

Cardinal Champions Partnership Program



Platinum	Gold	Silver	Bronze
\$45,000	\$25,000	\$12,000	\$6,000

Athletics Partnership Benefits

Digital Scoreboard Ad

Barrow Field (Football & Soccer)

Full Screen Ad (pre-game & halftime frequency)	Highest	2nd		
Rotating Ad (in game frequency)	Highest	2nd	3rd	4th

Cardinal Gym (Volleyball, Basketball, Pep Rallies)

Full Screen Ad (Pre-Game/Halftime)	Highest	2nd		
Rotating Ad (frequency)	Highest	2nd	3rd	4th

Athletics Venue Signage

Barrow Field (Football, Soccer, Track)

Cardinal Gym (Volleyball, Basketball)

Baseball Field

Softball Field

Barrow Field	✓	✓	✓	✓
Cardinal Gym	✓	✓	✓	
Baseball Field	✓	✓		
Softball Field	✓	✓		

Public Address Sponsor Read Football, Baseball

Sponsor Read Frequency	Highest	2nd	3rd	4th
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Cardinal Broadcasting Network Football, Volleyball, Basketball, Baseball

30 or 15 Second Commercial (frequency)	Highest	2nd	3rd	
Sponsor Ad Read with logo display	Highest	2nd	3rd	4th

Website and Email Recognition

Sponsor Logo on CBN website with backlink	✓	✓	✓	✓
Cardinal Athletics Newsletter (logo & link)	✓	✓	✓	✓

Fan App Ad Rosters, Schedules

Ad Rotation Frequency	Highest	2nd	3rd	4th
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Company Promo Opportunities Varsity Football and Basketball Home Games

Kiosk/Display; Promo Give Aways	2	2	1	
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Reserved Chair Backs (V. Football)

	4	2		
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Booster Club Cards

	4	3	2	1
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Reserved Fall Sports Parking

Parking and lot upgrades based on availability when purchased

	Platinum Lot	Gold Lot	Silver Lot	Bronze Lot
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Fine Arts Partnership Benefits

Fine Arts Events Reserved Seats

Spring Musical Reserved Seats	8	6	4	2
Christmas Café Reserved Seats	8	6	4	2
Rotating Ad (in game frequency)	Highest	2nd	3rd	4th

Performing Arts Center Venue Signage

Partnership Recognition Display	✓	✓	✓	✓
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Fine Arts Publications Recognition

Recognition in Programs	✓	✓	✓	✓
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Playbill Ads	2	2	1	1
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Website Recognition

Logo on Fine Arts Webpage with backlink	✓	✓	✓	✓
Cardinal Athletics Newsletter (logo & link)	✓	✓	✓	✓

Public Address Recognition

Recognition at Fine Arts Events	✓	✓	✓	✓
Recognition at Halftime Performances	✓	✓	✓	✓

Friends of the Arts Shirts and Yard Signs

Friends of the Arts T-Shirt	4	4	2	2
Friends of the Arts Yard Signs	✓	✓	✓	✓

Fine Arts Events Awards Banquet

Banquet Reserved Seats	8	6	4	2
Partnership Signage	✓	✓	✓	✓
Partnership Recognition at Banquet	✓	✓	✓	✓

Company Promo Opportunities Christmas Café, Spring Musical, Banquet

Kiosk/Display; Promo Give Aways	2	2	1	
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Auction Gala Partnership Benefits

Auction Gala Tables

Table of Ten	1 Table	1 Table	1 Table	1 Table
Thank You Gifts	10	10		

Event Reserved Parking

2 parking spaces	1 parking space		
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Print/Digital Recognition

Event Invitation	Premier	Prime		
Promotional Emails	Premier	Prime		
Event Signage	Premier	Prime		
Promo Video at Event	30-second video	15-second video		
Program Listing	Premier	Prime		
Website/App	3 Rotations	2 Rotations	1 Rotation	
On-Screen Logo at Event	3 Rotations	2 Rotations	1 Rotations	
Program Ad	2 Pages	2 Pages	1 Page	

Golf Tournament Partnership Benefits

Teams

3 Teams	2 Teams	1 Team	1 Team
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Print/Digital Recognition

Hole Signage	4 Hole Signs	2 Hole Signs	1 Hole Sign	1 Hole Sign
Promotional Emails	Platinum	Gold	Silver	Bronze
Event Signage	Platinum	Cardinal	Silver	Bronze
Website/App	4 Rotations	3 Rotations	2 Rotations	1 Rotation