

2013-14 Arkansas State Athletics



Corporate Partnership Opportunities



#PackPride



A-State: The Home of Champions

Student-athletes in all 16 sports at Arkansas State enjoyed an unparalleled level of success during the 2012-13 year.

On the football field, the Red Wolves won their second-consecutive Sun Belt Conference title while also notching the program's first win in a bowl game since 1970 with a thrilling 17-13 victory over #25 Kent State in the GoDaddy.com Bowl. Arkansas State backed its 10-3 record in 2011 with another 10-3 mark in 2012, making A-State one of only 16 Football Bowl Subdivision programs in the nation to record at least 20 wins over the last two seasons.

The success was not limited to the gridiron. Coach John Brady's men's basketball team won its second Sun Belt Conference West Division title in the last three seasons. A-State's women's basketball team overcame having nine new players to give itself a chance at a West Division title on the season's final day, setting the stage for a highly-anticipated 2013-14 season.

Arkansas State's women's track program, led by A-State alum Jim Patchell, hosted and won the Sun Belt Conference Indoor Championship, with Patchell earning league Coach of the Year honors. In volleyball, the Red Wolves earned their first victory at the Sun Belt Conference tournament since 2000, while the A-State soccer team had a six-match winning streak while setting team records for goals and points scored in a season.

In women's bowling, Arkansas State won a record 91 games, qualified for its sixth-straight NCAA Championship appearance and finished the season ranked fourth in the nation.

While the success Arkansas State's student-athletes achieved in competition was impressive, what they did in the classroom was even more astounding. Six different teams won the Sun Belt Conference's award for having the highest grade-point average in the league in their respective sports. That was the highest total of conference academic awards won by any school and represented the highest total won in a single year in A-State history.

All this success has generated more excitement than ever before in A-State Athletics, and that means the crowds continue to grow. In football alone, more than 158,000 fans turned out to see the Red Wolves play at Liberty Bank Stadium in 2012. While A-State's fan base grows larger, it also gets more passionate, meaning fans seek out to support those businesses they see supporting the Red Wolves.

There truly has never been a better time for your business to partner with A-State Athletics. Take a look at the following pages and allow us to create a package that will get your message out to the Sun Belt Conference's best fan base. Become a corporate partner of the Red Wolves, and let all of A-State Nation see your **PACK PRIDE!**

Print, Website, and Broadcast

We have a variety of advertising options in our game programs, website, and on the EAB Sports Radio Network. Below you will find a brief description of each item, as well as our package options. You may check out the a' la carte prices should you be interested in only one specific piece of inventory.

Game Program

Every year we print and distribute over 50,000 game programs at football, men's basketball, and women's basketball games free of charge. This is an excellent way for a company that values measurable advertising to run a coupon. Also, if looking for a cost-effective way to advertise during the spring months, consider our baseball scorecard. All programs and scorecards are printed in full-color!

Website

Looking to drive traffic to your website? A banner ad on astateredwolves.com can do just that. We have over 1,000 unique visitors each month and over 3,000 during peak months (usually during right before and during football season).

Broadcast

Take your message throughout the state on the EAB Sports Radio Network. Football and men's basketball broadcasts include multiple affiliates throughout Arkansas in addition to the 100,000 watt flagship station, KFIN 107.9. Our network coverage for football and men's basketball also includes affiliates that cover the entire Little Rock and Memphis markets. All commercials are guaranteed to air at least once during every football, men's and women's basketball and baseball broadcast. Commercials may be updated throughout the year.

A-State Athletics also has a limited amount of television inventory available, as you can get your message out during the weekly television shows of football coach Bryan Harsin and men's basketball coach John Brady. These shows air locally and regionally on select cable outlets as well as being available to view On Demand through the school's official athletics website, AStateRedWolves.com.

Available Packages for Print, Website, and Broadcast

PWB #1: Football and basketball program logo and baseball ad - \$1,600

PWB #2: Football and basketball program advertisement and baseball advertisement - \$2,600

PWB #3: Football and basketball program advertisement, baseball advertisement, website banner - \$4,500

PWB #4: Radio commercial and John Brady Show commercial - \$5,000

PWB #5: Combine PWB #3 and PWB #4 - \$9,000

Print, Website, and Broadcast

Football and basketball program logo: \$1,500

Football and basketball program advertisement: \$2,500

Baseball scorecard advertisement: \$250

Website banner: \$2,000

Radio commercial: \$3,500



Football and Basketball Program



Baseball Scorecard



Website Advertisements

EAB Sports Radio Network (For 2012-13 year)

Football and Men's Basketball

107.9 KFIN Jonesboro

93.3 KKSP Little Rock

104.7 KOOU Hardy

102.3 KTRQ Memphis

101.7 KCTT Mountain Home

102.5 KOTN Monticello

1400 KWYN Wynne

106.3 KRLW Walnut Ridge

105.5 KWAK Stuttgart

102.3 KQEW Fordyce

1260 AM KCCB Corning

100.7 KEAZ Searcy (Football only)

104.7 KFLI Searcy (Football only)

106.9 KXIO Clarksville (Football only)

Women's Basketball and Baseball

95.3 FM and 970 AM KNEA

Each broadcast in all four sports is also available online at AStateRedWolves.com. The flagship station in each sport is also available on smart phones via the [FreeStreams](#) ap.



Coverage Areas Taken From www.radio-locator.com

Scoreboard Signage and Banners

If you are looking to increase your company's brand awareness, an excellent way is to display your company's logo before thousands of eyes at Liberty Bank Stadium, the Convocation Center, and Tomlinson Stadium. Take a look at our attendance numbers and prices and compare that to the price you pay for a billboard. Also, take into consideration the advantages of having a captive audience as opposed to depending upon cars flying by on the road glancing your way. ease your company's brand awareness, an excellent way is to display your company's logo before thousands of eyes at ASU Stadium, the Convocation Center, and Tomlinson Stadium. Take a look at our attendance numbers and prices and compare that to the price you pay for a billboard. Also, take into consideration the advantages of having a captive audience as opposed to depending upon cars flying by on the road glancing your way.



Video Scoreboard Tri-Panel: Tri-panel signs surround the video screen and rotate throughout the entire game-day experience. Highly visible to the entire stadium!! (\$5,000 – 5 X 9)



East Wall Banners: East wall banners face the reserved seating side of the stadium and are also visible on TV. TV broadcasts include game replays on cable affiliates throughout the state as well as regional and national telecasts. (\$4,500 – 6 X 16)

West Wall Banners: West wall banners face the GA side of the stadium and are an excellent way to facilitate your message to the ASU student population. (\$3,500 – 6 X 16)



South End Zone Banners: These banners hang from the second balcony of the football facility and are visible to the entire stadium. (\$2,500 – 4 X 8)



ASU Football Attendance

2012: 158,389 (26,398 average) *
 2011: 127,541 (21,257 average)
 2010: 86,969 (17,394 average)
 2009: 88,445 (17,689 average)
 2008: 105,525 (21,105 average)
 2007: 102,237 (17,040 average)

* Highest in the Sun Belt Conference

Convocation Center (Basketball and Volleyball)

Scoreboard signage in the Convocation Center allows you to not only reach the thousands of ASU fans that attend home men's basketball, women's basketball, and volleyball games each year, but also to reach the thousands of others who attend the Convo's many concerts, community gatherings, and other special events. Also, if you want to maximize your exposure during ASU athletic contests, consider our highly visible courtside signage.



**Advertise
your business
in beautiful
HD quality
for just
\$5,000 a
year.**



Whether it is during an A-State home basketball game or one of the countless events held at the Convocation Center during the course of the year, you can make sure your business name is seen by hundreds of thousands of visitors to the facility. The new high-definition videoboards were added in late 2012 and give the arena one of the nicest visual presentations of any facility in the nation. Above left is an example of the rotating signage used during basketball games. At right is an example of the signage your business would have visible during all non-athletics events at the Convo.



Courtside - \$5,000



Concourse Banners - \$3,000

ASU Basketball Attendance

Men's Basketball

Women's Basketball

2012-13: 50,954 (3,397 average)
 2011-12: 42,230 (2,815 average)
 2010-11: 42,709 (3,385 average)
 2009-10: 49,887 (3,326 average)
 2008-09: 48,987 (3,449 average)
 2007-08: 48,106 (3,208 average)

26,056 (1,737 average)
 21,705 (1,447 average)
 21,184 (1,513 average)
 15,296 (1,092 average)
 30,053 (2,004 average)
 29,792 (1,986 average)

Tomlinson Stadium (Baseball)

Tomlinson Stadium provides a number of advertising opportunities to a diverse group of fans. Its scoreboard is not only visible to the entire stadium, but also the thousands of cars that drive by on Stadium Blvd everyday, in effect, making it a billboard! Also, outfield wall banners are an excellent and cheap way to highlight your company's logo. Not only are these banners visible throughout the ASU baseball season, but they stay up throughout the summer while numerous American Legion contests are played.



Outfield Wall Banners - \$1,000



Scoreboard - \$2,500 (Sold Out!)

ASU Baseball Attendance:

2011: 11,776 (396 average)

2010: 17,062 (588 average)

2009: 10,355 (383 average)

2008: 9,461 (394 average)

2007: 8,215 (315 average)



Available Packages for Scoreboard Signage and Banners

SSB #1: Football endzone banner, basketball concourse banner, baseball outfield banner - \$5,500

SSB #2: Football east wall banner, basketball concourse banner, baseball outfield wall banner - \$7,500

SSB #3: Football west wall banner, basketball concourse banner, baseball outfield wall banner - \$6,500

SSB #4: Football scoreboard tri-panel, basketball courtside/scoreboard signage, baseball outfield wall banner - \$9,500

Game Sponsorships

Sponsoring an ASU game allows a variety of different options including using it as a corporate outing for your company, or setting up an information station to reach thousands of potential customers.

Game Sponsorship Rates and Benefits

Football - \$5,000 (\$6,500 for premium games)

- 100 GA tickets
- PA mentions
- On-field recognition
- Signage opportunities
- Inclusion in all pre-game newspaper and radio advertising statewide
- Logo on program cover

Men's and Women's Basketball - \$2,000 for men, \$750 for women

- 50 GA tickets
- PA mentions
- On-court recognition
- Signage opportunities
- Inclusion in all pre-game newspaper and radio advertising statewide

Baseball - \$500

- 40 tickets to first base party box
- Opportunity to throw out first pitch
- PA mentions
- Signage opportunities

Available Packages for Game Sponsorships

GS #1: Football game and men's basketball game - \$6,000

GS #2: Football game (premium) and men's basketball game - \$7,500

GS #3: Men's basketball game and women's basketball game or baseball game - \$2,400

GS #4: Women's basketball game and baseball game - \$1,000

Complete List of Prices

Print, Website, and Broadcast

- Football and basketball program logo - \$1,500
- Football and basketball program advertisement - \$2,500
- Baseball scorecard advertisement - \$250
- Website banner - \$2,000
- Radio commercial - \$3,500
- John Brady Show commercial - \$2,500

Scoreboard Signage and Banners

- Football tri-panel scoreboard - \$5,000
- Football east wall banner - \$4,500
- Football west wall banner - \$3,500
- Football south endzone banner - \$2,500
- Basketball center scoreboard - \$5,000
- Basketball video and statistic scoreboard - \$5,000
- Basketball courtside - \$5,000
- Basketball concourse banner - \$3,000
- Baseball scoreboard - \$2,500
- Baseball outfield wall - \$1,000

Game Sponsorships

- Football - \$5,000 (\$6,500 – premium)
- Men's basketball - \$2,000
- Women's basketball: \$750
- Baseball: \$500