



USC SUMTER

Fire Ant

ATHLETICS



Sponsor Guide

Baseball | Softball | Women's Golf
Men's Tennis | Women's Tennis | Men's Soccer



ATHLETIC DIRECTOR

On behalf of University of South Carolina Sumter Athletics, our coaches and, most importantly, our student-athletes, I would like to personally thank you for your loyalty and support.

The recent documented successes of our programs are a direct reflection of your financial commitment, providing our student-athletes with the opportunities to succeed in the classroom and on the field of competition.

The self-funding mission and model of USC Sumter Athletics relies on no allocation of student tuition or state allocations. Therefore, private support is a critical component to providing a comprehensive, first-class experience.

Your investment is a key ingredient to maintaining what has evolved into one of the NJCAA Division X Conference's most respected athletic programs.

USC Sumter Athletics encourages you to join the team behind the team and support our student-athletes with one of the many flexible partnership opportunities in this packet.

These partnerships will allow us to continue to provide the best scholarships, coaches, staff and facilities for our student-athletes while also providing exposure opportunities for businesses and organizations.

Thank you for your generous support of USC Sumter Athletics.

Go Fire Ants!



Adrienne Cataldo
Director of Athletics

FIRE ANT ACCOMPLISHMENTS

1

NJCAA Baseball World Series Appearances

3

Fire Ants Selected to the
Major League Baseball Draft

3.0

Student Athlete Grade Point Average

4

NJCAA All-Americans

9

Softball NJCAA
Academic All-Americans

9

Consecutive 35+ Win Seasons
for Baseball

18

Continents & States
Represented On Campus

18

Total Post-Season Appearances for
Baseball and Softball

120

USC Sumter Student Athletes

1400+

Community Service Hours Accrued
by the Athletic Department in
one semester

FIRE ANT FACILITIES



RILEY PARK

RILEY PARK

Riley Park is a newly-renovated 2,000-seat professional-quality stadium offering concessions and ample spectator space. The city of Sumter graciously allows USC Sumter to utilize the space along with the American Legion P-15's and Morris college baseball teams.



PALMETTO TENNIS CENTER

PALMETTO TENNIS CENTER

The Palmetto Tennis Center is located inside Palmetto Park in Sumter. It boasts 24 state of the art tennis courts and is lit for night play with ample parking, restrooms and a pro shop. Both men's and women's tennis are fortunate enough to call the Center home thanks to the city of Sumter.



PATRIOT PARK ATHLETIC COMPLEX

PATRIOT PARK ATHLETIC COMPLEX

Sumter's newest athletic facility, beautiful Patriot Park Sportsplex is built for tournament play with five baseball and softball fields and six soccer fields. It features an observation tower and fan-friendly covered spectator area. The city of Sumter generously offers use of the space during the softball season.



USC SUMTER SOCCER FIELD

USC SUMTER SOCCER FIELD

The USC Sumter soccer field is located on the USC Sumter campus near the Student Union Building and Nettles Building. The field has been newly renovated and provides ample seating for guests and visitors. Concessions are available during home games.



BEECH CREEK GOLF COURSE

BEECH CREEK GOLF COURSE

Playing at 6805 yards from the tips, Beech Creek offers an outstanding collection of golf holes that are both challenging and fair. The course is highly regarded as the best conditioned and most challenging in the area. Beech Creek is kind enough to allow the Fire Ants to use the facility as their home location.

FIRE ANT ATHLETICS

ATHLETICS HISTORY

Athletics has a long history at the University of South Carolina Sumter.

USC Sumter is the only regional campus in the University of South Carolina system that actually began as Clemson University. Clemson University was established in Sumter in 1966 by active friends and alumni of Clemson University.

In the early days of Clemson University (1967-68), an Economics Professor by the name of Porter Adams decided to put together a tennis team. Adams had a long standing love of tennis and many years of experience to back it up. The team competed for the next five years with outstanding winning seasons and regional championships each year.

The next organized sport to appear at Clemson University was basketball, then baseball entered the picture in the spring of 1972. Both sports were successful and had strong leaders with a passion for the sport to guide the program. During this time, the mascot for Clem-

son University at Sumter was the "Partisan," a revolutionary war type character. The colors for the school were purple and white.

By 1973, Clemson University decided it did not want to be in the regional campus business and the University was taken over by the University of South Carolina. Athletics continued to be a strong influence on campus until 1979, when interest, participation and quick turnover of students diminished the programs.

It wasn't until 2006 that athletics were re-born at USC Sumter. The mascot was updated to the current "Fire Ant" and the colors were changed to garnet and white to reflect the association with the University.

Baseball and softball were introduced as the initial sports of the new Fire Ant program. Both have maintained strong, successful seasons both on and off the field. Along the way soccer and basketball were introduced as sports but were not maintained by the University.

In 2015, school officials announced Fire Ant men's and women's tennis as two new sports. With the success of tennis comes two more new sports in fall 2017: women's golf and men's soccer.



FUNDRAISING PROJECTS

Athletics has two projects currently looking for the right donor. A **new softball facility** would reduce confusion with shared scheduling with the city and Parks and Recreation, would allow for permanent signage for sponsors, would create an official practice facility and eliminate Title IX concerns.

A **new athletic bus** will provide lower maintenance costs and allow for additional sports as deemed necessary.



FUNDING SOURCES

“Sports are educational in the best sense of that word because they teach the participant and the observer new truths about testing oneself and others, about the enduring values of challenge and response, about teamwork, about discipline and perseverance. Above all, intercollegiate contests — at any level of skill — drive home a fundamental lesson: goals worth achieving will be attained only through effort, hard work and sacrifice, and sometimes even those will not be enough to overcome the obstacles life places in our path.”

– California’s Commission on Athletics

It is a myth that the Fire Ants receive funding from the main campus for athletics. USC Sumter’s model for funding intercollegiate athletics depends solely on fundraising. To support their programs, coaches must raise money for everything from uniforms to officials to travel. The programs depend heavily on community support to maintain their success.



NUMEROUS AND LOCAL NATIONAL BUSINESSES ALREADY ADVERTISE WITH THE FIRE ANTS

ARE YOU READY TO JOIN OUR TEAM?

We are proud of our accomplishments on and off the playing field, and we are fully aware that our continued success depends on support from our corporate partners. We want to work with you to develop a sponsorship package that addresses your marketing goals. At the same time, your partnership will have a profound effect on the success of our student-athletes.

UPCOMING EVENTS

RUN AND RAVE - SPRING 2017

For the past three years, USC Sumter has hosted the largest 5k in the area with more than 500 participants each year. This year the Color Run will change to a Glow Run and Rave and will light the night with glow paint, black lights, a professional DJ and final rave party complete with glow paint guns and pyrotechnics!

GOLF TOURNAMENT - FALL 2017

USC Sumter will host a golf tournament at Beech Creek Golf Course in the fall to help raise money for the athletics program. The new women's golf team will participate in the tournament and it will be open to the community.

LEGENDS DINNER - WINTER 2017

Sumter is blessed with a tremendous number of athletes who have gone on to be successful in their sport and in life. Many of those give back to the community and pass their talents forward to the next generation. In the winter, the annual Legends Dinner features highly successful athletes who are willing to share their secrets and interesting stories to help the program raise money.



COLOR RUN



LEGENDS DINNER

PLATINUM

\$2,500

MARKETING/PROMOTION

- Two hole signs at the Golf Tournament
- Company Name, logo, link on website and social media (uscfireants.com)
- Logo on schedule posters (250)
- Fire Ant Clothing (hat, hoodie, jacket)
- Public Address announcement at baseball and softball games
- Name on sponsor banner at Run & Rave and Golf Tournament
- Bag insert at Run & Rave
- End of season sponsor gift
- Mascot (Blaze) appearance at one corporate event

TICKETS

- Ten Run & Rave VIP Entry Tickets (\$300 value)
- Two foursome's to Golf Tournament (\$600 value)
- Eight tickets to Legends Dinner (\$800 Value)
- Ten Season Passes to all USC Sumter sports

GOLD

\$1,000

MARKETING/PROMOTION

- One hole sign at the Golf Tournament
- Company Name, logo, link on website and social media (uscfireants.com)
- Bag insert at Run & Rave
- Name on sponsor banner at Run & Rave and Golf Tournament

TICKETS

- 4 Run & Rave VIP Entry Tickets (\$120 value)
- One foursome to Golf Tournament (\$300 value)
- Two tickets to Legends Dinner (\$200 Value)
- Five Season Passes to all USC Sumter sports

SILVER

\$500

MARKETING/PROMOTION

- Name on sponsor banner at Run & Rave and Golf Tournament
- Bag insert at Run & Rave

TICKETS

- Two tickets to Legends Dinner (\$200 Value)
- Two Season passes to all USC Sumter sports

SPONSORSHIP LEVELS

BE A PART OF OUR TEAM TODAY

Athletic department sponsorship dollars are used exclusively to support USC Sumter athletics teams and training facilities. *Let us help you be part of our team.*

SUPPORT OUR STUDENT ATHLETES

Student athletes are disciplined in training and responsible in the classroom. They are critical thinkers and the next generation of leaders and professionals. Here at USC Sumter, our athletes are anything but ordinary!

IN-KIND & SMALLER AMOUNTS AVAILABLE

USC Sumter's athletics' corporate sponsor packages are fully customizable and can be catered to each group's specific marketing need.

TO SECURE YOUR CORPORATE SPONSORSHIP, PLEASE CONTACT:

CHRISTIE STUTZ

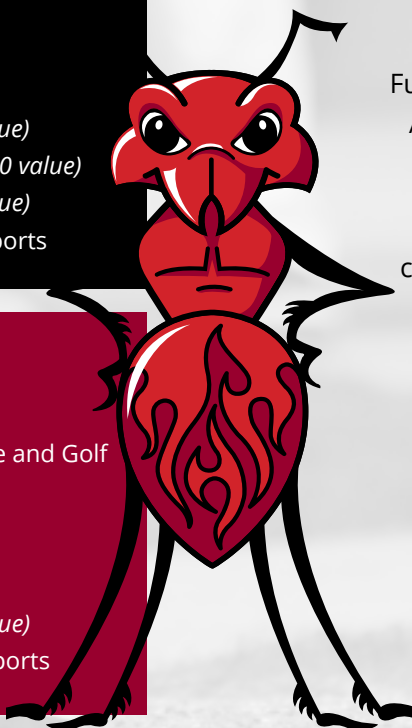
Fundraising Coordinator
Athletics Department

P 803-938-3892

F 803-938-3908

cstutz@uscsumter.edu

200 Miller Road
Sumter, SC 29150



CONTACT

CHRISTIE STUTZ

University of South Carolina Sumter
Fundraising Coordinator
Athletics Department

P 803-938-3892
F 803-938-3908
cstutz@uscsumter.edu

200 Miller Road
Sumter, SC 29150