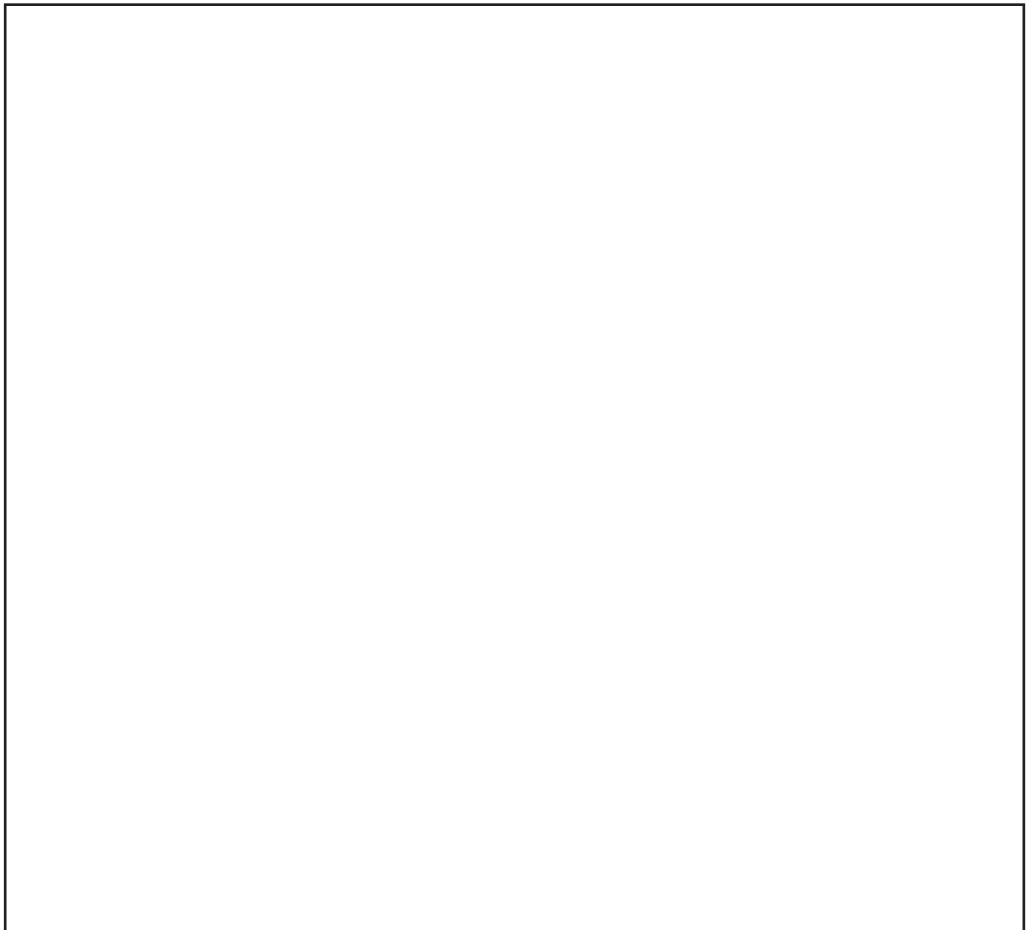


# Bronco Athletics

## Santa Clara Athletics Corporate Partner Program



# Tradition - Family- Fun

A founding member of the West Coast Conference, Santa Clara has a tradition of excellence, both academically and athletically, that is nearly unmatched by schools of similar size and scope. Bronco student-athletes, coaches, staff enjoy a strong level of loyal support and the department is well positioned to continue its success for decades to come. Santa Clara seeks to partner with local and national companies that wish to have a presence in and an affiliation with the Department of Athletics and Recreation.



## Objectives for Santa Clara Athletics Corporate Partners:

- Company brand imaging to Bronco fans
- Networking opportunities among Santa Clara constituencies
- Product sampling and exposure to diverse demographics
- Association with a top Division I Athletic program that is consistently ranked nationally, both athletically and academically

Packages are customized to meet these objectives through the following areas of exposure:

### MEDIA:

Print, radio, television and website advertising

### ATHLETIC EVENT ADVERTISING:

Venue signage, public address, video display boards, product distribution, tabling opportunities, and in-game promotional activities

### HOSPITALITY:

Two luxury suites, season and individual game tickets, pre-game and half time ceremonies

## Bronco Demographics

- Founded in 1851, SCU is the oldest collegiate institution in California
- Over 8,200 undergraduate and graduate students
- Santa Clara University employs over 1,500 employees and is the Silicon Valley's 14th-largest private sector employer.
- Athletics hosts roughly 125 sporting events per year in its six ticketed sports and more than 175 overall.
- Approximately 65,000 fans annually attend Bronco sporting events.
- The Bronco Bench Foundation boasts more than 1,500 members.
- Santa Clara University has approximately 68,000 living alumni. Roughly 30,000 live in the Bay Area and 17,000 reside in the South Bay.
- The Ruff Riders spirit group totals more than 2,200 members, generally aged 18-23.
- Bronco Kidz annually totals nearly 400 members aged 8th grade and younger.

# media

## print

Printed publications and promotional materials provide consistent exposure for a company logo and message. Company brands can be showcased in advertising in game day programs and media guides. Team posters and schedule cards hold can hold company logos; 7000 posters and 45,000 schedule cards are distributed throughout the community to prominent businesses, local schools, and Bronco alumni, family and friends

## broadcast

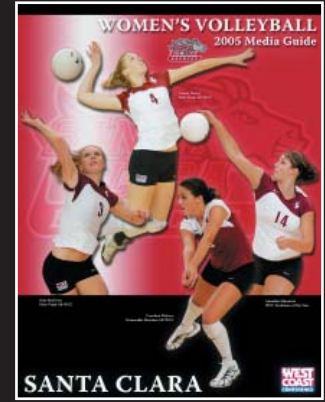
Bronco Athletics, in partnership with Collegesports.com and RealNetworks (www.real.com), offers live Internet audio broadcasts for nearly every men's & women's soccer and men's & women's basketball game during the season. In addition, every Santa Clara men's basketball game is broadcast live throughout the Bay Area by KNTS-AM (1220), a Salem Communications station located in Fremont, Calif. In 2004-05, Bronco Athletics and KNTS-AM launched a live, one-hour weekly show featuring Santa Clara men's basketball coach Dick Davey. There are also opportunities for local television commercial broadcasts.

## website

Santa Clara University's Official Athletic Website (SantaClaraBroncos.com) averages more than 40,000 unique visitors and 610,000 page views per month. www.SantaClaraBroncos.com has won awards from its provider in each of the last three years. Produced in cooperation with the Official College Sports Network, the largest college sports network in the country, SantaClaraBroncos.com offers news, information, biographical data, photo galleries, statistics and a number of interactive elements.



The Santa Clara Ruff Riders are the largest student organization on campus, with 2,200 members. Benefits include admission to every SCU sporting event, a club t-shirt, discounts and coupons at local businesses and social events through the year.



Professionally-designed posters and media guides are distributed during the year, promoting sports teams and events.



KNTS-AM (1220) broadcasts to the Bay Area from every home men's basketball game.



The award-winning SantaClaraBroncos.com website provides live event coverage of nearly 200 events each year.



Buck Shaw will soon be renovated into a world class soccer facility, serving as home to our national championship winning soccer teams.



The state-of-the-art Leavey Center has a number of exposure opportunities through scoreboard, courtside and in-arena signage.



Stephen Schott Stadium hosts a state-of-the-art playing surface, a roofed batting center and a skybox suite, making it one of the premier baseball facilities in the nation.

# event advertising venue signage

**buck shaw** Buck Shaw houses Santa Clara's dominant soccer programs. From NCAA men's and women's championships to international competitions to U.S. National Team workouts, the stadium's soccer history is impressive.

**leavey** Featuring three-story glass walls that surround the facility, the Leavey Center serves as the home to Bronco volleyball and basketball teams. The 4,500-seat building also features a 45,000 sq. ft. office complex and a beautiful hospitality suite that overlooks the court. Televised games on ESPN, Comcast and Fox Sports West showcase in-arena signage to a broad viewing audience.

**schott stadium** Built in 2005, this 1,500 seat baseball stadium can be considered one of the top collegiate fields in the nation. With the popularity of the sport in the Bay Area, the new home to the Broncos serves as an appealing hub to the baseball community with signage that is visible from the highly trafficked El Camino Real.

## public address

Special announcements throughout the contest acknowledge and thank Corporate Partners for their participation and support of athletic events.

## video display boards

Leavey and Schott host rotating logo signage in the scoreboard display before and throughout all home events.

## in-game promotions

Bronco Sports Marketing can create a special in-game promotion aimed at SCU students, kids, adults or any other desired demographic. New product testing, giveaways, couponing and brand extension are just a few of the ways partners are able to gauge the affinities of Bronco athletic event patrons.

# hospitality

## suites

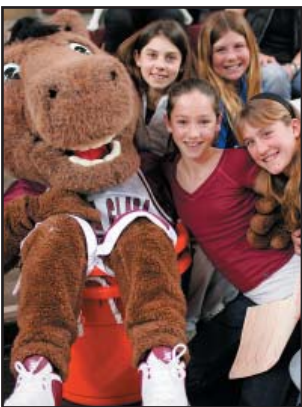
The Leavey Center's University Suite offers a first-class, state-of-the-art place to conduct pre and post-event hospitality at a Bronco basketball or volleyball event from some of the best seats in the house. The new Schott Stadium holds a luxury, open air suite that sits right on top of the game day action. Whether its entertaining important clients, vendors or customers or organizing an employee recognition program, Santa Clara athletic events offer an effective way to conduct corporate hospitality.

## event tickets

Tickets to Bronco sporting events are a great way to incentivize employees, reward loyal customers, drive sales and traffic and solicit new sales. Santa Clara Athletics operates approximately 125 events in its six ticketed sports each season — men's & women's soccer, women's volleyball, men's & women's basketball and baseball. Season and individual game tickets, family plans, all-sports passes, group discounts and other ticket options are available.

## event sponsorship

Title sponsorship of Bronco athletic events provide an excellent opportunity to showcase your business or product. Included in title sponsorship packages are event tickets, venue signage, public address and message board announcement, product sampling/tabling and giveaway opportunities, a special pregame ceremony and corporate hospitality.



Bronco Kidz is Santa Clara's official youth club for kids in 8th grade or younger. Membership benefits include free and discounted admission to athletic events, free sport clinics, a t-shirt, membership card and a birthday card from Bucky the Bronco. The Coca-Cola Kidz Korner is a popular area for members of Bronco Kidz and other young fans to hang out and watch the games.

Bronco spirit groups, such as the Pep Band, promote a positive game atmosphere at all SCU men's and women's basketball games.



## 2005-06 Athletic Highlights

- Recorded the highest graduation rate in the WCC and second-highest in the state of California.
- Won the annual Rivalry Series against San Jose State for the fourth-straight year.
- Volleyball saw the most success in the program's history, advancing to the NCAA Final Four
- Women's soccer team advanced to national quarter finals in their 17th NCAA appearance.
- Men's soccer advanced to the second round of NCAA tournament play.
- Women's basketball placed first in the WCC, advancing to national play.
- Men's and woman's water polo were ranked in the top 20 in the nation
- Men's golf received their first-ever berth in the NCAA Regionals
- Won one conference title and finished second in two others.
- 6 Broncos named All-American, 3 were WCC Players of the Year, and 41 were All-Conference.
- Four coaches received WCC Coach of the Year honors.



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# 2006-07 sponsorship opportunities

## Team Santa Clara

Team Santa Clara is the highest level of involvement with Bronco Sports Marketing. Partners enjoy a variety of the elements listed to the left as well as exclusive opportunities such as: Inclusion on all printed materials, such as posters and schedule cards; Additional in-venue signage recognizing program partners; Event tickets; Media Guide recognition; and other promotional opportunities throughout the year.

## Sponsorship Benefits

All Bronco athletics sponsors also receive in-game public address and message board announcements; drop-in commercial spots during Internet broadcasts for soccer and women's hoops.

## Sponsorship Packages

As an alternative to published rate card costs, Bronco Sports Marketing can create a multilayered package that maximizes exposure and promotional opportunities at a cost-effective price.

### Venue Signage

• Leavey Center		
Center Scoreboard Lower (1 avail)	4' x 7.5'	\$8,000 ea
Center Scoreboard Upper (sold out)	1.8' x 11.8'	\$8,000 ea
Courtside Media Tables (3 avail)	26.5" x 8'	\$5,000 ea
Center Scoreboard Clock Signs (4 avail)	9.75" x 27.75"	\$1,250 ea
Auxiliary Scoreboard (sold out)	2.5' x 5'	\$3,000 ea
Upper Courtside (1 avail)	26.5" x 8'	\$3,000 ea
• Buck Shaw Stadium		
Scoreboard Lower (1 avail)	4' x 7.5'	\$5,000 ea
Scoreboard Upper (sold out)	4' x 15'	\$7,500 ea
Sideline Banners	3' x 10'	\$2,500 ea
In-Stadium Banners	3' x 10'	\$1,500 ea
• Stephen Schott Baseball Stadium		
Scoreboard (1 avail)	tba	\$5,000 ea
In-Stadium Banners	3' x 10'	\$2,500 ea

### Game Program Print Advertising

• Men's & Women's Basketball		
Back Cover (4 color, sold out)	8 1/2" x 11"	\$3,000
Inside Cover (2 color, sold out)	8 1/2" x 11"	\$2,000
Full Page (1 color)	8 1/2" x 11"	\$1,000
Half Page (1 color)	7 7/16" x 4 3/4"	\$750
Quarter Page (1 color)	3 5/8" x 4 3/4"	\$500

### Radio Advertising

• Men's Basketball		
Gold Season Package	2 :60 spots, 2 :30 spots, feature, program ad	\$7,500
Silver Season Package	1 :60 spot, 2 :30 spots	\$5,000
Bronze Season Package	2 :30 spots	\$2,500

\*all radio packages include: 2 billboards, event tickets, in-venue exposure

### University Suite Hospitality

• Men's Basketball			
Suite A	20 persons	\$500	20 tickets, 2 parking passes
Suite B	45 persons	\$1,000	45 tickets, 5 parking passes
• Women's Basketball & Volleyball			
Suite A&B	65	\$500	65 tickets
• Baseball			
Suite	35 persons	\$500	35 tickets, preferred parking

\*Catering costs not included.

### Website Sponsorship

Official Online Partner	\$8,000/year • \$5,000/season
Content Sponsorship	\$4,000/year • \$2,500/season
Banner Advertising	call for rates

### Game/Event Sponsorship

Based on sport/opponent	\$2,500 - \$5,000
Title sponsorship includes inclusion in all advertising, promotion and game programs, venue signage, tabling, pregame ceremony, hospitality, public address and souvenir giveaway.	