



**WESTERN  
CAROLINA**  
CATAMOUNTS™



## 2017-18 Sponsorship Opportunities

# WESTERN CAROLINA UNIVERSITY ATHLETICS FACTS

## Men's Sports

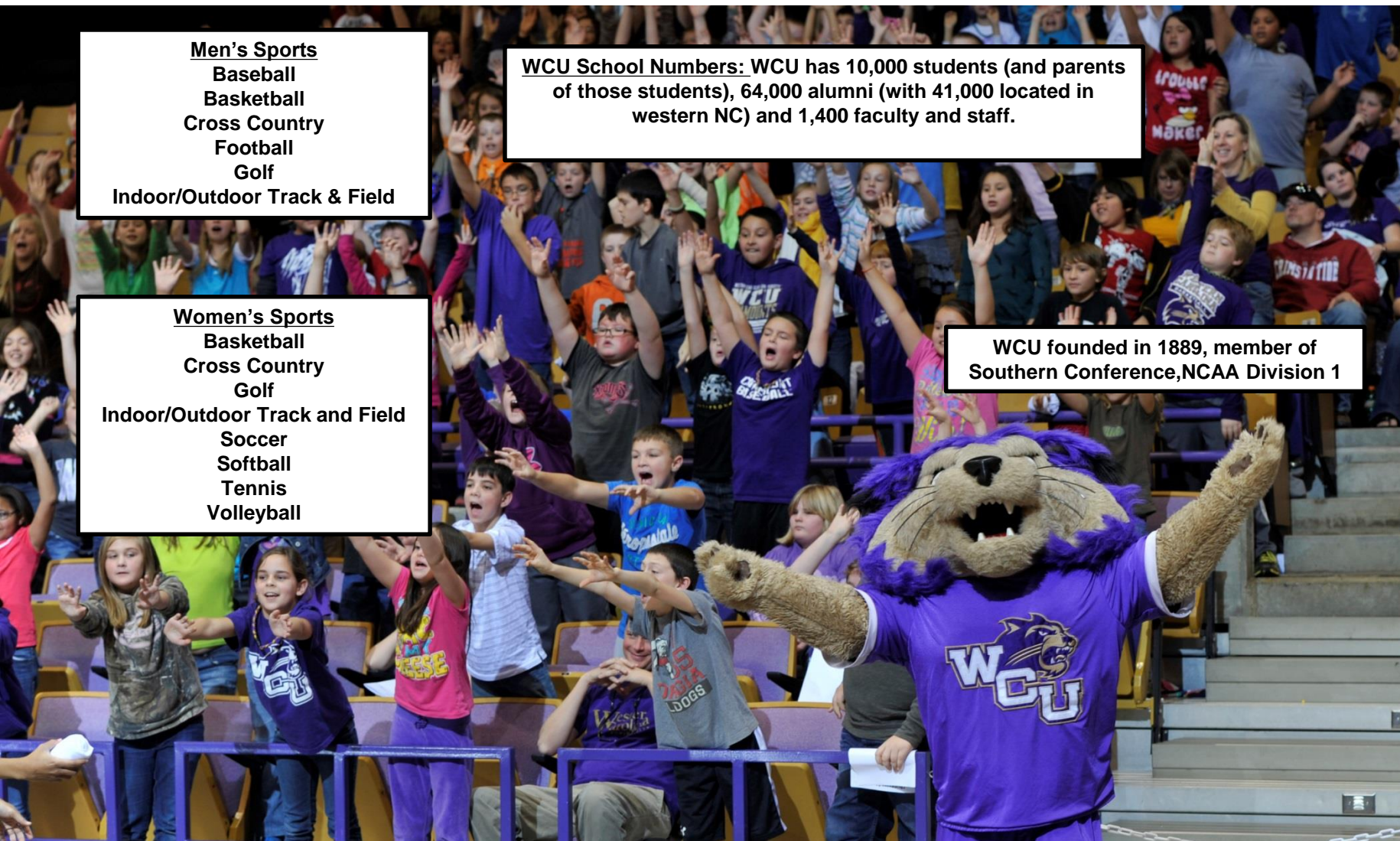
Baseball  
Basketball  
Cross Country  
Football  
Golf  
Indoor/Outdoor Track & Field

WCU School Numbers: WCU has 10,000 students (and parents of those students), 64,000 alumni (with 41,000 located in western NC) and 1,400 faculty and staff.

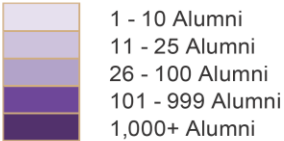
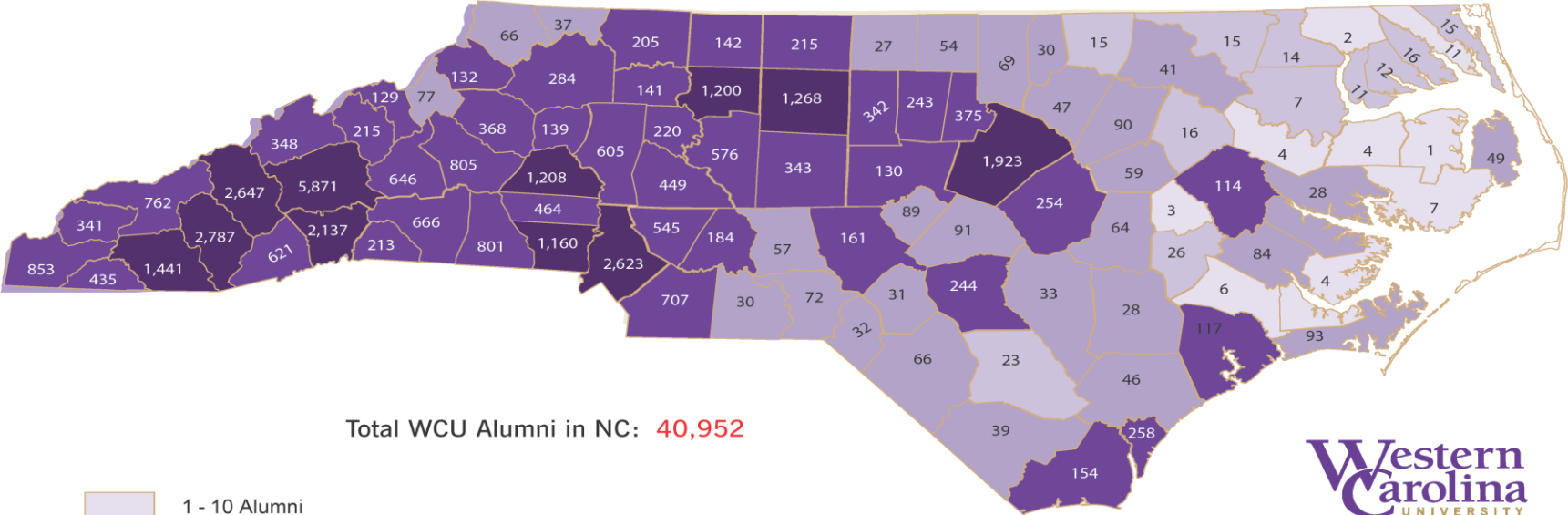
## Women's Sports

Basketball  
Cross Country  
Golf  
Indoor/Outdoor Track and Field  
Soccer  
Softball  
Tennis  
Volleyball

WCU founded in 1889, member of Southern Conference, NCAA Division 1



# WCU Alumni Distribution by County





## 2017 Western Carolina Home Football Schedule

Sept 2 at Hawai'i

**SEPT 9 DAVIDSON (Black Out)**

Sept 17 at Gardner-Webb

**SEPT 23 SAMFORD (Family Weekend)**

Sept 30 at Chattanooga

Oct 7 at Wofford

**OCT 14 ETSU**

Oct 21 at VMI

**OCT 28 FURMAN (Homecoming)**

Nov 4 at The Citadel

**NOV 11 MERCER**

Nov 18 at North Carolina

**The Catamounts averaged 10,465 fans at home during the 2016 season!**

# FOOTBALL – E.J. Whitmire Stadium/Bob Waters Field

E.J. Whitmire Stadium/Bob Waters Field serves as the home of Catamount Football. With a capacity of 13,742, the stadium is widely regarded as one of the most scenic football stadiums in the entire country, surrounded by the mountains of Western North Carolina.

## Signage Opportunities

- » Football Scoreboard Sign
  - » (1) of (4) permanent signs on scoreboard
  - » Visible for all stadium events
- » Football Scoreboard Jumbotron
  - » 30 Second TV Spots
  - » Features – Starting Line, fan cam, kiss cam, halftime, field goals, red zone sponsored by.....
- » A-Frame Signage
  - » 3 x 9 vinyl banner
  - » Two locations available
  - » Location South Endzone or Sidelines
- » South Endzone Banners
  - » Located just above play clock
  - » Displayed for all home events in the fall



# FOOTBALL – E.J. Whitmire Stadium/Bob Waters Field

## Additional New Opportunities:

- » Presenting Sponsor of a Gate Entrance
  - » Signage in and around gate
  - » Opportunity for tabling at gate at all home games
  - » Signage very visible throughout the school year on outside of gate
  - » All announcements would refer to gate as \_\_\_\_\_ Gate
- » Play Clock Signage
  - » (2) spots available
  - » Below both play clocks
- » West Side Stadium Fence Signage
  - » (4) spots available
  - » Your message 6 x 15 feet
  - » High traffic area located near restrooms and concessions



# GAME SPONSORSHIP/EXPERIENTIAL OPPORTUNITIES

## » **Game Sponsorship for Football or Basketball Game**

- » Your game to promote your business
- » Game Ball Presentation (football)
- » 100 tickets to game
- » Tabling/Display
- » Giveaways
- » (2) PA announcements
- » On Court/On Field Promotion
- » Logo on program cover/jumbotron (football)

## » **Game Sponsorship for baseball or softball game**

- » Your game to promote your business
- » Opportunity to throw out the first pitch
- » 100 tickets to the game
- » Chance to have tables and displays
- » Chance to have Giveaways
- » (2) Live PA announcements
- » Opportunity for an On Field Promotion
- » Logo on program cover



# FOOTBALL - PURPLE FEST

## WESTERN CAROLINA'S TAILGATE PARTY

### Purple Fest:

- » Presenting Sponsor of Purple Fest
  - » Purple Fest – Tailgate Area North of Stadium
  - » Branding on all items promoting Purple Fest
  - » Space in Purple Fest
- » Corporate Tailgate Parties
  - » Bring Your Employees/Clients/Families to the game
  - » Includes Tent and Catered Meal
  - » Game Programs
  - » Visit by Cheerleaders and Paws
  - » Discounted tickets
- » Vendor Set-up
  - » Opportunity to sell your product in the Purple Fest
  - » Includes Space and table



# BASKETBALL – The Ramsey Regional Activities Center

The Ramsey Center serves as the home of Catamount men's and women's basketball as well as volleyball. With a capacity of 7,800 the arena also host various concerts and community events as well.

## Signage Opportunities

- » Basketball Scoreboard
  - » (1) of (4) permanent signs on scoreboard
  - » Visible for all arena events
- » Courtside LED
  - » Two (2) locations, team bench and non-team bench
  - » Digital message
  - » Your message rotates periodically throughout the game
- » Fixed Backlite Signs
  - » (1) of (4) signs on court
  - » Size 3 x 7



# BASEBALL – Childress Field at Hennon Stadium

## SOFTBALL – Catamount Softball Complex

Western Carolina's baseball facilities which are located on the south end of the WCU campus include both home and visiting dugouts, a 1,500-seat grand stand seating area and working press box. Outside the main seating area on the left-hand side of the venue are covered batting cages, with restrooms, concession stands and ticket booth located at the main entrance of the facility. The venue is skirted down the right-field side by the picturesque Cullowhee Creek.

The Catamount Softball Complex features both home and visiting dugouts and bullpens, with the home dugout including access to the team locker room, athletic training station and storage facilities. A 250-seat grand stand seating area is capped by a fully functional press box with restrooms, concessions and a ticket booth in an adjoining building behind the stadium. There is also a covered batting cage down the left field line on the home side of the complex.

### Signage:

- » Baseball and Softball
  - » (1) permanent sign on baseball and softball field
  - » Size 4 x 8



# SOCCER, TENNIS AND TRACK AND FIELD - Catamount Athletic Complex

Opened in 2005, the **Catamount Athletic Complex (CAC)** serves as the home venue for Western Carolina Women's Soccer, Women's Tennis and the Catamount Men's and Women's Track & Field teams. The 1,000-seat complex features a fully functional press box with views of the soccer pitch and track; eight tennis courts including two with "center court" feel; and locker and team room facilities for women's soccer, tennis and visiting teams. There is also a concession stand, rest room facilities and an athletic training station

## Signage:

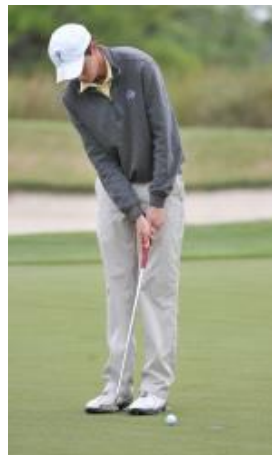
- » Soccer, Track and Field, Tennis
  - » (1) permanent sign at the complex
  - » Size 4 x 8



# PRESENTING SPONSOR OF A CATAMOUNT SPORT

## PRESENTING SPONSOR OF A CATAMOUNT SPORTS TEAM:

- » Logo on all print materials promoting sport
- » PA Announcement at all events of that sport
- » Logo on all sport team pages on [catamountsports.com](http://catamountsports.com)
- » Signage displayed at stadium/court/field
- » Opportunity to be honorary coach at one game
- » Opportunity for season long promotion
- » Mentioned at least 8 times per game if sport is on Catamount Radio Network.



# PROMOTIONS & PRINT

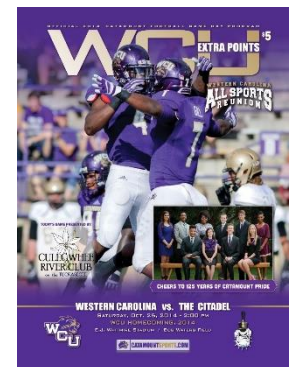
## PROMOTIONS DURING GAMES:

- » Opportunity for your business to do an on court or on field promotion
- » Examples include: mini ball toss to fans, kick for cash, kids run the bases etc.
- » Fun way to show you support the Catamounts
- » All eyes are on the promotion hearing your name
- » Opportunity for your business and staff to be seen by thousands

## PRINT MATERIALS

An effective way to reach passionate Catamount fans that provide many touch points and provide a long shelf life.

- » Official Game Programs- All color, full page, 1/2 page, 1/4 page
- » Posters
- » Schedule Cards
- » Catamount Coupons
- » Parking Passes

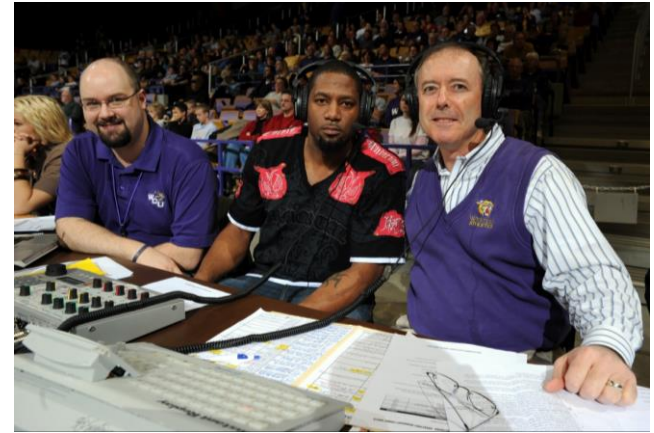


# RADIO – Catamount Sports Network (CSN)

## CATAMOUNT SPORTS NETWORK (CSN):

The Catamount Sports Network provides Catamount fans from around the state of North Carolina to catch all the exciting play-by-play action of football, men's and women's basketball and baseball.

- » Presenting Sponsor
  - » \_\_\_ Catamount Sports Network
  - » Includes logo on print materials promoting CSN
  - » 10 mentions during every broadcast as presenting sponsor
  - » (4) 30 second spots
  - » Opportunity for halftime interview to talk about your business
  - » PA announcement at games promoting your business as title sponsor
  - » Opportunity for halftime radio interview to talk about your business
- » 30 second spots
- » Live Reads
- » Opening and closing billboards
- » Features
  - » Starting Lineups Presented by..., Offensive Player of the Game etc
- » **Catamount Sports Network (CSN):**
  - » Asheville ESPN 1310
  - » Canton/Clyde/Waynesville ESPN 970
  - » Charlotte/Gastonia/Belmont WCGC 1270
  - » Cullowhee/Sylva Power 90.5
  - » Franklin WFSC 1050
  - » Sylva/Cullowhee/Waynesville/Clyde/BrysonCity WRGC 540 AM
- » World Wide Streaming on Stretch via [CatamountSports.com](http://CatamountSports.com)



# INTERNET/SOCIAL MEDIA

## Web Site:

280,000 - Average Page Views Per Month

50,626 - Unique visitors per month

» Logo on Catamountsports.com

» Banner ads

» Paws Deals

## Social Media:

Facebook – 31,092 likes

Twitter – 19,022 followers

Instagram – 8,328 followers

» Promotions on Facebook, Twitter and Instagram



# STREAMING ON THE WEBSITE

## Streaming

- Receive exposure on the Catamount SoCon Digital Network. This upcoming season all football, men's and women's basketball home games will be streamed for free on the SoCon Digital Network:
    - Receive the following:
      - A minimum of (2) :30 TV ads in all home football and basketball games. Volleyball, baseball, soccer and softball will be bonused as space allows.
      - Feature during all broadcast:
        - Example - Ingles Starting Line-ups
      - Includes logo on screen and mention.
      - Mention would also be heard on radio broadcast
- \*\*\*\*Any games broadcast on TV will not be streamed.

