Colorado School of Mines is a public research university devoted to engineering and applied science. It has the highest admissions standards of any public university in Colorado and among the highest of any public university in the U.S.

**MINES MISSION**

Colorado School of Mines’ role and mission has remained constant and is written in the Colorado statute as:

The Colorado School of Mines shall be a specialized baccalaureate and graduate research institution with high admission standards. The Colorado School of Mines shall have a unique mission in energy, mineral, and materials science and engineering and associated engineering and science fields. The school shall be the primary institution of higher education offering energy, mineral and materials science and mineral engineering degrees at both the graduate and undergraduate levels.

**Mission:** Education and research in engineering and science to solve the world’s challenges related to the earth, energy and the environment

**Vision:** Mines will be the premier institution, based on the impact of its graduates and research programs, in engineering and science relating to the earth, energy and the environment

**Values:** A student-centered institution focused on education that promotes collaboration, integrity, perseverance, creativity, life-long learning and a responsibility for developing a better world
The Mines Athletic Department is a NCAA Division II program which provides student-athletes with the opportunity to participate in 18 varsity sports.

The Colorado School of Mines intercollegiate athletics program exists to enrich the academic mission of the university. This is accomplished through a program designed to provide students the opportunity to develop fundamental principles of good sportsmanship and ethical conduct, to afford them the benefits derived from teamwork, to developing loyalty, close friendships and camaraderie, and to enhance their opportunities for academic success by being involved with a team.

Mines Athletics also provides a wide range of summer camps each year as well as campus and community recreational programs including intramural sports, club sports, and informal recreation.

Did You Know...

More than 119,000 student-athletes compete at the NCAA Division II level with more than 500 of those student-athletes competing for Oredigger Athletics.

Division II offers a “partial-scholarship” model for financial aid in which most student-athletes’ college experiences are funded through a mix of athletics scholarships, academic aid, need-based grants and/or employment earnings.

More than 300 NCAA colleges and universities compete at the Division II level, providing thousands of student-athletes the opportunity to compete at a high level of scholarship athletics while excelling in the classroom and fully engaging in the broader campus experience.

Excellence in Everything

18 NCAA Division II Sports
500+ Student-Athletes Compete at Mines
3.139 Cumulative Student-Athlete GPA
65 Academic All-Americans
1 NCAA National Team Title | Men’s Cross Country
41 RMAC Regular-Season Titles
18 RMAC Tournament Titles
2 RMAC All-Sports Cup
17 RMAC Brechler Awards
29 Rank in U.S. News for NCAA DII
50 Rank in Business Journals for Best American Public University
GET INVOLVED

Athletics by the Numbers
Over 5,000 Students are Enrolled at Mines
Nearly 20,000+ Fans Attend More Than 130 Home Athletic Events
The Athletics Website, minesathletics.com, Attracts Over 52,000 Visitors Per Month
(2,000 Visitors Per Day | 163,000 Page Views Per Month)
13 Head Coaches | 58 Support Staff
Mines Provides Facility Host Sites for Numerous Local High School & Community Events
Hundreds of Youth Participants Attend Mines Athletics Camps & Clinics on Campus
More Than 50 NCAA Athletic Teams, From Across the Country, Visit Mines

PARTNERSHIP DEVELOPMENT

Mines Athletics actively seeks corporate partners and sponsors that are interested in promoting their businesses to Mines students, staff, supporters, and fans; or are interested in gaining exclusive access to on-campus athletic events to entertain and host their own employees, clients, or partners.

Mines Athletics offers one-stop shopping for businesses and corporations looking for advertising, marketing, entertainment and/or exclusive association with the Mines Athletics programs. Through targeted business solutions, Mines Athletics can customize specific packages to meet your corporate marketing, community relations, and/or employee engagement objectives.

**Mines Athletics offers new and exciting partnership opportunities including, but not limited to:**

- Corporate name/brand recognition and promotion
- Increased product awareness and sales
- Enhanced advertising and marketing exposure
  - Community, regional, national visibility
  - Corporate outings/engagements
  - Client and company entertainment

Work with Mines Athletics to choose the best way to advertise your company and product or choose one of the Partnership Packages. Each Mines Athletic Partnership Package offers diverse opportunities and pricing to meet your needs.
MINES ON-SITE MARKETING

On-Site Marketing | Pre/Post-Game | in-Game | Beer Garden/Tailgate
$500 per event | $1,500 per area sport season | $5,000 per area per year
Includes game day public announcement
Acknowledgement as sponsor on minesathletics.com

Entrance/Exit Sampling | Information Table | Promotional Item Giveaways/Coupons
MINES ON-SITE MARKETING

On-Site Marketing | Scoreboard Panels
$5,000 per area per year | $8,500 all venues per year
Includes game day public announcement
Acknowledgement as sponsor on minesathletics.com

Marv Kay Stadium | Lockridge Arena | Volk Gymnasium | per year only

Football Scoreboard Panel Signage

Lockridge Arena & Volk Gymnasium Scoreboard Panel Signage
MINES ON-SITE MARKETING

On-Site Marketing | Facility Signage
Football Sideline Banners | Marv Kay Stadium: $1,500 per year
Score Table Signage | Lockridge Arena & Volk Gymnasium: $1,500 per year
Facility Signage | Lockridge Arena & Volk Gymnasium: $2,500 per year | $4,000 both venues per year
Includes game day public announcement
Acknowledgement as sponsor on minesathletics.com

Football Sideline Banners | Marv Kay Stadium: $1,500 per year

Score Table Signage | Lockridge Arena & Volk Gymnasium: $1,500 per year

Facility Signage | Lockridge Arena & Volk Gymnasium: $2,500 per year | $4,000 both venues per year
IN-GAME PROMOTIONS

$1,500 per sport season | $5,000 all sports
On-Court/On-Field Promotions
PA Announcements
On-Field Recognition
Includes game day public announcement
Acknowledgement as sponsor on minesathletics.com

Examples
Apparel Toss
In-Stands Food Delivery
Shooting Challenge
Court/Field Race/Game
## FAN PROMOTIONS

### STUDENT SECTION | $5,000 ANNUALLY

- 4 Reserved tickets to home football games
- 4 Mines All-Sports Passes
- Logo on Student Section signage
- Recognition on Mines Athletics website
- Logo on all Student Section print & e-communications
- Logo on all Student Section-specific apparel & merchandise

### KIDZ KLUB | $5,000 ANNUALLY

- 4 Reserved tickets to home football games
- 4 Mines All-Sports Passes
- Logo on Kidz Klub signage
- Recognition on Mines Athletics website
- Logo on all Kidz Klub print & e-communications
- Logo on all Kidz Klub-specific apparel & merchandise

### CO-BRANDED PROMOTIONAL ITEM | $3,500 ANNUALLY

For Game Day Giveaway | Football, Volleyball, Soccer, Basketball, Baseball, Softball, Wrestling

- Rally Towels, Water Bottles, Lanyards, Wristbands, T-Shirts, Sunglasses, Magnets,
- Includes game day public announcement
- Acknowledgement as sponsor on minesathletics.com
Print Opportunities
Football Game Program or Select Tournament Advertising, per football season or event

Color
Full-Page: $625 | Half-Page: $475

Black & White
Full-Page: $525 | Half-Page: $375 | Quarter-Page: $275
Seasonal Schedule Cards | Promotional Ad or Coupon
$1,500 per sport season (3) | $3,500 All Seasons
Schedule Card Coupon or Advertisement

Ticket Sponsorship | All-Season Ticket Back Sponsorship
$5,000
Ticket Back Coupon or Advertisement
Includes game day public announcement
Acknowledgement as sponsor on minesathletics.com

Schedule Card Front Sample

Schedule Card Back Sample

Ticket Samples

Ticket Front

Ticket Back
DIGITAL ADVERTISING

E-NEWSLETTERS

$150 Per Week | $500 Per Month for Presenting Sponsor
Call-To-Action Ad w/Click Through at Top of Newsletter
$200 Per Month for General Sponsor
Logo w/Click Through on Bottom of Newsletter

Total Reach = 6,500 students, faculty/staff, community/fans
Frequency = Sent Weekly w/Trackable Statistics
Weekly Newsletter Link on minesathletics.com/fanzone | Listed as Weekly Newsletter Sponsor in Daily Blast

WEB STREAMING MAIN PAGE AD

$500 Per Month for Presenting Sponsor | $3,500 Per Year
Call-To-Action Ad w/Click Through at Top of Newsletter

Total Reach = Approx. 160 Events | Over 32,000 Viewers | Over 200 Average Views Per Event

E-NEWSLETTER SAMPLES
DIGITAL ADVERTISING

WEBSITE | MINESATHLETICS.COM
$5,000 Per Year
Includes Logo on Main Page w/Click Through
Design produced at sponsor’s expense

DAILY STATISTICS

• 27,725 Users
• 49,805 Sessions
• 144,951 Page Views

TOP VIEWING CITIES

• Denver | 6,180 | 12.41%
• Golden | 6,008 | 12.06%
• Lakewood | 3,731 | 7.49%
• Dallas | 1,842 | 3.70%
• Houston | 1,409 | 2.83%
• Colorado Springs | 1,120 | 2.25%
• Aurora | 715 | 1.44%
• Arvada | 600 | 1.20%
• Parker | 504 | 1.01%

Top Story

New Mexico Highlands 15, Mines 1
1. Jacob Espinoza (NMHU) over Jared Lemond (Mines), Dec 7
2. Jacob Espinoza (NMHU) over Jared Lemond (Mines), Dec 7
3. Robert Dennis (NMHU) over Logan Bearden (Mines), Dec 7
4. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7
5. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7
6. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7
7. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7
8. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7
9. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7
10. Joseph Marro (NMHU) over Scott Johnson (Mines), Dec 7

Post Game Notes
DIGITAL ADVERTISING

FACILITY DIGITAL SCREENS
$250 per week | $850 per month
Includes Rotating Logo/Advertisement on 10 Screens at Student Recreation Center & 2 Screens at Marv Kay Stadium
Design produced at sponsor’s expense
OREDIGGER RADIO :30 SECOND COMMERCIAL SPOT | STUDENT RECREATION CENTER

Your business or organization will be able to gain valuable exposure to the 800 students, faculty and guests who will spend time in the SRC each and every day. OREDIGGER RADIO is our own custom radio station – with DJ’s, great music and commercials for businesses or organizations like yours.

OREDIGGER RADIO has a great mix of upbeat, family-friendly music and can be clearly heard throughout most areas of the SRC.

Our guests are guaranteed to hear your commercials because they can’t change the channel!

Included at all three (3) levels will be the creation/production of one (1) :30 commercial.

<table>
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<th>LEVEL</th>
<th>MONTHLY COMMERCIALS M-SU</th>
<th>MONTHLY INVESTMENT</th>
<th>PER SEMESTER AUGUST-DECEMBER</th>
<th>PER SEMESTER JANUARY-APRIL</th>
<th>PER SEMESTER MAY-JULY 50% OFF</th>
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Event Participation is Free for Mines Athletics Package Partners. Signage, table accessories, giveaways, samples, etc. must be provided at the expense of the sponsor.

**BLUE CREW BONANZA | MINES WELCOME WEEK EVENT**
**AUGUST 2017**
Tabling Sponsor | $250
Sponsors must provide giveaways, samples, etc. for approx. 500-800 students.

**FOOTBALL | CAMPUS & COMMUNITY BLOCK PARTY**
**SEPTEMBER 9, 2017 | FOOTBALL VS NEW MEXICO HIGHLANDS**
Tabling Sponsor | $350
Sponsors must provide giveaways, samples, etc. for approx. 3000.

**FOOTBALL | FOOD TRUCK FESTIVAL**
**SEPTEMBER 23, 2017 | FOOTBALL VS WESTERN STATE**
Tabling Sponsor | $350
Sponsors must provide giveaways, samples, etc. for approx. 3000.

**HOMECOMING**
**SEPTEMBER 30, 2017 | FOOTBALL VS FORT LEWIS**
Tabling Sponsor | $350
Sponsors must provide giveaways, samples, etc. for approx. 3000.

**FAMILY WEEKEND**
**OCTOBER 21, 2017 | FOOTBALL VS DIXIE STATE**
Tabling Sponsor | $350
Sponsors must provide giveaways, samples, etc. for approx. 3000.

**MINES VETERANS GAME**
**NOVEMBER 11, 2017**
Tabling Sponsor | $350
Sponsors must provide giveaways, samples, etc. for approx. 3000.

**ROCK THE LOCK**
**FEBRUARY 2018**
Tabling Sponsor | $300
Free for Mines Athletics Partners
Sponsors must provide giveaways, samples, etc. for approx. 1500.

**ATHLETICS AUCTION & DINNER**
**MAY 2018**

**OREDIGGER GOLF TOURNAMENT**
**JULY 2018**