



It's a great time to be a Bemidji State Beaver fan!

BSU's athletic department is entering a new phase, with a higher level of competition and improved facilities. Games are going to be better, events are going to be bigger and Beaver fans are going to be caught up in all the excitement.

Put your company's advertising message in front of these fans and get in on the action! While thousands of fans watch the Beavers challenge some of the nation's best athletes, they also see your company's name, message or logo at the game. Here's what that means to you:

- Excellent exposure to a large group of active, Bemidji-area consumers
- Incredible brand-building opportunities as your name appears at games
- Powerful good will from alumni and fans who appreciate your participation
- Tangible results from one of Bemidji's best advertising opportunities

Check out the advertising opportunities with BSU athletics and put BSU Beaver Pride to work for your bottom line.



BSU ATHLETICS

Building Champions

GAME ON!

Advertising Opportunities With BSU Athletics





MEN'S & WOMEN'S HOCKEY Bemidji Regional Events Center

Dasher Boards

Always in demand: advertising on the boards surrounding the ice is one of the most visible forms of advertising. Your company logo will have increased visibility with additional local, regional, and national media (TV, Radio, newspaper) coverage capturing all of the WCHA action on the ice. Dasher: Standard, Prime, and Gold locations

Zamboni

Everyone wants to drive the Zamboni! The Zamboni makes a great billboard as it moves back and forth across the rink, commanding the fans' attention. Your logo appears on the top sides and front of the Zamboni through custom painting or paint wrap. Lucky fans are allowed the opportunity to ride on the Zamboni during resurfacing.

In Ice Logos

The most exclusive form of advertising in hockey: the action takes place right on top of your company's name! Your logo is embedded in the playing surface and ensures the viewers' attention and news coverage. Placed around the middle of the rink, your logo is sure to grab attention all season long. Center Ice: 4' (H) x 14' (W) Blue Line Pair: 3' x 20'

Game Weekend Sponsorship

Your business will have use of a luxury suite for one night of the series along with two nights of public address announcements, booth space, and the opportunity to distribute promotional items. Includes 16 tickets for your suite night and 4 game tickets to the weekend's other game.

Game Day Suite Rental

Use of a luxury suite for one night of the series. Perfect for company parties, entertaining customers/clients, or celebrating other special events. Includes 16 tickets for the suite.

Team Bench Signage

Locate your business logo in the highly visible areas behind the team benches. Especially visible to our TV audience. Home and Away bench available.



Penalty Box Sponsor and Signage

Place your logo and name on the board inside the penalty box. Each time a player is sent to the box, your name is used. Ex: Player A is sent to the Super Inn Sin Bin/Superstore Locker Box for a 5 minute major.

Intermission Promotion

Let us tailor a fun game or giveaway that will entertain the crowd while promoting your business. Examples: Chuck-A-Puck, Hockey Hot Shots, Custom Promotion.

Power Play or Penalty Kill Sponsor

Have your name attached to all power play or penalty kill opportunities for the Beavers throughout the season. Ex: The Beavers are on a 2 minute Pub and Grub Power Play.

Time-Out or In-Game Promotion

We will create a fun opportunity that will entertain the crowd while increasing the visibility of your company. Ex: Collision or Big Hit of the Night or Beaver Goal!(each time they happen), Fan of the Game, "One Minute Remaining" announcement, Beaver Fan Noise Meter or Kiss Cam.

Pre-Game or Post-Game Sponsorship

Make your mark with the audience by attaching your name to one of the following announcements: BSU starting lineup, introduction of officials, game preview, scoring summary, three stars of the game, WCHA league standings, etc.

Serratore Spaghetti Dinner

Coach Tom Serratore introduces his team and gives season preview at this annual dinner. Sponsors are recognized in print/radio ads and during the event.



PACKAGES

Let us create a package that gives you the best chance to reach our fans. We can create an All Sports package that will have visibility in all BSU Athletic Facilities or we can put multiple opportunities together in a Hockey package at the BREC. We can also design a package to include your interests and ideas. Tell us how you want to reach our fans and let us put a plan together that maximizes your visibility and maximizes your dollar.



FOOTBALL Chet Anderson Stadium

Scoreboard Signage

One of the most important aspects of any sporting event is the scoreboard. How much time is left? What's the score? Your sign will be the focal point of the Chet Anderson Stadium. Your company will get all the attention with this highly visible sign!

Punt, Pass & Kick Contest

The "Sponsor Name" Punt, Pass, and Kick Contest will be played at halftime. Contestants start in one end zone and have to punt, pass, then attempt to kick a field goal on the opposite end zone in the Chet Anderson Stadium.

Press Box Advertising

Signage on the Press Box at the stadium. (3'x10').

Football Billboard

Here's an excellent way to stretch your ad budget beyond the football season! Your message will be visible to everyone attending the numerous events at the Chet Anderson Stadium

Game Sponsorship

Tickets to the game, public address announcements, booth space and the opportunity to provide giveaway items to fans at halftime.

Half-time/Intermission Promotions

Let us tailor a fun game or promotion that will entertain the crowd while promoting your company. Examples: Punt, Pass & Kick, Custom Promotion.



BASKETBALL & VOLLEYBALL BSU Gymnasium

Scoreboard Signage

One of the most important aspects of any sporting events is the scoreboard. How much time is left? What's the score? Your company will get all the attention with this highly visible sign!

Game Sponsorship

Tickets, public address announcements, booth space and the opportunity to provide giveaways to fans and halftime promotions.

Half-time/Intermission Promotions

Let us tailor a fun game or promotion that will entertain the crowd while promoting your company. Examples: 3-Point Contest, Hit the Target (volleyball), Custom Promotion.



ADDITIONAL OPPORTUNITIES

Soccer Scoreboard Signage

One of the most important aspects of any sporting event is the scoreboard. How much time is left? What's the score? Your company will get all the attention with this highly visible sign! (6' x 40')

Ticket Back Advertising

Direct Beaver Fans and students to your business by placing your coupon or message on the back of all printed tickets for athletic events. Two options are available: Hockey (Men's and Women's) ticket backs, or all D-II sports ticket backs.

Sponsorship of BSU's Marquee Events

Partner with us for Beaver Athletics memorable yearly events including BSU Golf Tournaments, Hardwater Classic, Women's Walk and others.

Poster/Schedule Card Advertisement

Posters with schedules for Football, Volleyball, and Men's and Women's Basketball. Schedule cards distributed for all of BSU's DII Sports (12,000 cards).

Athletic Program Ads

The athletic programs are sold at all BSU games. Options include Front Cover, Back Cover, Center Spread or Coupon Insert.

Beaver Dam Fans T-shirts

Sponsor the official t-shirts for the new BSU Student Booster Group called the Beaver Dam and have your company name/logo on each t-shirt worn by the students.