Corporate partnership for the year 2011-12

C O R P O R A T E  
S P O N S O R S H I P  
O P P O R T U N I T I E S

Presented by
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STUDENT PROFILE
*Fall 2010 enrollment: Approximately 8,400 students from 45 states and 38 foreign countries
*South Carolina residents:
  - First-time freshmen: 44 percent
  - All undergraduate students: 51 percent
*Out-of-state residents, including international:
  - First-time freshmen: 56 percent
  - All undergraduate students: 49 percent
*Male/Female: 46/54 percent

ALUMNI PROFILE
*19,103 Living Alumni
*6,928 Alumni living on or near the Grand Strand
*12,175 Alumni living outside the Grand Strand

COMMUNITY PROFILE
*282,797 (2000 Census) Population of Horry and Georgetown Counties
Matt Hogue, the Voice of the Chanticleers, has the call for yet another great season of Coastal Carolina Football. Hear all the action live on our flagship station – “The Team” 93.9 FM (ESPN Radio affiliate), the Grand Strand’s only sports radio station.

Opportunities
- :30 and :60 commercials
- Feature entitlements
  *Examples (Keys To The Game, Halftime Report, Injury Report)

- Title sponsorship of the broadcast booth (home and away)
  • Guaranteed eight (8) live mentions

- Title sponsorship of a game broadcast (home or away)
  • Guaranteed twelve (12) live mentions and commercials coming out of four (4) breaks

- Title sponsorship of the broadcast team
  *Guaranteed six (6) live mentions
Live from Logan’s Roadhouse (Presented By Logan’s and Better Brands), you can get up close and personal with Matt Hogue, Head Football Coach Dave Bennett and Head Men’s Basketball Coach Cliff Ellis on our weekly coaches’ radio shows.

:30, :60 commercials and features available
FOOTBALL SIGNAGE

MAIN SCOREBOARD

Video Board graphics: Replays, Crowd Prompts, Features, & Commercials

SOLD OUT

5’x12’ Rotational Panel

4’x18’ Game Clock Panel

11’x12’ Fixed Panel

11’x12’ Fixed Panel

5’x12’ Rotational Panel
New this year! Your logo on our field level goal post signage!
*Requires three-year commitment
*Logo must be in white and/or teal over black background
CONCOURSE SIGNAGE

Reach fans coming and going at Brooks Stadium with our 2’x6’ illuminated panel concourse signs. Buy one or all three on the beam for the Total Domination Package. Receive a 20% discount with the Total Domination Package.
PILLAR WRAP SIGNAGE

New this year is the opportunity to wrap concourse pillars at Brooks Stadium. Minimum of four (4) pillars per buy. Logo will accompany historic CCU photos and great moments in CCU Athletics. Here is your chance to be part of our memories and the future.
ENTRY & EXIT SAMPLING

Set up a sampling opportunity and meet our fans and your prospective customers personally!

* Give away your company’s branded premium items
* Give away coupons at entry or exit

ON-FIELD PROMOTIONS

Promotions are fun for everyone. They can also be profitable to your company. By sponsoring one of our fun and interactive promotions, you can drive traffic to your stores.
PRESENTING SPONSOR OF THE NEW CHANTICLEER FAN FEST

Inflatable games, fun and captive audience can be yours in the NEW Family Fun Zone. Your company will own the naming rights as a presenting sponsor of our new Family Fun Zone. Presenting sponsors will receive:

- Branded banners and directional signage to the Family Zone Area
- Branded signage in the Family Zone
- Logo recognition on GOCUSPORTS.COM
- Logo recognition on Brooks Stadium jumbotron
- Two (2) PA announcements per game
- Insert in season ticket mailing
- Logo recognition on all collateral materials promoting Family Zone
- Logo recognition on all email blasts to opt-in list
- Exclusive opportunity to table and give away premium items to fans in the Family Zone
PRESENTING GAME SPONSOR

Ever wanted to own a game? Now you can by being one of only five (5) presenting sponsors at one of Coastal Carolina’s home games.

Presenting Sponsors Receive…
- 25 Tickets
- On-field recognition*
  *Can be used for charity check presentation
- Four (4) live mentions on football radio broadcasts
- Autographed game ball
- Videoboard recognition
- Four (4) PA announcements
- Logo recognition in all collateral materials promoting the game
- Insert in our gameday program
- Opportunity to hand out premium items to fans
- Access for four (4) to new Field House Suite Terrace

Games Available  (Circle one)

<table>
<thead>
<tr>
<th>VS.</th>
<th>Furman (Sept 3)</th>
<th>Catawba (Sept 10)</th>
<th>VMI (Oct 8)</th>
<th>Gardner-Webb (Oct 22)</th>
<th>Presbyterian (Nov 5)</th>
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<tbody>
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<td>6 pm</td>
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PRE-GAME HOSPITALITY TENTS

*All you have to do is show up!* 

Included in tent package...
- Tent set up and breakdown
- Tables, chairs, linens, cutlery, etc.
- Catered meal
- Beverages
- Twenty-five (25) game-day programs
- Twenty-five (25) game tickets

Games Available (Circle One)

<table>
<thead>
<tr>
<th>Team</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furman (Sept 3)</td>
<td>6 pm</td>
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</tr>
<tr>
<td>Catawba (Sept 10)</td>
<td>6 pm</td>
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<tr>
<td>VMI (Oct 8)</td>
<td>6 pm</td>
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<tr>
<td>Gardner-Webb (Oct 22)</td>
<td>6 pm</td>
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</tr>
<tr>
<td>Presbyterian (Nov 5)</td>
<td>6 pm</td>
<td></td>
</tr>
</tbody>
</table>

Cost Per Person - $130 x _______ (minimum of 25 people) = __________

Name: _____________________ Phone ( ____ ) _____________ Fax ( _____ ) _______________
Address: ____________________________________________________
City:____ __________________________ State: _____ Zip: _________
Email Address: _____________________________________________
Client Signature: _________________________ Date: _____________
CHANTICLEER FIELD LEVEL SUPER SUITE

*All you have to do is show up!*

Ever wanted to be on the field for a game? Now you can with our new Chanticleer Field Level Super Suite. Your company can host up to twenty-five (25) clients, employees or family members – field level on the corner of the end zone.

Included in tent package...
- Tent set up and breakdown
- Tables, chairs, linens, cutlery, etc.
- One (1) television with satellite reception
- Catered meal
- Beverages
- Twenty-five (25) game-day programs
- Twenty-five (25) game tickets
- Video board recognition
- Banner opportunity on tent facing field

vs. Furman (Sept 3)  Catawba (Sept 10)  VMI (Oct 8)  Gardner-Webb (Oct 22)  Presbyterian (Nov 5)

Cost Per Person - $200 x _______ (minimum of 25 people) = _________
Name: ______________________ Phone ( ) Fax ( )
Address: ____________________________________________________________________________
City: __________________________ State _____ Zip _______
Email Address: ____________________________

Client Signature: __________________________ Date: ________________

This is a binding contract between Coastal Carolina Athletics and the signee of the company in this document. This agreement is bound by the laws of South Carolina and is non-cancelable.
Matt Hogue, the Voice of the Chanticleers, has the call for what looks to be a tournament year for Coastal Carolina on the hardwood. Hear all the action live on our flagship station – “The Team” 93.9 FM (ESPN Radio affiliate), the Grand Strand’s only sports radio station.

Opportunities
- :30 and :60 commercials
- Feature entitlements
  *Examples (Keys To The Game, Halftime Report, Injury Report)
- Title sponsorship of the broadcast booth (home and away)
  • Guaranteed eight (8) live mentions
- Title sponsorship of a game broadcast (home or away)
  • Guaranteed twelve (12) live mentions and commercials coming out of four (4) breaks
- Title sponsorship of the broadcast team
  *Guaranteed six (6) live mentions
FOOTBALL

KIMBEL ARENA SIGNAGE

The Chanticleers are coming off a banner 28-win season that saw them capture the Big South Regular Season Championship. Sold out crowds await your company if you choose to come on board with Coastal Carolina University.

BASKETBALL

LED COURTSIDE SIGNAGE

A great NEW way to reach our fans via television as well in the arena. Here is your chance to have your logo on the cutting edge of signage.
FOOTBALL

TEAM CHAIRBACKS
- This great new opportunity will see plenty of TV exposure as your logo will be affixed to both team bench chairbacks.

TEAM BENCH KICKPLATES
- Like our team bench chairbacks, our new kickplates will see a lot of TV exposure.

STUDENT SECTION PROMOTIONS
- Want to tap into our loyal student fan base? Here is your chance with a customized student section promotion.
ENTRY & EXIT SAMPLING

Set up a sampling opportunity and meet our fans and your prospective customers personally!
* Give away your company’s branded premium items
* Give away coupons at entry or exit

ON-COURT/IN-ARENA PROMOTIONS

Promotions are fun for everyone. They can also be profitable to your company. By sponsoring one of our fun and interactive promotions, you can drive traffic to your stores.
PRESENTING GAME SPONSOR

Ever wanted to own a game? Now you can by being a presenting sponsor at one of CCU's home basketball games.

Presenting Sponsors Receive…
- 10 Tickets
- On-court recognition*
  *Can be used for charity check presentation
- Four (4) live mentions on basketball radio broadcast
- Autographed game ball
- Four (4) PA announcements
- Logo recognition in all collateral materials promoting the game
- Insert in our gameday program
- Opportunity to hand out premium items to fans*
  *Included in cost of partnership

Games Available TBD
CHANTICLEER BASEBALL RADIO NETWORK

Matt Hogue, the Voice of the Chanticleers, has the call for the nationally-ranked Coastal Carolina baseball program. Hear all the action live on our flagship station – “The Team” 93.9 FM (ESPN Radio affiliate), the Grand Strand’s only sports radio station. Games will also be heard globally on the web at GOCCUSPORTS.COM.

Opportunities
- :30 and :60 commercials
- Feature entitlements
  *Examples (Keys To The Game, Inning Sponsors, Trivia Questions)

- Title sponsorship of the broadcast booth (home and away)
  • Guaranteed eight (8) live mentions

- Title of a game broadcast (home or away)
  • Guaranteed twelve (12) live mentions and commercials coming out of four (4) breaks

- Title sponsorship of the broadcast team
  * Guaranteed six (6) live mentions
OUTFIELD WALL SIGNS
-This 8’x12’ panel will assure you a prominent location with one of the top teams in the country. Very few will remain for next year after the banner season Coastal Carolina had in 2010.

ROTATIONAL SCOREBOARD SIGNAGE
-Make sure your logo is located where fans look! Coastal can certainly light up a scoreboard with runs and your company can be right there during the action.
PRESENTING GAME/ WEEKEND SERIES SPONSOR

Ever wanted to own a game? Now you can by being a game sponsor at a Coastal Carolina home baseball game or weekend series.

Presenting Sponsors Receive…
- 100 Tickets
- First-pitch opportunity
- Four (4) live mentions on game broadcast (radio)
- Four (4) PA announcements
- Logo recognition in all collateral materials promoting the game
- Insert in our gameday program
- Opportunity to hand out premium items to fans*

*Included in cost of partnership

- Pre-game 10x10 entrance sampling tent
- Opportunity to hang company banners in approved locations

Games Available

vs. TBD
BASEBALL GAMEDAY

IN-GAME PROMOTIONS
- Your company can interact with the crowd during our in-game promotions. Either on the field or in the stands, you can reach loyal Chanticleer fans.

Moustache Night

IN-GAME PROMOTIONS & SAMPLING

NEW!

SAMPLING
- 10’x10’ tent set up less than 100 feet from home plate! Reach students, alumni and season ticket holders as you have the opportunity to do either entry and/or exit sampling. Companies may also hand out premium items.
PRE-GAME HOSPITALITY ROOM
*All you have to do is show up!

Tailgate in style with the Chanticleers! You and up to twenty-five (25) friends will be able to pregame next to the stadium in the new Adkins Field House. This is a great way to entertain clients, to show employee appreciation for an inexpensive company outing or to simply have fun.

Included in tent package…
- Room set up and breakdown
- Tables, chairs, linens, cutlery, etc.
- Catered meal
- Beverages
- Twenty-five (25) gameday programs
- Twenty-five (25) game tickets

Cost Per Person $100 x 25 = $2,500

Games Available

vs. TBD
CHANTICLEER BASEBALL: INSIDE THE CLUBHOUSE

Gary Gilmore has granted us the ability to see what really happens…Inside The Clubhouse. This show is designed to capture the true baseball fan as well as general college sports fan from an all access perspective. With mic’ed up segments, tips and drills and exclusive footage - fans will get to see what it takes to compete on the national level. Show will extend Sunday News sports coverage as segway into show.
TEAM PAGES ON GOCCUSPORTS.COM
- Be the official sponsor of your favorite CCU team on GOCCUSPORTS.COM – partnership includes …
  - Permanent banner on sport page
  - Sport headlines presented by your company (logo)
  - One (1) email blast to all CCU fans presented by your company (during sport season)

GAME ENTITLEMENTS
Be the game sponsor for your favorite sport and receive the following…
- 100 game tickets
- Opportunity to hang banners in approved locations around stadium
- Four (4) PA announcements
- Logo recognition on all ancillary advertising to promote the games.
- Photo opportunity with Chauncey the CCU mascot
FREE GAME DAY PROGRAMS!
-Coastal Carolina Sports Properties will be distributing game programs FREE at all home games. We have increased circulation to 15,000! That means you can reach more fans, alumni and season ticket holders. Get in the game with CCU!

CHANTS CASH COUPON BOOKS
-Be part of the only coupon book in the greater Myrtle beach area that has the power of Coastal Carolina behind it! This 15,000 circulation piece of inventory will be distributed the following ways during the course of the year.

- Football season ticket mailing and At stadium entrances.
  *Men’s home basketball games (5,000)
- Home baseball games
- Misc. fan events during the course of a year
  *While supplies last.
OTHER PRINT OPPORTUNITIES
-Men’s Basketball Game Programs (Free To Patrons)
-Baseball Game Programs (Free To Patrons)
-Olympic Sport Roster Cards (Free To Patrons)
-Seasonal All Sport Posters (Fall, Winter, Spring)
-Team Sports Posters (One Sponsor Per Poster)
- Schedule Cards (Sport Specific)
- Season All Sport Accordion Schedule Cards (Fall, Winter, Spring)
CONCESSION CUP

- One (1) of Five (5) sponsors
- 30,000 Distributed