

UNION COLLEGE



*Athletic
Corporate Partnership
Opportunities*



ABOUT UNION COLLEGE

History and Academics

- Union College was chartered in 1795, the first college chartered by the Regents of the State of New York. Its name reflects the sense of community on which the College was founded.
- In the 1820's, when classical curriculum was the most widely accepted field of study, Union College introduced a bachelor's degree with a greater emphasis on science, mathematics, history and modern languages.
- In 1845 Union College became the first liberal arts college to offer engineering. Established in 1817, the college's chapter of Phi Beta Kappa is the oldest in New York State.
- Union offers nearly 1,000 courses in the humanities, the social sciences, and engineering – a range that is unusual among America's highly selective colleges.
- Major fields of study may be centered in one of 21 academic departments. Also, a student may choose an interdepartmental major involving work in two or more departments; an organized interdisciplinary program or a personally designed organizing theme major.
- Union College also offers several accelerated programs in which students may earn two or more degrees.

Athletic Affiliations and History

The men's and women's ice hockey programs are members of the Eastern Conference Athletic Conference Hockey League (ECACHL) in Division I. The league has an illustrious history and the following elite institutions as its members:

UNION	Rensselaer	Harvard	St. Lawrence
Yale	Clarkson	Princeton	Colgate
Dartmouth	Cornell	Brown	Quinnipiac

The conference is filled with tradition, legendary players, coaches and administrators. In terms of tradition, no conference can lay claim to a history as long and glorious as the ECAC. Recognized as the birthplace of collegiate ice hockey, its member institutions have been sponsoring the sport for nearly a century.

Union offers twenty three sports in Division III. For men, programs are offered in baseball, basketball, crew, cross country, football, ice hockey, lacrosse, soccer, swimming and diving, tennis and indoor and outdoor track. For women, intercollegiate athletics are offered in basketball, crew, cross country, field hockey, ice hockey, lacrosse, soccer, softball, swimming, tennis, indoor and outdoor track and volleyball. Union's athletic teams are members of one of the most prestigious Division III conference in the nation, the Liberty League (formerly know as the Upstate Collegiate Athletic Association or UCAA). The members of the conference are:

UNION	St. Lawrence	Hamilton	Suquehanna*
Skidmore	Hobart	Clarkson	Kings Point*
Rensselaer	Vassar	Rochester	WPI*
William Smith			*Football members only



VENUE SIGNAGE OPPORTUNITIES

I. Football - Frank Bailey Field

• **Facility:** The newly renovated Frank Bailey Field was opened in the Fall of 2002. Recent additions have included the installation of field turf in the summer of 2005. The \$1.7 million facility includes grandstand seating for 1,500 fans and reserved chair-back seating for an additional 200 patrons. Grass seating on the banks overlooking the stadium add a great family atmosphere to one of the premier Division III facilities in the northeast. Over 15,000 fans visit Frank Bailey Field during a football season.

• **Signage Opportunities:** Banner signage opportunities are available at field level in both end zones (one 3'x16' or two 3'x8'). Banners will be strategically placed to be viewed by all spectators attending the games. Banners are also available on the stadium patios (3'x5') and are viewable by all bleacher and reserved seating patrons (approximately 1,750 per game), and on television when applicable. Signage is also available under the scoreboard in the south endzone.



Banner Signage Sample

II. Men's and Women's Hockey - Messa Rink at Achilles Center

• Men's and Women's Ice Hockey competes at the Division I level in the ECACH with such perennial powerhouses such as Cornell, Harvard and Colgate. The facility, originally constructed in 1975 with a gift from Henry Laurence Achilles, Messa Rink at Achilles Center was overhauled during the summer of 2003 with a generous gift from Frank L. Messa. The new-look facility seats 2,225 with a standing-room capacity upwards of 2,500 people. Messa Rink draws more than 40,000 spectators per year for men's and women's hockey. Several local high school teams practice and compete in the facility in addition to local figure skating organizations and other special events (high school sectionals, ECAC women's Championships, etc.).

• Signage Options:

1. **Dasher Boards:** (30"x8') signage sold in pairs at opposite angles for maximum exposure to all sections. There are approximately 24 pairs available.

2. **Scoreboard Panels:** (Top Crown) All four panels on the top crown of the center four-sided scoreboard; (Bottom Skirt Panel) All four panels of bottom skirt panel of the center four-sided scoreboard can be used as full panels or divided into (8) half-panels.

3. **In-Ice Signage:** Four logo opportunities exist between the blue lines for in-ice logos.

4. **Zamboni Signage:** Logo visibility on the sides or front and top of the Zamboni. Signage is visible to all spectators for (3) eight-minute ice resurfacings during each game.

5. **In-Rink Signage:** Three locations located above the main entrance to the arena are available for signage. Each section measures 30"x6' and is visible from the bench side of the arena during the game and to all fans during exiting.

6. **Glass Wrap:** On-glass banner-style signage along the boards of both the home and visitor bench areas, around the radius of the rink and for each penalty box area.

7. **Press Box Signage:** A single 30"x24' location or three 8' locations are available on the front of the press box and are visible at all times to spectators.





PROMOTIONAL OPPORTUNITIES / EVENT SPONSORSHIP OPPORTUNITIES

I. Public Address Announcements

• **Football/Men's and Women's Hockey/Men's and Women's Basketball:** Corporate partners may reach Union fans through one, two or three PA announcements at each home contest (messages must be pre-approved and no longer than 20 seconds in length). Announcements will be read by the PA announcer.

II. Message Board Recognition

• **Men's and Women's Basketball:** Corporate partners may reach Union fans with up to four 15-second message board announcements at each home men's and women's basketball contest (messages must be pre-approved).

III. In-Game Promotions

• **Football/Men's Hockey & Women's Hockey/Men's & Women's Basketball:** Pre-game, halftime, intermission, time-out and in-game promotions are available to provide additional exposure and recognition to your business or organization. Promotions are implemented from creative concepts designed to entertain the fans and provide quality marketing and branding opportunities for our corporate partners. Additional message board (basketball) and public address announcements are included in these promotions.

• **Examples of Successful Promotions:** Pass, Punt, Kick for \$10,000; Quarterback Challenge; Half-Court Challenge; T-Shirt Toss; Chuck-A-Puck; Human Sling-Shot; Fan Upgrade of the Game; Sled Races; Pizza Delivery of the Game; Goalie Shootout; sling shot; Arena Blimp.

IV. Game Day Sponsor

• **Football/Men's Hockey & Women's Hockey/Men's & Women's Basketball:** Name and logo on relevant advertising for the event (radio, print, etc.); recognition in game program; allotment of tickets for the game (amount to be determined); public address announcements; signage at the venue; give-away opportunity and pre-game hospitality area.

• **Examples of Successful Give-Aways:** T-Shirts; Mini-Footballs; pucks; mini-basketballs; key chains; cups, etc.

V. Corporate Hospitality Receptions

• Corporate partners have the opportunity to host a reception for (50) or (75) employees and/or guests in The Garnet Room or Viniar Pavilion Lounge during football, men's & women's hockey games, and men's & women's basketball games. Both locations provide a tremendous atmosphere for socializing and networking while in an exciting intercollegiate athletic setting. The game must be mutually agreed upon by both parties. Corporate partners are responsible for all catering and beverage costs affiliated with receptions (Union Athletics will serve as a party planner for the event if necessary). Corporate partners and their guest will be recognized over the public address system and on the message board (basketball only) during the contest.

VI. Customer Appreciation Events

• Up to two games per year (one football and one men's hockey) can be designated for a corporate partner as an "employee night." Corporate partners can receive (50) bleacher tickets to each game, or receive an unlimited number of discounts for their employees (with a corporate or association ID). Games must be mutually agreed upon. Reception space may be added to this package if needed and/or available.



PRINT OPPORTUNITIES

I. Ticket Back Advertising

- Corporate partner can have name and logo recognition and couponing opportunity on over 15,000 **football** and 35,000 **men's hockey** tickets printed annually.



II. Ticket Envelope Advertising

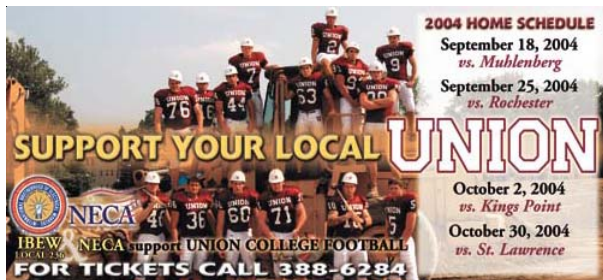
- Corporate partner can have name and logo recognition on more than 20,000 ticket envelopes printed each year

III. Game Program Advertising

- Corporate partners have the opportunity to put 1/4-page, 1/2-page and full-page black & white advertisements in Union's game programs (Football and Men's & Women's Hockey). In addition, four-color full-page opportunities exist on the inside front and back covers and back cover of each game program. More than 5,000 game programs are printed and distributed each year

IV. Schedule Sponsorship

- **Schedule Cards:** Corporate partners can have name and four-color logo on fall, winter and/or spring schedule cards that are distributed to local businesses and community groups, fans, students and College faculty and staff.



- **Schedule Magnets:** Corporate partners can have name and four-color logo on schedule magnets (football, men's hockey, basketball) that will be distributed to fans, students and College faculty and staff.

- **Schedule Posters:** Corporate partners can have name and four-color logo on schedule posters (football and men's hockey) that are distributed to local businesses and community groups, fans, students and College faculty and staff.

V. Player Trading Cards

- **Schedule Cards:** Corporate partners can have name and four-color logo on player trading cards (men's hockey only) that will be distributed to fans as a promotional item during home games.

VI. Billboards

- **Billboards:** Corporate partners can have name and four-color logo on team (football and hockey) billboards around the Capital Region.





BROADCAST OPPORTUNITIES

I. Radio

- Union College broadcasts approximately fifty events per year consisting primarily of Men's Hockey and Football. Corporate sponsors have the opportunity for live radio reads and pre-programmed radio advertisements.

II. TV

- Each year Union College broadcasts a select number of events on TimeWarner3 and beyond. TW3 reaches 300,000 households in the capital district and surrounding areas. Opportunities are available for thirty and sixty second advertising spots.

III. Internet

- Corporate partners have the opportunity to promote their company through banner advertising on www.unionathletics.com.

FOR MORE INFORMATION

For more information about corporate partnerships and pricing:
please call or email

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SAMPLING OF SPONSORS AND LOGOS



Where you're a member.
Not a number.



Official Outerwear of Union College Athletics
www.turferathletic.com



Luigi's Restaurant



Serving over 40 Years!

