



bulldog athletics



bulldogs



TABLE OF CONTENTS

Football 4
Hockey..... 6
Basketball 8
Volleyball 10
Soccer..... 10
Softball 12
Tennis 14
Track 14
Cross Country..... 14
Parking, Concessions, Ticket Backs..... 14
Hall of Fame Sponsorship 14

**Welcome to Ferris State Athletics
Marketing and Promotions!**

Please notice that each promotion or sponsorship is designed as a one-year commitment that runs from July 1, 2009 to June 30, 2010. In addition, if you spend \$800 or more you qualify for a pair of football, hockey (excluding Michigan and Michigan State games), basketball and volleyball season tickets.

Why become a sponsor of Bulldog Athletics?

1. Exposure and Association

As a Ferris State athletic sponsor your business will receive positive exposure in the Big Rapids and surrounding communities, on the Ferris State campus and you'll be associated with the success that encompasses Bulldog Athletics.

2. Community and Economic Impact

Ferris is an integral part of the Big Rapids and surrounding communities. Our students, faculty, staff, alumni and fans, as well as our competitors who come and compete, invest a great deal of revenue into our community.

3. Affinity

College sports fans, especially Ferris State fans, are extremely loyal and routinely patronize the businesses that support Bulldog Athletics.

4. Hospitality

All sponsor packages include ticket opportunities that can be used to honor top employees or bring clients to the games for personal interaction.

5. Value

Ferris State sponsorships are reasonably priced with the intent of giving you a definite return on your investment.

6. Success

Sports marketing works! All businesses can use more customers. Marketing through Ferris State Athletics provides a unique opportunity to drive business and traffic while building a loyal customer base.



2009 Home Football Schedule

8/29 vs.	Tiffin, Welcome Week/ Doubleheader	7 p.m.
9/05 vs.	Ashland, Riverdays Festival/ Fireworks	7 p.m.
9/19 vs.	Grand Valley State, Anchor-Bone Classic/ Blues & BBQ	7 p.m.
10/10 vs.	Indianapolis, Homecoming	2 p.m.
10/31 vs.	Hillsdale, Hall of Fame/ Halloween Parade	2 p.m.

football

Promotional Giveaways - Prices Vary

One of the best ways to build knowledge and excitement for your brand and product is to sponsor a promotional giveaway at a Ferris State Football game. Examples include T-shirts, bobble heads, rally towels, cheer sticks, pompoms, key chains, and much more! With your purchase of a promotional giveaway, Ferris State marketing will advertise your promotional giveaway before the game on the radio, in the newspaper and on the Web!

In-Game Promotion - Free

In game promotions are held at each home hockey, football, basketball, volleyball and softball game. We'll help you come up with a game that gets the crowd involved and excited during a break or intermission. The sponsor will have the opportunity to receive a public address announcement and place signage on the field during the promotion. Sponsor provides the prizes for the contestants.

Facility Schedule Poster - \$250

This poster is 30" wide and 59" tall and will hang at the entrance of the Sports Complex. The poster includes the 2009-10 football schedule. Your company logo and information will be on the poster.

Fireworks Sponsor - \$300

- Sponsor the post game fireworks display at the 2009 Riverdays football game on September 5!
- Couponing and sampling opportunities at the door (table provided)
- Display your banner at your booth area (sponsor provides banner)
- Inserts in the game program (inserts provided by sponsor)
- One public address announcement during the game
- Ability to purchase tickets at the group rate for your employees or customers

Game Day Sponsor - \$500

- Couponing and sampling opportunities at the game (table provided)
- Display your banner at your booth (banner provided by sponsor)
- Inserts in the game program (inserts provided by sponsor)
- Four public address announcements on game day
- Receive up to 20 tickets for employees or guests
- Two parking passes for the day of the game you sponsored

Football Banner - \$1,000

4'x 8' Banners are placed on the field for maximum exposure to fans throughout the game. Banner production paid for by sponsor.

Combination (Football, Volleyball, and Basketball) - \$2,000

Schedule Card-Magnet Sponsor - \$800

New Inventory!

3,000 schedule cards will be printed and distributed on Ferris State University's campus and in the Big Rapids community.

Schedule Poster Sponsor - \$800

Logo printed on the bottom of a 24" x 17" full-color poster. 1,000 posters will be printed.

Game Programs

4-color program ad, printed for each home game. Minimum of 1,000 programs will be printed per game (additional programs for certain games - i.e. Homecoming)

Football

Back Cover.....	\$1,000
Inside Front or Inside Back Cover....	\$900
Full Page.....	\$900
Half Page.....	\$750
1/4 Page.....	\$600
1/10 Page.....	\$400

Take a Kid to a Game

This sponsorship allows you to purchase tickets at the group rate and then donate them to less fortunate kids in the Big Rapids community and Mecosta County. To participate in the program a business will purchase 20 or more tickets at a discounted rate. It provides a valuable opportunity for these kids by exposing them to the collegiate athletic experience.

At the game, your business will receive advertising announcements and special recognition. The group rate for football is \$2 a ticket, with a minimum purchase of \$40.

Did you know Teams and coaches read at multiple local schools during "March is Reading" month.

Did you know The football and hockey teams helped Artworks move during renovations.

Promotional Giveaways - Prices Vary

One of the best ways to build knowledge and excitement for your brand and product is to sponsor a promotional giveaway at a Ferris State Hockey game. Examples include T-shirts, bobble heads, rally towels, cheer sticks, pompoms, key chains, and much more!

With your purchase of a promotional giveaway, Ferris State marketing will advertise your promotional giveaway before the game on the radio, in the newspaper and on the Web!

In-Game Promotion - Free

In game promotions are held at each home hockey, football, basketball, volleyball and softball game. We'll help you come up with a game that gets the crowd involved and excited during a break or intermission. The sponsor will have the opportunity to receive a public address announcement and place signage on the ice during the promotion. Sponsor provides the prizes for the contestants.

Facility Schedule Poster - \$250

This poster is 30" wide x 59" tall and will hang at the student entrance to the ice arena. The poster includes every home hockey game. Your company logo and information will be on the poster.

Game Day Sponsor - \$500

- Couponing and sampling opportunities at the game (table provided)
- Display your banner at your booth (banner provided by sponsor)
- Inserts in the game program (inserts provided by sponsor)
- Four public address announcements on game day
- Two parking passes for the day of the game that you sponsored

Schedule Poster Sponsor - \$1,500

Logo printed on the bottom of a 24" x 17" full color poster, displayed and circulated to the Big Rapids community and Ferris students, faculty and staff. 2,000 posters will be printed.

Dasher Board - \$2,000 premium board space (from team bench to team bench) or \$1,750 non-premium board space

Dasher boards surround the 2,493 seat Ewigleben Ice Arena and present a terrific opportunity for businesses and corporations to advertise. Division I schools from throughout the country compete against the Bulldogs each season. In addition to FSU hockey games, throughout the year hundreds of thousands of fans attend events, such as Big Rapids High School hockey, Big Rapids Junior Hockey Association, Michigan Amateur Junior Hockey Association, the Big Rapids Skating Club, open skating sessions, and other skating events that take place year round.

Season Ticket Letter - \$2,500

10,000 season ticket brochures will be printed and mailed to all current Ferris students and the Big Rapids and Mecosta County area. Your logo and/or phone number will be visible to all on the letter.

In-Ice Logo - \$4,000

Four premium in-ice advertisement logo spots are available each year for every fan to see at every event that takes place in the arena. These spots surround the Bulldog Athletic Logo located at center ice.

Take a Kid to a Game

This sponsorship allows you to purchase tickets at the group rate and then donate them to less fortunate kids in the Big Rapids community and Mecosta County. To participate in the program a business will purchase 20 or more tickets at a discounted rate. It provides a valuable opportunity for these kids by exposing them to the collegiate athletic experience.

At the game, your business will receive advertising announcements and special recognition. The group rate for hockey is \$5 a ticket, with a minimum purchase of \$120. Promotion excludes games versus Michigan and Michigan State.

New Hockey Inventory!

Opposite Side Dasher Board - \$800

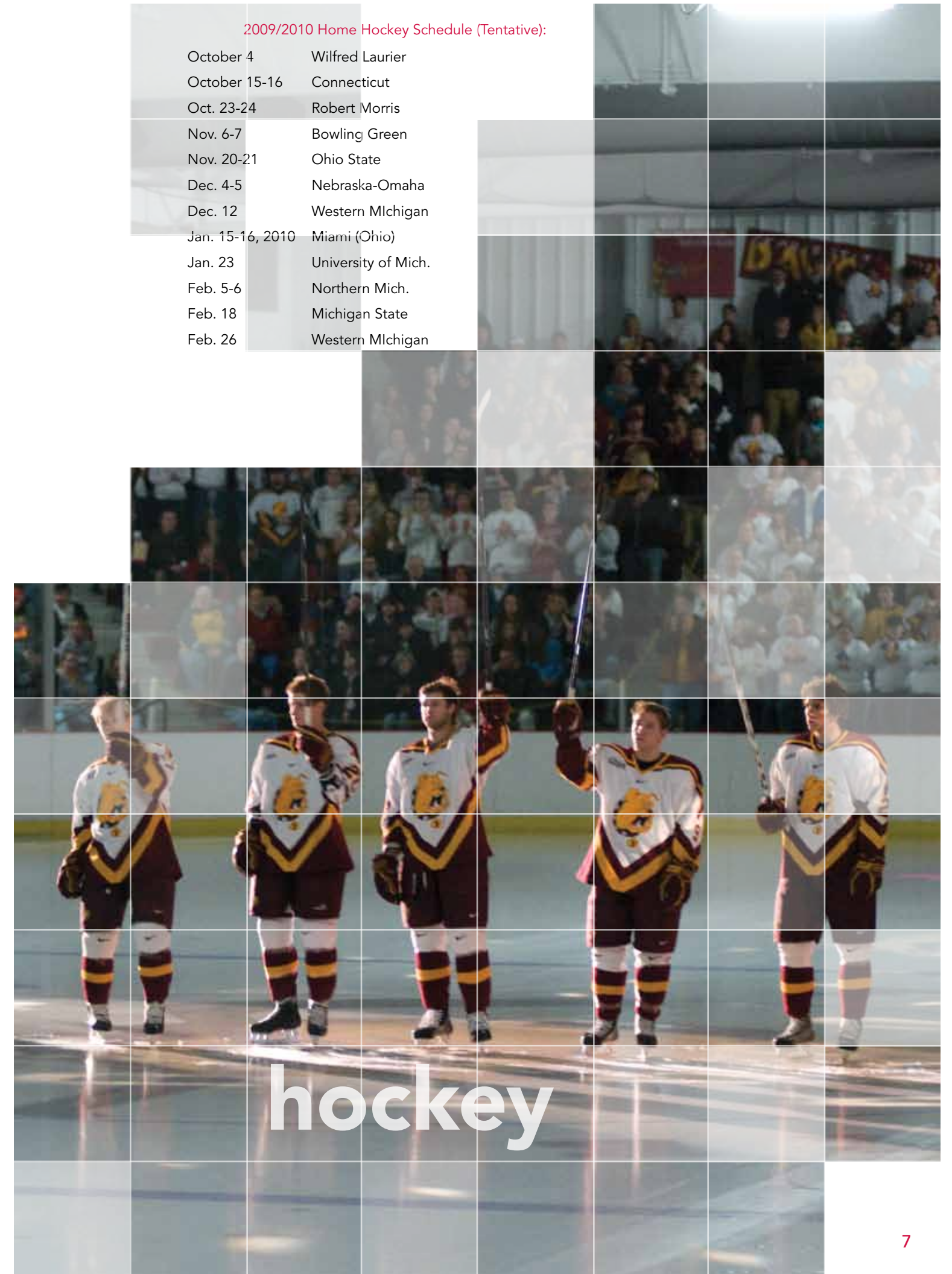
Logo printed on 8.5 x 14 inch poster facing the crowd.

Transparent Glass Sticker - \$2,500

Sticker will be placed at the top center portion of the glass pane.

2009/2010 Home Hockey Schedule (Tentative):

October 4	Wilfred Laurier
October 15-16	Connecticut
Oct. 23-24	Robert Morris
Nov. 6-7	Bowling Green
Nov. 20-21	Ohio State
Dec. 4-5	Nebraska-Omaha
Dec. 12	Western Michigan
Jan. 15-16, 2010	Miami (Ohio)
Jan. 23	University of Mich.
Feb. 5-6	Northern Mich.
Feb. 18	Michigan State
Feb. 26	Western Michigan



Did you know The hockey team boasted over a 3.3 team gpa during the fall semester.

Did you know Big Rapids High School Alumnus, Cody Chupp, was nominated for the 2009 Bank of New York Mellon Hockey Humanitarian Award as college hockey's finest citizen. He's the first Ferris State hockey player to be nominated for that prestigious national award.



2009/2010 Basketball

Nov. 30	Grand Valley State
Dec. 03	Ashland
Dec. 05	Tiffin
Jan. 07, 2010	Lake Superior State
Jan. 09	Saginaw Valley
Jan. 28	Northern Michigan
Jan. 30	Michigan Tech
Feb. 04	Hillsdale
Feb. 06	Findlay
Feb. 25	Northwood
Feb. 27	Wayne State



Illuminated scoreboard panels



Media/scoring table signage

Promotional Giveaways - Prices vary

One of the best ways to build knowledge and excitement for your brand and product is to sponsor a promotional giveaway at a Ferris State Basketball game. Examples include T-shirts, bobble heads, rally towels, cheer sticks, pompoms, key chains and much more! With your purchase of a promotional giveaway, Ferris State marketing will advertise your promotional giveaway before the game on the radio, in the newspaper and on the Web!

In-Game Promotion - Free

In game promotions are held at each home hockey, football, basketball, volleyball and softball game. We'll help you come up with a game that gets the crowd involved and excited during a break or intermission. The sponsor will have the opportunity to receive a public address announcement and place signage on the court during the promotion. Sponsor provides the prizes for the contestant.

Facility Schedule Poster – \$250

This poster is 30" wide x 59" tall and will hang at the entrance to Wink Arena. The poster includes every home basketball game. Your company logo and information will be on the poster. Two separate posters, one for women and one for men, are available.

Game Day Sponsor - \$500

- Couponing and sampling opportunities at the game (table provided)
- Display your banner at your booth (banner provided by sponsor)
- Four public address announcements on game day
- Receive up to 20 tickets for employees or guests
- Two parking passes for the day of the game that you sponsored

Schedule Card-Magnet Sponsor - \$750

Have your company or business logo and phone number on schedule card-magnets handed out to local students, fans and alumni. A total of 3,000 cards produced.

Sponsor Banner - \$750

4' x 8' banner is hung on the wall in Wink arena. Banners hang above the seats and are visible to every fan in the arena. Banner production paid for by sponsor.

Combination (Football, Volleyball and Basketball) \$2,000

Did you know Men's Basketball alone gave more than 30 hours of community service to Big Rapids through chaperoning a middle school activity night, spreading wood chips at Playscape, reading at elementary schools, hosting a coloring booth at the Riverdays Festival, offering a free clinic to a youth team, and participating in two fundraising events: a wheelchair game and a Special Olympics basketball game.

Schedule Card Sponsor - \$800

4,000 schedule cards will be printed and distributed on the Ferris State University's campus and in the Big Rapids community.

Media Table - \$1,000

5' x 2' illuminated panels sit at half court and are visible to every fan in the arena.

Scoreboard - \$1,500

Illuminated scoreboard panels are approximately 5' x 2' and visible throughout the entire year. The arena is used for many concerts, trade shows and summer camps. Businesses will benefit from this year-round exposure.

Schedule Poster Sponsor - \$800

Logo printed on the bottom of a 24" x 17" full-color poster. 1,000 posters will be printed.

Take a Kid to a Game

This sponsorship allows you to purchase tickets at the group rate and then donate them to less fortunate kids in the Big Rapids community and Mecosta County. To participate in the program a business will purchase 20 or more tickets at a discounted rate. It provides a valuable opportunity for these kids by exposing them to the collegiate athletic experience.

At the game, your business will receive advertising announcements and special recognition. The group rate for basketball is \$2 a ticket, with a minimum purchase of \$40.

2009 Volleyball Home Schedule

August 27	St. Joseph's (Ind.)
August 29 & 30	Ferris State Invitational
September 11	Wayne State
September 12	Northwood
September 15	Grand Valley State
September 25	Saginaw Valley State
September 26	Lake Superior State
October 9	Tiffin
October 10	Ashland
November 6	Michigan Tech
November 7	Northern Michigan

Volleyball In-Game Promotion - Free

We'll help you come up with a game that gets the crowd involved and excited during a break or intermission. The sponsor will have the opportunity to receive a public address announcement and place signage on the court during the promotion. Sponsor provides the prizes for the contestants.

Volleyball Game Day Sponsor - \$75

- Couponing and sampling opportunities at the game (table provided)
- Display your banner at your booth (banner provided by sponsor)
- Four public address announcements on game day
- Receive up to 10 tickets for employees or guests

Volleyball Facility Schedule Poster – \$250

This poster is 30" wide x 59" tall and will hang at the entrance to the Volleyball Arena. The poster includes every home volleyball game. Your company logo and information will be on the poster.

Sponsor Banner - \$500

The 4' x 8' arena banners are prominently displayed throughout the women's volleyball season. With more than 10 home matches per year, your business is guaranteed maximum exposure in an arena with one of the greatest home court advantages in the GLIAC. Banner production paid for by sponsor. **Combination (Football, Volleyball and Basketball) \$2,000**

Volleyball/Soccer Schedule Card Magnet Sponsor - \$750

Have your company or business logo and phone number on schedule magnets handed out to local students, fans and alumni. A total of 1,000 magnets produced.

Volleyball/Soccer Schedule Poster Sponsor - \$500

Logo printed on the bottom of a 24" x 17" full-color poster. 1,000 posters will be printed.

Take a Kid to a Game

This sponsorship allows you to purchase tickets at the group rate and then donate them to less fortunate kids in the Big Rapids community and Mecosta County. To participate in the program a business will purchase 20 or more tickets at a discounted rate. It provides a valuable opportunity for these kids by exposing them to the collegiate athletic experience.

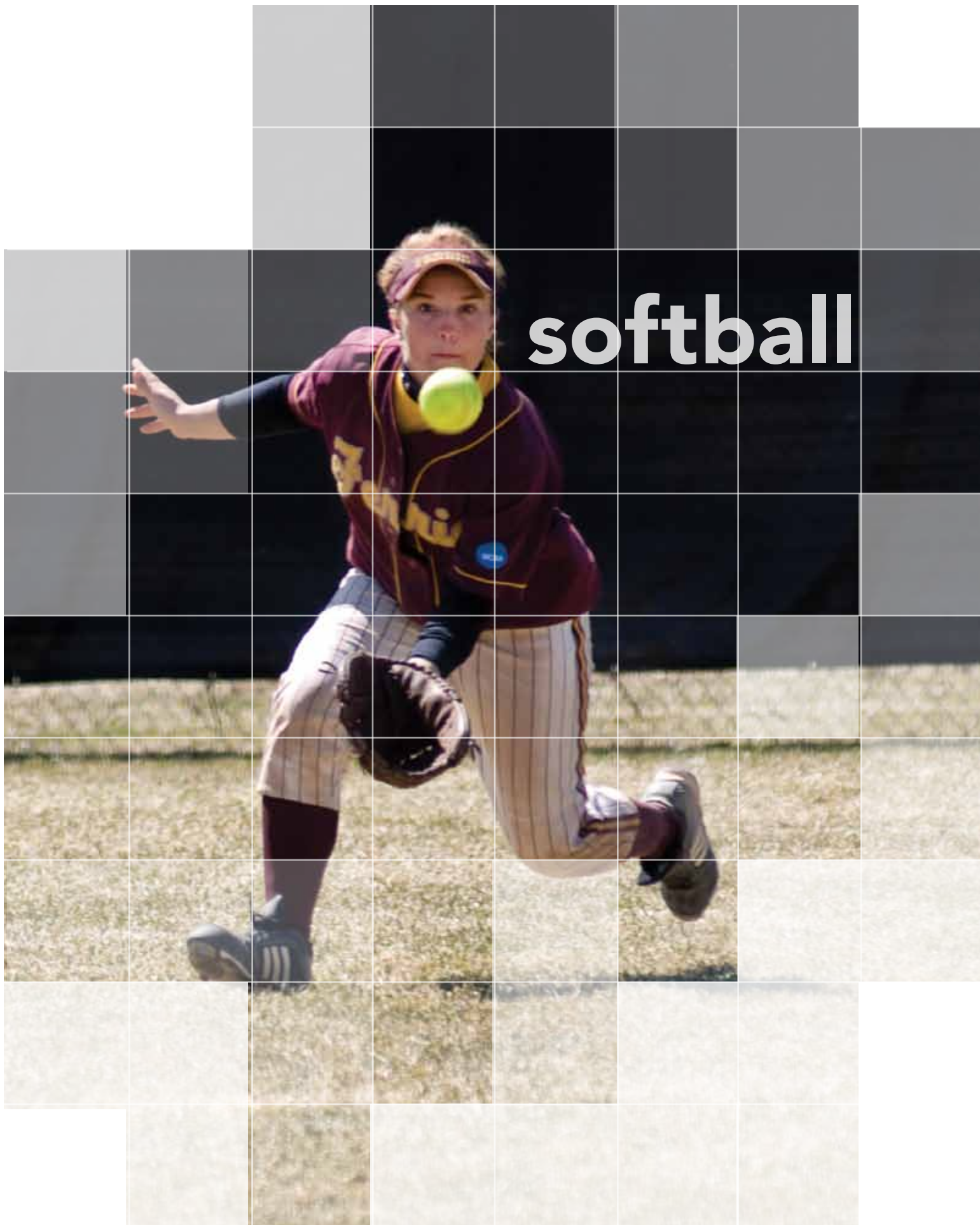
At the game, your business will receive advertising announcements and special recognition. The group rate for volleyball is \$2 a ticket, with a minimum purchase of \$40.

Did you know The volleyball team donated more than \$1,000 to the Susan P. Wheatlake Foundation this year.
Did you know Athletics hosted its inaugural blood drive on Halloween day in conjunction with home hockey and volleyball games.



2009 Women's Soccer Home Schedule

September 1	Lewis
September 20	Northern Michigan
September 25	Tiffin
September 27	Findlay
October 9	Ashland
October 23	Saginaw Valley State
October 25	Northwood
October 31	Grand Valley State



softball

In-Game Promotion - Free

We'll help you come up with a game that gets the crowd involved and excited during a break or intermission. The sponsor will have the opportunity to receive a public address announcement and place signage on the field during the promotion. Sponsor provides the prizes for the contestants.

Game Day Sponsor - \$50

- Couponing and sampling opportunities at the game (table provided)
- Display your banner at your booth (banner provided by sponsor)
- Four public address announcements on game day

Softball Banner - \$500

The 4' x 8' banners are prominently displayed throughout the women's softball season. With at least six home double-header games per year, your business is guaranteed maximum exposure on the outfield fence.

Schedule Card Sponsor - \$500

2,000 schedule cards will be printed and distributed around Ferris State University's campus and in the Big Rapids community.

Schedule Card - Magnet Sponsor - \$750

Have your company or business logo and phone number on schedule magnets handed out to local students, fans and alumni. A total of 1,000 magnets produced.

2010 Softball Schedule

Mar. 31	Saginaw Valley
Apr. 02	Lake Superior State
Apr. 03	Northwood
Apr. 14	GVSU
Apr. 17	Tiffin
Apr. 18	Ashland

FSU Athletics Hall of Fame Sponsorship

Each year the FSU Athletics department hosts the Athletics Hall of Fame at the Holiday Inn Hotel and Conference Center. With over 75 former Bulldog student-athletes, coaches and administrators inducted over the past eight years, the Hall of Fame continues to grow in size and popularity. This year's banquet will take place Friday, October 30, 2009. Businesses have the opportunity to gain a great deal of exposure through pre-banquet advertising and the night of the event. Last year, the banquet attracted more than 200 people. The two types of sponsorships available include individual and corporate, which are detailed below.

A portion of your ticket(s) and/or sponsorship may be tax-deductible.

Corporate Sponsorship - \$750

- Ten banquet tickets
- Reserved table
- Recognition in program
- Verbal and signage recognition at banquet
- Invitation for you and a guest to attend exclusive luncheon with inductees
- Invitation for you and a guest to watch the following day's football game in the Presidents Box with inductees (includes parking pass).

Individual Sponsorship - \$200

- Two banquet tickets
- Recognition in program
- Verbal and signage recognition at banquet

Multi-Sports Schedule Poster Sponsor - \$250

This 24" x 17" color poster combines the men's and women's Track and Field teams, the men's and women's Tennis teams, men's and women's Cross Country teams and the men's and women's Golf teams, with photos and schedules of all eight teams. Your advertisement will go on the bottom of the poster, and we will distribute the posters all over Ferris' campus and the Big Rapids area. 1,000 posters will be printed.

Men's and Women's Cross Country - \$250

This year's home Cross Country meet is in September. The meet brings in more than 25 collegiate and local high school teams with 400 individual runners and 1,000 fans and spectators. Your 4' x 8' banner will be hung near the start and finish line, along with public address announcements made throughout the entire event over our sound system. This sponsorship helps pay for the course rental, officials and awards.

For the same amount, you have the other opportunity to sponsor the lead vehicle - your signage would be placed on the sides of our vehicle which begins at the starting line and stays ahead of the leaders throughout the course and as they cross the finish line, which is visible by everyone on the course for every race.

Either choice gets your ad in our black and white program handed out to each team and spectator at no extra cost.

Men's and Women's Track and Field - \$250

This year's track and field event will take place on the first weekend in April, 2009. Have your banner hanging on the railings inside the stadium where the majority of the events take place. We will also have public address announcements and your business card-size ad in our black and white program to be handed out to each team and all spectators.

Men's and Women's Tennis - \$500

Your 4' x 8' banner can be displayed within the indoor tennis courts throughout the entire year at the Ferris State University Racquet and Fitness Center. The facility is utilized by the nationally-ranked men's and women's Tennis teams, camps and other tennis events ranging from USTA-sanctioned to high school tournaments, and is utilized by the Mecosta County community.

Parking Passes - \$1,000

Have your company's logo printed on the back of every parking permit. Parking permits are sold at every home football, hockey game. Perfect for a coupon opportunity. 2,500 parking passes will be printed.

New Inventory!

Athletic Homepage - \$5,000

Athletic page receives approximately 30,000 hits per month. Your business can be a link directly from our site.

Team Page

Be a link from your favorite team page. Football, Hockey, Men's Basketball, Women's Basketball - \$3,000

Volleyball, Track & Field, Cross Country, Tennis, Golf, Soccer - \$1,500

