



Men's Soccer – 2009 Peach Belt Conference Tournament Champions

Bearcat Sports Marketing

Partnering to help Lander University's athletes reach their potential

Lander University athletics has come a long way since our first sport was started in 1968. Men's basketball began with no facilities for practice or play. As the years passed, we have kept up with the times by adding other sports and building state-of-the-art facilities.

Our newest facility is the Jeff May Complex, which will house our baseball, softball, tennis and soccer teams.

Our teams are competitive at the conference, regional and national levels. Most budgets at schools our size are directly influenced by enrollment. This is where you can be most helpful. Your support of our Marketing program helps supplement the athletic budgets.

Please look over our new Marketing package. We ask you to partner with us in a way to enhance your business advertisement. We are willing to help develop a personal portfolio for you, including a flexible payment plan.

Bearcat Sports Marketing



Women's Basketball – 2009 Peach Belt Conference Tournament Champions

Lander University

Lander is located in Greenwood, S.C., on 125 acres of beautiful land within the city. Greenwood has a population of over 23,000 and ranks among the 10 largest cities in South Carolina. The county's population exceeds 65,000. Lander is located in the northwestern part of the state. In three to four hours of driving, one can be at the beautiful beaches of South Carolina or the snowy slopes of the Blue Ridge Mountains. Lander has approximately 3,000 students representing every county in South Carolina, 25 states and 23 countries. The student to faculty ratio is 17 to 1. This enables our students and faculty to enjoy a relationship that is more common at a private college.

Athletic Facilities

Lander has excellent facilities for all its athletic programs. Horne Arena, home to our men's and women's basketball teams, is a 2,500-seat facility. The Chandler Physical Education/Exercise Studies Center has an auxiliary gym with three full-sized basketball courts and an indoor walk/jog track. The center also has a weight room, six racquetball courts, a dance studio, an indoor Olympic-sized pool and a multipurpose room. The Jeff May Complex is under construction and will house the baseball, softball, tennis and soccer teams. The Complex will be completed in 2011.

Peach Belt Conference

Lander is a charter member of the Peach Belt Conference. The PBC consists of 13 universities in North Carolina, South Carolina, Alabama, Florida and Georgia. The conference holds championships in 13 sports, six for men and seven for women. The PBC has become a nationally recognized conference by winning 28 national championships.

Sports Marketing Provides for Championship Teams

Bearcat Sports Marketing Advertising Rate Sheet

- **Auction (first Thursday in November)**
 - A. Table for up to eight people \$500.00
 - B. Individual tickets \$70.00
- **Bearcat Club Membership (Jan. 1 - Dec. 31)**
 - A. Individual \$50.00
 - B. Corporate \$100.00
 - C. Your gift above the minimum donation can be designated to a sport of your choice.
- **Game Sponsor (Basketball) \$500.00**
 - A. 100 general admission tickets to designated basketball game
 - B. Four season tickets to basketball games upon request
 - C. Distribute company promotional items, set up displays in lobby, and have a halftime promotion upon request
 - D. Four PA announcements during the game
 - E. Recognition in the game program
- **Game Sponsor (Baseball) \$300.00**
 - A. 100 general tickets to the designated baseball game
 - B. Distribute company promotional items during the game and have an in-game promotion upon request
 - C. Four PA announcements during the game
 - D. Recognition in the game program
- **Season Tickets (Basketball)**
 - A. Reserved seat \$120.00 each
 - B. General admission \$70.00 each
- **Printed Sponsor Tickets (Basketball) \$1,500.00**
 - A. Official logo on the back of each ticket
 - B. May offer discounts with ticket stub
 - C. Four season tickets to basketball upon request
- **Schedule Cards \$1,200.00**
 - A. All sports
 - B. 2" x 3" schedule cards
 - C. Will use sponsor logo on each
- **Signage**
 - A. Baseball \$500.00
 - B. Soccer \$500.00
 - C. Baseball & Soccer \$800.00
 - D. Softball \$500.00
 - E. Horne Arena lighted panel \$1,500.00
 - F. Scoreboard signage
 - a. Baseball \$1,000.00
 - b. Basketball/Volleyball \$1,500.00
 - c. Soccer \$1,000.00
 - d. Softball \$1,000.00

Support Lander Athletics

As you can see, we have developed several sponsorship opportunities for our corporate community. It is our goal to provide visibility for your business. Please keep in mind that we have the flexibility to tailor a sponsorship program that will meet both your company's marketing objectives and your budget.

We appreciate the support that the Greenwood community has offered to Lander in the past, and we look forward to partnering with you for the upcoming seasons.



Bearcat Packages

- **Blue Level \$3,000.00**
 - Corporate signs at baseball, soccer and softball fields
 - Bearcat Club membership for up to two members
 - Four sports passes to all home athletic events
 - Four reserved seats at all home basketball games
 - Game sponsor at one basketball and one baseball game
 - Lighted press row panel in Horne Arena
 - Your company logo on athletic Web site
- **Gold Level \$1,500.00**
 - Corporate signs at baseball, soccer and softball fields
 - Bearcat Club membership for up to two members
 - Four sports passes to all home athletic events
 - Four reserved seats at all home basketball games
 - Game sponsor for sport of your choice: baseball, basketball, soccer, softball or volleyball
 - Your company logo on athletic Web site
- **White Level \$1,000.00**
 - Corporate signs at two of the following: baseball, soccer or softball fields
 - Bearcat Club membership for up to two members
 - Two sports passes to all of our home games
 - Two reserved seats at all home basketball games
 - Game sponsor of the sport of your choice (other than basketball)
 - Business listed on Web site



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