

Cleveland State University
Athletics Marketing and Media Rights Inventory
Updated as of 1/5/10

Athletics Marketing and Media Rights Opportunities

During the last three seasons, the Men's Basketball Program has an average attendance of 2,800. The following represents the Athletics Department sponsorship and advertising inventory:

Radio Broadcast

The Broadcast of Men's Basketball games are carried on 1220 AM WHKW (50,000 watts), which serves the Greater Cleveland market and 1440 AM WHKZ (5,000 watts), which serves the Warren/Youngstown market. Selected Men's Basketball games are carried on WTAM- AM (50,000 watts) which is the home of the Cleveland Browns, Cavaliers and Indians). Available inventory includes:

- :30 Commercial Spots - one spot in every game (minimum of 30 spots)
- Opening and Closing Billboards - one opening and one closing billboard in every game (minimum of 30)
- In-Game Features - title sponsorship of various features and segments (e.g. starting line-ups, half-time show, post game shows, play of the game, etc) in every game (minimum of 30) including live mentions prior to and during segments
- In-Game Live Reads - one :15 live read in every men's basketball game (minimum of 30)

A Coaches Show featuring Men's Head Basketball Coach Gary Waters is carried on WTAM-AM. The show is broadcast 12-16 times per season. The University has four (4) minutes of commercial inventory per show.

Television Broadcast

- A select number of Men's Basketball games are broadcast on SportsTime Ohio. Six to eight Men's Basketball games are broadcast. In addition, SportsTime Ohio broadcasts the Coaches Show featuring Coach Waters. University Athletics has negotiated a trade deal in lieu of sales inventory.

Athletics Website

- The University Athletic Website, www.CSUVikings.com is hosted by CSTV. The University captures the primary share of local advertising, while the primary share of national advertising is retained by CSTV. The University Athletics agreement with CSTV expires June 30, 2011. The website offers video streaming of selected athletic events. Traffic counts to the site for the last two seasons are: approximately 6,000,000 page views and 700,000 unique visitors.

Day of Game Signage at the Wolstein Center for Men's and Women's Basketball

- Basketball Rotating Signage - Two 3' x 8' courtside rotating signs (one at each end of main scorers table) (minimum of 30 per game). Sponsor signage rotates every 2-3 minutes per game.
- Basketball Media Table Sign Panels - Two 3' x 8' fixed sign panels placed on the front of the courtside media table (minimum of 30 per game)
- Basketball Message Boards/PA's - Sponsor logo/message displayed on:
 - 10' x 13' full-color electronic message board - a minimum 10 times per game
 - 6' x 8' one color electronic message board - a minimum 10 times per game
 - Public address announcements – a minimum 15 times per game
- Basketball Scoreboard Sign Panels (Four Available Panels) - Sponsor logo/message on signage panels affixed to both top and bottom of two scoreboards in corner of building. Each panel is 6'6" w x 2' h.
- Team Bench Signage - Sponsor logo on chair back of both home and visiting team benches (20 chairs for home team and 17 chairs for visiting team)
- Courtside Seating Signage - Sponsor logo on sleeves covering chairbacks
- Basket Arm Advertising - Sponsor logo on ad panel placed on both sides of each basket arm (four total panels)
- Basket Support Advertising - Sponsor logo on two basket support pads Center. Basket pads are visible during televised home games.
- Basketball Floor Logo - Sponsor logo on basketball floor
- Floor Level Banners - 3' x 10' banners at floor level

Other Signage at Men's and Women's Basketball

The Athletics department offers the following signage opportunities at Men's and Women's Basketball Games:

- fixed signs at the courtside media tables
- a rotational unit near the team benches

There is also an opportunity to hang banners/signage on either side of the drop down curtain at one end of the basketball court. All patrons view the 100' x 200' curtain during games. The other side of the curtain is used for a 'tailgate party' during weeknight games and a 'kids zone' during weekend games

Print and Collateral

- Men's Basketball Gameday Programs and Scorecards - 3.5" x 2.25" b x w ad on all men's basketball programs and scorecards; distributed free to all fans in attendance
- Men's and Women's Basketball Yearbook - Full page b x w advertisements in 5,000 Official Yearbooks (8 pages of inventory) distributed throughout the season; includes 1/8 page advertisement in men's and women's basketball game day scorecards/programs (Yearbook published by USP, annual agreement with University)
- Men's Basketball Season Ticket Back Advertisement - name/logo/message on back of 18,000+ tickets
- Men's Basketball Group Ticket Back Advertisement - name / logo / message on back of 10,000+ group tickets used throughout season. (Two positions available).
- Men's Basketball VIP Parking Pass Advertisement - name/logo/message on back of 400 VIP Parking Passes (used 15+ times per season by season ticket holders, sponsors and other VIP's)
- Roster cards are printed for Field Hockey, Volleyball, Women's Lacrosse, Softball, Baseball, Men's Soccer and Women's Soccer (8 ½ x 11 for non basketball, 11 x 7 for basketball)

Signage at Other Athletic Facilities

- Olympic Sport Banners - 3'x10' banners are placed at tennis, volleyball, wrestling, softball, soccer, baseball and swimming/diving
- Woodling Gymnasium (3,000 capacity) - Sponsor logo on 2' x 9' scoreboard panel
- Krenzler Field (2,000 capacity) – Sponsor logo on 2' x 4'.5" scoreboard panels
- Busbey Natatorium (1,000 capacity) – Sponsor messages on 11' x 22' electronic scoreboard. Scoreboard can run commercials or logos

Athletics In-Kind Sponsorship Opportunities

The Athletics Department has a number of in-kind sponsors. The following categories for in-kind sponsorship are currently available:

- Bus Services
- Hospitality/Catering Services
- Office supplies
- Athletic Equipment
- Exercise Equipment
- Health Services
- Light and Power Services
- Cable Services

Booster Club

The Viking Club is the fundraising arm for Cleveland State University Athletics. Through its annual fund drive and solicitation of gift in kind donations, the Viking Club raises unrestricted contributions in support of student-athlete scholarships and the athletic budget. Additionally, the Viking Club aids athletic facility enhancements and other needs through capital campaigns. There are opportunities for marketing partners to become involved with the Viking Club such as sponsorship of Club events and providing assistance to the Viking Club to enhance their fundraising efforts.

Other Special Events and Programs

There are sponsorship opportunities available for the following programs:

- Student-Athlete Welcome Back Weekend
- SAAC Programming
- Mid-Year Departmental/S-A Event
- Hall of Fame Induction Ceremony
- Academic Honors Luncheon
- Senior S-A Farewell
- Benefit Golf Outings
- Camps and Clinics
- Basketball Coaches Luncheon Series
- Viking Madness
- Viking Voyage (Away game trips)
- Year-End Sports Banquets
- Watch Parties
- Selection Sunday Party
- Women's Athletic Fund Benefit