THE COLLEGE OF NEW JERSEY
ATHLETICS SPONSORSHIP PACKAGES

CHAMPIONSHIP PACKAGES - General Athletics

Option 1 - $15,000 (2-year commitment)
- Video panel on Lions Stadium scoreboard
- Video promo or graphic at all home events in Lions Stadium and Aquatic Center
- Signage – Select Three (3): (5’ x 7’) in athletic facility of choice
- Game day table set up to disseminate literature (1 game)
- Logo Ad/link on tcnjathletics.com
- Logo on Game Day programs
- Announcement at all home events (twice per event)
- Announcement on all events that are live streamed
- Monthly Facebook and Twitter announcements

Option 2 - $10,000 - (2-year commitment)
- Video promo or graphic at all home events in Lions Stadium and Aquatic Center
- Signage – Select One (1): (5’ x 7’) in athletic facility of choice
- Ad and link on tcnjathletics.com
- Announcements at all home events
- Logo in all Game Day programs
- Ad on live stats for all live stats sports (9 sports)
- Monthly Facebook and Twitter announcements

BLUE AND GOLD PACKAGES
(Sports Specific for any of our 20 varsity sports)

Option 1 - $5,000
- Sign at sports facility
- Ad on sports specific web page
- Announcement at all home games
- Logo in Game Program
- Ad on live stats page (if applicable)
- Mention at bottom of each release posted on athletics website
- Twitter message with event result (i.e. – The Aflac Final Score for today’s match …)

Option 2 - $2,500
- Sign at sports facility
- Ad on sports specific web page
- Announcement at all home games
- Logo in Game Program

Meal Package Sponsorship
- Provide team meals for sponsorship opportunities
  (Negotiable with head coach due to differences in roster size)
SPECIAL EVENT PACKAGES

Hall of Fame
Title Sponsor: $2,500
• Logo in Hall of Fame program booklet
• Recognition in Hall of Fame event promo and release
• Announcements at banquet
• Two tickets for the event
• Facebook/Twitter feeds with sponsorship acknowledgement

Team of Distinction Sponsorship - $800
• Pays for the entire team being inducted that night

Inductee Guest Sponsorship - $100
• Pays for a guest of a Hall of Fame inductee

Lions T&F Invitational - $2,000
• Signage at track meet
• Logo ad/link on track and field web pages (men’s and women’s)
• Recognition on Track Invitational page
• Recognition in event promo and releases on website
• Facebook/Twitter feeds with sponsorship acknowledgement

Soccer/Wrestling Invitational - $1,500
• T-shirts with logo distributed to all athletes/coaches (120)
• Logo ad/link on tournament web page
• Logo ad/link on live stats page for all games
• Recognition in event promo and releases on website
• Announcement (twice) at each contest throughout tournament
• Title sponsor for All-Tournament Team
• Facebook/Twitter feeds with sponsorship acknowledgement

SINGLE ITEM PACKAGES

Lions Stadium Scoreboard Panel: $7,500
(2-year commitment)

Video Ad (Lions Stadium): $4,000

Graphic Ad (Lions Stadium): $2,000

Video Ad – (Aquatics Center): $1,500

Graphic Ad – (Aquatics Center): $750

Signage at select facility (5x7): $2,000/per sign

Logo/Ad Link tcnjathletics.com: $2,500

Logo/Ad Link to sports specific page - $1,000

TCNJ At a Glance
• 6,496 Undergraduate Students
• Ranked #1 in NJ by U.S. News and World Report for Best Value in Public Colleges
• 94 percent 1st to 2nd year retention rate
• Ranked #1 in undergraduate business schools in NJ by Bloomberg Business Week

TCNJ Athletics at a Glance
• 20 Varsity Sports, 524 Student-Athletes
• 40 National Championship Titles
• 49 Individual National Championship Titles
• Estimated attendance of over 30,000 fans annually
• 2.1 million page views per year on athletics website