



**2012**  
**Advertising and Promotional**  
**Opportunities**



**With**  
**Bethune-Cookman University**  
**Wildcat Athletics**



# Now Is The Best Time!!

Get ready to discover a new form of Wild Life!!  
Through B-CU Athletics you can reach your target market via radio, TV,  
internet and print ads that hit your area of dominant influence.

Corporations nationwide annually team up with college athletic departments  
to accomplish marketing and sponsorship strategies that benefit thousands!!

# It's About Team Work!!!

By joining our rapidly growing corporate sponsorship team you can connect  
with the people who can make advertising work for your needs.

As a corporate partner, your company can share in the excitement of NCAA  
Division I athletics along with thousands of potential clients and associates  
in a relaxed social environment via sponsorship packages that are designed  
just for you.



# “Prowl”

The Official Game Day Magazine of Wildcat Football

## Advertising Rates

|                            |         |
|----------------------------|---------|
| Back Cover (Color)         | \$2,000 |
| Inside Front Cover         | \$1,200 |
| Inside Back Cover          | \$1,200 |
| Full Page                  | \$1,000 |
| Table of Contents (2/3 pg) | \$500   |
| ½ page                     | \$500   |
| ¼ page                     | \$250   |

**\*\*The above rates are based on an 8 ½ x 11 format with no bleeds and all rates are quoted as camera ready.**

## 2012

### Electronic Athletic Media Guide

Available at

[www.bethune.cookmanathletics.cstv.com](http://www.bethune.cookmanathletics.cstv.com)

## Electronic Athletic Media Guide Advertising Rates

|                    |         |
|--------------------|---------|
| Website Banner     | \$5,000 |
| Back Cover         | \$2,000 |
| Inside Front Cover | \$1,200 |
| Inside Back Cover  | \$1,200 |
| Full Page          | \$1,000 |
| 1/2 Page           | \$500   |

**\*\*These rates apply for all sports that produce media guides.**

# **TUNE IN TO TELEVISION!**

## **2012 B-CU Wildcat Football Show**

Catch the exciting action each week as Lynn Thompson and Head Coach Brian Jenkins recap the thrilling Wildcat victories on the Sun Sports Network throughout the Southeastern United States and statewide via Time Warner Cable in Central Florida. Tremendous additional value is received via simulcasts through Direct TV and other satellite providers. You can reach your clients nationwide while paying statewide rates.

## **B-CU Football TV Show Rates**

(Airing weekly statewide via the Sun Sports Network, Time Warner, Bright House and other satellite affiliates with well over 10 million subscribers.)

### **Presenting Sponsors**

**\$35,000**

Includes opening and closing billboards plus 2 (:30) second spots per show for 13 shows)

### **Associate Sponsors**

**\$15,000**

Includes 1 (:30) second spot per show for 13 shows plus occasional mentions live on air.

## **B-CU Basketball TV Show**

Catch the exciting action each week as Lynn Thompson and Head Men's Coach Clifford Reed along with our Head Women's Coach Vanessa Inge recap the thrilling Wildcat basketball victories on the Sun Sports Network throughout the Southeastern United States and statewide via Bright House Cable in Central Florida. Tremendous additional value is received via simulcasts through Direct TV and other satellite providers.

## **B-CU Basketball TV Show Rates**

(Airing weekly statewide via the Sun Sports, Time Warner, Bright House and other satellite affiliates with well over 10 million subscribers.)

### **Presenting Sponsors** **\$15,000**

Includes opening and closing billboards plus 2 (:30) second spots per show for 5 shows

### **Associate Sponsors** **\$10,000**

Includes opening billboard plus 1 (:30) second spot per show for 5 shows

## **Radio Advertising**

The B-CU radio network is home to all the live action of all the B-CU football, basketball, baseball, and softball games. Link up with our flagship station WELE radio as well as WHNR in Winter Haven to catch the excitement as Mike Johnson and Larry Wilson call the action. Millions more have the opportunity to hear your commercials via our webcasts which reach into homes and businesses around the globe.

### **Title Sponsors** **\$10,000**

Only two available: Includes “presenting Sponsorship status” on pre-game, halftime and post game billboards, plus 6 (:30) second commercials per broadcast and several sponsor mentions per broadcast.

### **Major Sponsors** **\$5,000**

Only 5 available: Includes pre-game, halftime, and post game billboards and 4 (:30) second spots per broadcast plus sponsor mentions during the segment

### **Associate Sponsors** **\$2,500**

Includes two (:30) second spots per broadcast and several sponsor mentions during selected segments

## 2012 Signage Rates

|   |         |
|---|---------|
| Gym signs located in Moore Gym (4'x8')      | \$1,000 |
| Outdoor Banners at Sunny Land Field (4'x8') | \$1,000 |
| Municipal Stadium Banners (4'x8')           | \$1,500 |

All banners will be displayed at all B-CU Home games and cost of banner production shall be the responsibility of the sponsor. Banner placement will be done by B-CU staff.

## 2012 Athletic Schedule Cards

|   |             |       |
|---|-------------|-------|
| Football<br>2.5 x 3.25 glossy 4 color print           | 1,000 cards | \$500 |
| Men's Basketball<br>2.5 x 3.25 glossy 4 color print   | 1,000 cards | \$500 |
| Women's Basketball<br>2.5 x 3.25 glossy 4 color print | 1,000 cards | \$500 |
| Baseball<br>2.5 x 3.25 glossy 4 color print           | 1,000 cards | \$500 |
| Softball<br>2.5 x 3.25 glossy 4 color print           | 1,000 cards | \$500 |

For more information contact:

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| <b>2012 B-CU Advertising Rate Card</b>  | <b>Rates</b> |
|---|--------------|
| <b><u>Signage</u></b>   |              |
| Moore Gymnasium Signage (4'x8')   | \$1,000      |
| Outdoor Banners @ Sunny Land Field (4'x8')  | \$1,000      |
| Municipal Stadium Banners (4'x8')   | \$1,500      |
| <b><u>Website</u></b>   |              |
| Website Banner on www.bcuathletics.com website  | \$5,000      |
| <b><u>Electronic Athletic Media Guide</u></b>   |              |
| Back Cover  | \$2,000      |
| Inside Front Cover  | \$1,200      |
| Inside Back Cover   | \$1,200      |
| Full Page   | \$1,000      |
| 1/2 Page  | \$500        |
| <b><u>Print Media</u></b>   |              |
| Athletic Schedule Cards (1,000)   | \$500        |
| <b><u>"Prowl" (Football Game day Magazine)</u></b>  |              |
| Back Cover (Color)  | \$2,000      |
| Inside Front Cover  | \$1,200      |
| Inside Back Cover   | \$1,200      |
| Full Page Ad in Game Day "Prowl" Magazine   | \$1,000      |
| Table of Contents (2/3 Page)  | \$500        |
| 1/2 Page Ad in Game Day "Prowl" Magazine  | \$500        |
| 1/4 Page Ad in Game Day "Prowl" Magazine  | \$250        |
| <b><u>Video Boards</u></b>  |              |
| <b>B-CU Football TV Show</b>  |              |
| <b>Presenting Sponsor</b> -Includes opening & closing billboards plus two (:30) spots per show for 13 shows | \$35,000     |
| <b>Associate Sponsor</b> -Includes opening & closing billboards plus two (:30) spots per show for 13 shows  | \$15,000     |
| <b>B-CU Basketball TV Show</b>  |              |
| <b>Presenting Sponsor</b> -Includes opening & closing billboards plus two (:30) spots per show for 13 shows | \$15,000     |
| <b>Associate Sponsor</b> -Includes opening & closing billboards plus two (:30) spots per show for 13 shows  | \$10,000     |

## 2012 Special Advertising Packages

|   |                |
|---|----------------|
| <b><u>Wildcat Package</u></b>   | <b>\$1,500</b> |
| (1) 4'x8' Banner for Municipal Stadium  |                |
| (1) 4'x8' Banner for Moore Gymnasium  |                |
| 1/2 Page Ad in the "Prowl" Game Day Magazine (B&W & Artwork must be provided)       |                |
| (2) Tickets to each home football game  |                |
| (2) :30 Radio spots during home football & basketball games (Spot must be provided) |                |
| (2) PA Announcements per game for football, basketball, baseball & softball         |                |
| <b><u>Gold Package</u></b>  | <b>\$1,000</b> |
| (1) 4'x8' Banner for Municipal Stadium  |                |
| After Football Season move banner to Moore Gymnasium                                |                |
| 1/2 Page Ad in the "Prowl" Game Day Magazine (B&W & Artwork must be provided)       |                |
| (2) PA Announcements per game for football, basketball, baseball & softball         |                |
| <b><u>Maroon Package</u></b>  | <b>\$500</b>   |
| (1) 4'x8' Banner for Municipal Stadium  |                |
| (2) PA Announcements per game for football, basketball, baseball & softball         |                |

