

## Why Corporate Sponsorship at the University of Tennessee at Martin?



### Exposure & Association

As a Skyhawk Corporate Sponsor, your business will receive positive exposure in the West Tennessee community, on the UTM campus, and be associated with the success that surrounds Skyhawk Athletics.

### Community & Economic Impact

UTM is an integral part of the West Tennessee area. Our students, faculty and staff, not to mention alumni and fans, invest a great deal of money into our community.

### Affinity

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

### Hospitality

All Skyhawk corporate sponsor packages include tickets that can be used to honor top employees, bring clients to the games and hospitality suites for personal interaction opportunities.

### Value

Each Skyhawk corporate partnership is priced modestly and with the intent of giving you a definite return on your investment.

### Success

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

# Skyhawk Corporate Sponsorship

THE UNIVERSITY OF TENNESSEE AT MARTIN

## Become a Game Sponsor

Being a game sponsor allows the opportunity to :

- Participate in any type of promotions desired (coupons, flyers, promotional table, etc.)
- Provide any type of entertainment on court during media time outs/halftime, use any pre-approved signage around the court/arena, play any type of commercials or slides on the Vision screen projector
- Your company would also be the official sponsor of the Skyhawk Club Hospitality Room.
  - This room is where Skyhawk Club members, prospects, and selected guests come during the game to enjoy a free meal and fellowship. This would also be an area that can be used for great promotional material.
- Costs \$600



## Brand Your Company Through Signage

Skyhawk Athletics will customize any partnership to help a business reach its target audience. However, if business is looking for opportunities to reach the widest possible audience, here are some "pre-set" packages to consider. Keep in mind packages are a great way to save money!!

- **Skyhawk Arena** (part of the Kathleen and Tom Elam Center) signs provide tremendous year-round exposure to all home men's and 2011 OVC Tourney Champion women's basketball games. In all, there are a total of over 30 home games played. In addition to athletic events, the nearly 7,000-seat arena is also home to UT Martin's summer camps. *Score tables are \$300 for 3 ft. and \$900 for 9 ft.*
- **Hardy M. Graham Stadium** - Signs in the end zone display your company beautifully. The stadium seats 8,000 and hosts 5 to 6 Skyhawk Football home games each year and 5 to 6 Martin Westview High School home games each season. *One sign for the season \$200*
- **Soccer Field** - Soccer fever is sweeping the entire country including the 2011 OVC Tourney Champion, UTM campus. Reach UTM students and local community with our sideline banners. The stadium and field can hold 700 people with nearly 10 home matches played each year. *One sign for season \$250*
- **Skyhawk Park** (Baseball and Softball) signs are displayed well and attract a great deal of attention. The baseball and softball stadiums seat 500 fans and hosts 25 or more home games a year. The signs can also be seen from Skyhawk Parkway. *One sign for season \$250*



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