specific pocket schedule distributed in the community and on the campus. Each pocket schedule will feature two advertising panels.

Cost:
\$750 per panel for men's and women's basketball
\$500 per panel for baseball and softball
\$500 per panel for men's and women's soccer
\$250 per panel for volleyball

Release Dates:

August - Men's and Women's Soccer combined, Volleyball
November - Men's and Women's Basketball combined
February - Baseball and Softball combined

Wildcat Kid's Club/ Cats in the Classroom

Athletic Outreach Program

Exclusive sponsorship of the Wildcat Kid's Club includes:

- ◆ Name and logo on all printed materials regarding the Wildcat Kid's Club.
- ◆ Name and logo on free T-shirt provided to all Wildcat Kid's Club members (*minimum sponsor commitment of 250 T-shirts*).
- ◆ Name, logo, and coupon opportunity integrated into monthly club newsletter.

Cost: \$7,000



Seasonal Sports Posters

Be a sponsor with your name and logo on one of three sport-specific schedule posters. These attractive 11" x 17" posters will feature a 3-inch banner ad on the bottom. One exclusive sponsor per poster. The posters will be used for promotional giveaways as well as distribution to community businesses, alums, parents, season ticket holders, and friends of Chico State Athletics.

Cost: \$1,500 per sponsor

Release Dates:

August - Volleyball, Men's and Women's Soccer, Cross Country, Golf
November - Men's and Women's Basketball
February - Baseball, Softball, Track and Field, Golf





UNIVERSITY SOCCER STADIUM

◆ Stadium Fence Signs

Fourteen 6' x 20' signs are mounted on the east stadium fence facing the west grandstands and are visible from all points of the grandstand. Signs are viewable by all soccer fans during the entire game.

Cost: \$1,500 per sign, plus production

WILDCAT SOFTBALL FIELD

◆ Outfield Fence Signs

These attractive and colorful 3' x 16' outfield signs are the most requested form of signage at the Wildcat softball field. There are only 12 outfield signs in inventory.

Cost: \$900 per sign, plus production



UNIVERSITY STADIUM

◆ Grandstand Section Signs

Seven 3' x 24' section signs are mounted at the top of the east grandstands and visible to all parts of University Stadium.

Cost: \$1,500 per sign, plus production



VENUE SIGNAGE OPPORTUNITIES

NETTLETON STADIUM

◆ **Outfield Fence Sign**

These attractive and colorful 8' x 16' or 8' x 32' outfield signs are the most requested form of advertising offered by the Wildcats. Proven visibility at Nettleton Stadium has put these signs in high demand.

Cost: \$1,500 per 8' x 16' sign
\$2,750 per 8' x 32' sign
plus production

◆ **Scoreboard Sign**

This 3' x 36' sign is posted in the center of the Nettleton Stadium scoreboard and is positioned as the most prominent sign in ballpark.

Cost: \$3,600 plus production

◆ **Scoreboard Message Signs**

Located directly below the scoreboard, the message board complements the scoreboard and is equal to being the most prominent element in the ballpark. Signs are 4' x 5'.

Cost: \$1,600, per pair, plus production



◆ **Left Field Grandstand Outfield Sign**

Sponsor this 8' x 12' outfield sign in the left field corner, visible from all parts of the ballpark.

Cost: \$1,100, plus production

◆ **First and Third Base Grandstand Section Signs**

Sponsor one of six popular stadium sections. Own a yearly association with Nettleton Stadium. Each sign is 4' x 24'.

Cost: \$900 per sign,
plus production



◆ **Left Field Bleachers Section Sign**

Position your company as the sponsor of the Left Field Bleachers. This 4' x 80' sign is sure to leave an impression at the ballpark.

Cost: \$2,100, plus production

◆ **Grandstand Field Level Signs**

These 3' x 24' runner-style signs hang along the first and third base lines. They are sold as a pair.

Cost: \$1,050 per pair, plus production

◆ **Left Field Bleacher Field Level Signs**

This 3.5' x 88' sign is located next to the left field bullpen and offers you the opportunity to project your business at Nettleton Stadium.

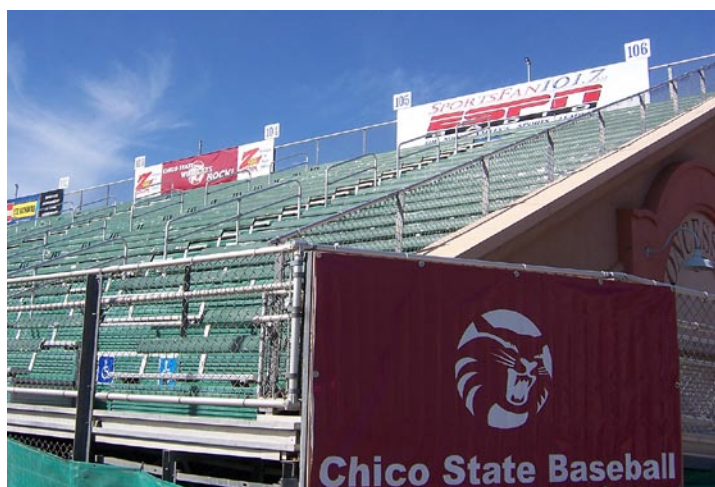
Cost: \$2,000, plus production



◆ **Press Box Sign**

This single 6' x 8' sign is located in the middle of the Press Box above the center seating section.

Cost: \$1,400, plus production



◆ **Ramp Signs**

These 4' x 8' signs are located on the back or side of the center ramps leading to the first and third base grandstands. Your signs will be seen by everyone entering the grandstands. Signs are sold as pairs.

Cost: Concession ramp signs - \$1,600 per pair, plus production

Center section ramp signs - \$2,600 per pair, plus production

◆ **Right Field Picnic Area**

Become a part of the Wildcat seasonal promotional activity by having your business name as part of Nettleton Stadium's right field picnic area. Sign is 8' x 32'.

Cost: \$1,000, plus production

◆ **Information Program Stand**

Sign on front of program booth. Sponsor name included in all PA announcements.

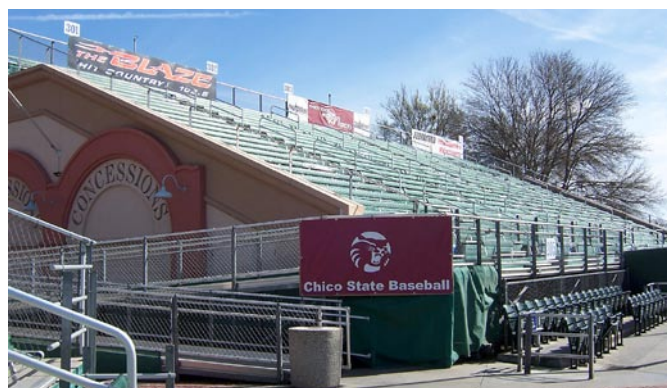
Cost: \$500, plus production



◆ **Concourse Signs**

These 4' x 8' signs are located on the back side of the first and third base ticket booths.

Cost: \$300, plus production



Chico State 8th Place
2005 - 2006 USSA
Director's Cup



Chico State Athletics

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