Southern Connecticut State University Athletics

CORPORATE SPONSOR MENU

A TRADITION OF EXCELLENCE
10 NCAA TEAM TITLES
80 NCAA INDIVIDUAL TITLES
1,200+ ALL-AMERICA SELECTIONS
ABOUT SOUTHERN CONNECTICUT STATE ATHLETICS

Southern Connecticut State University’s alumni, faculty, staff and friends are an affluent, influential group and represent a choice audience for a corporation’s marketing, promotions and public relations efforts.

As a member of the Connecticut State University system, the state, regional and national resource potential of the SCSU athletic program is unlimited. SCSU’s 19 intercollegiate programs recruit regionally, nationally and internationally, thus the Owls’ following and alumni base reflects that diversity.

Southern Connecticut State University has set a unique standard of excellence in academics and athletics, a trend that will continue in the years ahead. The Owls consistently rank among the top Division II programs in the NCAA, as evidenced by 80 individual National Championships and 10 Team Championships. In addition, the Owls have produced more than 1,200 All-Americans, which ranks among the best in the nation.

From the Olympics to the Super Bowl to the Pan American Games, current student-athletes and athletic alumni continually carry the Southern Connecticut State University name on the world’s biggest stages.
The Owls’ teams annually compete against some of the top athletic and academic institutions in the nation, including: Yale University, Brown University, Dartmouth College, the University of Maryland, Princeton University, the University of Miami, the University of South Carolina, the University of Connecticut, the University of Massachusetts, the University of Rhode Island, Providence College, Rutgers University, and Marist College.

The University’s Athletic Department is engaged in developing concepts of excellence for its student-athletes and all of its athletics programs. A successful athletics program brings favorable regional and national attention and can make a positive impact on the entire university community.

We recognize that the formula for success must include the involvement of the corporate community and realize that this relationship must be beneficial to both parties. With that said:

- SCSU can offer outstanding and creative promotional and marketing opportunities.
- SCSU can help generate goodwill and enhance your image.
- SCSU can provide you with ways to help improve relations with your employees and prospective clients/customers.
- SCSU can offer a local, regional, national and in some cases, an international market to reinforce your message.
- SCSU can help sell your products.

SCSU and its affiliated community are healthy environments for your investments in marketing, promotions and public relations. We invite you to let the Owls be your passport to addressing these constituencies and provide the enjoyment of being involved with and supporting the SCSU Athletic Department.
Southern Connecticut State University produces student-athletes who excel both on the field and in the classroom. Among the University’s notable athletic alumni are numerous individuals who have made an indelible impact in society, both inside and outside of the athletic realms.

**Donna Lopiano** – former executive director of the Women’s Sports Foundation; inducted into the Verizon Academic All-America Hall of Fame in 2003 and former recipient of an NCAA Silver Anniversary Award and the Gerald Ford Award

**Mike Katz** - former Mr. Universe

**Dan Lauria** - decorated actor in television, film and theater

**Men’s Gymnastics**

**Peter Kormann** - bronze medalist in floor exercise at the 1976 Summer Olympics in Montreal (first medal in men’s gymnastics for US in 44 years); head coach of the U.S. men’s Olympic team in 1996 and 2000

**John Crosby** - 13 championships in NCAA men’s gymnastics; member, 1972 U.S. Olympic team (Munich)

**Women’s Basketball**

**Mary Anne O’Connor** - silver medalist in women’s basketball at the 1976 Summer Olympics in Montreal

**Sue Rojcewicz** - silver medalist in women’s basketball at the 1976 Summer Olympics in Montreal

**Joan Bonvicini** - former head women’s basketball coach – University of Arizona, Long Beach State, Seattle University

**Cathy Inglese** - former head women’s basketball coach – Boston College, University of Rhode Island, University of Vermont

**Marnie Dacko** – former head women’s basketball coach – University of Massachusetts and Cornell University

**Don Perrelli** – coached three different teams in NCAA Division I Top 20 (Southern Connecticut, St. John’s, Northwestern)

**Women’s Soccer**

**Beba Stratakis** - played for Greece in the 2004 Olympic Games

**Swimming**

**Ben Michaelson** - 10-time NCAA Division II swim champion and three-time Division II swimmer of the year; won two gold medals and set two Pan American Games records in 2003 (100m butterfly and 400m medley relay member); third fastest time in U.S. history in 100-yard butterfly; U.S. short course record in 100-meter butterfly

**Rich Corso** – head coach of 1996 U.S. Olympic Water Polo team

**Men’s Soccer**

**Brian Bliss** - 1990 U.S. World Cup men’s soccer team; 1988 U.S. Olympic team; played in Major League Soccer with Columbus, New York/New Jersey and Kansas City; currently the Director of Player Personnel for Sporting KC

**Bo Oshonyi** - winner of Golden Boot Award as top goalkeeper in collegiate soccer in 1993; played with Kansas City of Major League Soccer (MLS); 1993 U.S. World University Games team and 1995 U.S. Cup team; current head coach at Dartmouth

**Mike Petke** - current head coach of Real Salt Lake, former head coach of New York Red Bulls; two-time Major League Soccer all-star with New York/New Jersey MetroStars

**Juan Carlos Osorio** - current Mexico National Team Coach/ former head coach of Red Bull New York

**Other Owls in Major League Soccer**

Shawn Boney (Los Angeles Galaxy), Chris Houser (Tampa Bay Mutiny), Alejandro Rincon (Chicago Fire), Kevin Anderson (Colorado Rapids/Tampa Bay Mutiny), John Ball (Chicago Fire), John Debrito (MetroStars/New England Revolution/Kansas City Wizards/Columbus Crew), Christian daSilva (MetroStars), Carlos Rocha (New England Revolution)
SCSU AND THE NATIONAL FOOTBALL LEAGUE

Active Coaches
Jeff Stoutland: entering his sixth season as offensive line coach for the Philadelphia Eagles, Super Bowl LII Champions

Former Coaches
Kevin Gilbride: former head coach of the San Diego Chargers, offensive coordinator for the New York Giants, Super Bowl XLII and XLVI Champions; also served as an assistant coach with Pittsburgh Steelers, Jacksonville Jaguars, Houston Oilers and Buffalo Bills
Chris Palmer: most recently the senior offensive assistant for the Buffalo Bills; former head coach of the Cleveland Browns, former quarterbacks coach for the New York Giants, Super Bowl XLII Champions
Tim Holt: spent three seasons as assistant offensive line coach with the Oakland Raiders; coached on the Chicago Bears and Tampa Bay Buccaneers’ staffs
Nick Nicolau: spent 19 seasons as an assistant with the Saints, Broncos, Raiders, Bills, Colts, Jaguars, and Chargers
Kevin Lempa: coached with the San Diego Chargers’ staff
Mike Cavanaugh: coached with the San Diego Chargers’ staff
Steve Bush: coached with the Miami Dolphins’ staff

Former Players
Jacques Cesaire: played nine seasons with the San Diego Chargers
Jerome Cunningham: spent four seasons in the league with the Tennessee Titans, New York Giants and New York Jets
Nick DeFelice: played for two seasons with the New York Jets
Travis Tucker: played tight end for three seasons with the Cleveland Browns
Scott Mersereau: played eight seasons with the New York Jets and was a fifth-round draft pick of the Los Angeles Rams
Ike Igbinosun: played with the Jacksonville Jaguars; previously played for the Buffalo Bills, Dallas Cowboys and Pittsburgh Steelers
Carlif Taylor: played with the New York Giants and Dallas Cowboys

Kevin Gilbride was the offensive coordinator of two Super Bowl winning teams for the New York Giants.

Jacques Cesaire played nine years with the San Diego Chargers.
CORPORATE SPONSORSHIP BENEFITS

The inherent structure of the Owls’ Athletics Corporate Sponsorship Program ensures a wide visibility range to promote and communicate your brand, while tapping into a significant market encompassed by the entire SCSU community.

Teaming up with the Owls can help your company realize and enjoy:

- Advertising and promotional opportunities.
- Mass media coverage.
- Major league exposure at minimal cost.
- Wide acceptance and a strong identification within our community based on the students, alumni and additional constituencies throughout the country.
- An ability to communicate directly with our fans.
- An opportunity to enhance employee relations within your company.

Once you join the team as a corporate sponsor you become a valuable member of the "SCSU FAMILY" and are entitled to a number of special benefits, including: invitations to all SCSU athletic events and receptions, publications and programs, identification as a member of the "SCSU FAMILY" and special consideration and "right of first refusal" on new promotional opportunities as they arise.

Whether it’s the annual SCSU Homecoming (attracts upwards of 3,000 alumni, students, parents and fans each year) or other athletics-related special events (Girls and Women in Sports Day, Special Olympics, Connecticut Interscholastic Athletic Conference high school state championships), it’s clearly evident that the opportunities for you and your company are limitless!

The following is a list of intercollegiate teams along with annual home contests and attendance figures.

<table>
<thead>
<tr>
<th>Team</th>
<th># of home events</th>
<th>Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>6</td>
<td>15,000</td>
</tr>
<tr>
<td>Soccer (w)</td>
<td>7</td>
<td>1,500</td>
</tr>
<tr>
<td>Soccer (m)</td>
<td>9</td>
<td>5,000</td>
</tr>
<tr>
<td>Field Hockey</td>
<td>9</td>
<td>1,200</td>
</tr>
<tr>
<td>Volleyball</td>
<td>11</td>
<td>1,200</td>
</tr>
<tr>
<td>Swim/Diving</td>
<td>6</td>
<td>1,800</td>
</tr>
<tr>
<td>Basketball (w)</td>
<td>13</td>
<td>7,500</td>
</tr>
<tr>
<td>Basketball (m)</td>
<td>13</td>
<td>13,000</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>3</td>
<td>1,200</td>
</tr>
<tr>
<td>Indoor Track</td>
<td>2</td>
<td>1,000</td>
</tr>
<tr>
<td>Outdoor Track</td>
<td>2</td>
<td>1,000</td>
</tr>
<tr>
<td>Baseball</td>
<td>15</td>
<td>3,000</td>
</tr>
<tr>
<td>Softball</td>
<td>18</td>
<td>2,000</td>
</tr>
<tr>
<td>Lacrosse (w)</td>
<td>8</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Approx. 125 events</strong></td>
<td><strong>Approx. 50,000 spectators</strong></td>
</tr>
</tbody>
</table>

Southern Connecticut State University Athletics • www.southernctowls.com
SPONSORSHIP OPPORTUNITIES • ATHLETICS WEBSITE

Internet Marketing/Sponsorship Via http://www.southernctowls.com

The inherent way of advertising in the 21st century is to do it by way of the Internet. Aligning as a corporate partner on the www.southernctowls.com web site you will increase your visibility as well as brand yourself to the Southern community.

Scheduled for a redesign and relaunch in the 2018-19 academic year, www.southernctowls.com is the foremost source for all information pertaining to SCSU athletics. Thanks in part to the new redesign and an emphasis on up-to-the-minute content, the new site receives nearly 2 million views annually.

It is a known fact in the world of collegiate athletics that the official athletic department website is one of the primary sources for a captive audience of fans, students, alumni, parents and opponents to view corporate supporters.

Internet advertising/sponsorship can be parlayed into three specific options:

• Sponsor’s logo and link to website on homepage and all team pages
• Sponsor’s logo and link to website on homepage only
• Sponsor’s logo and link to website on specific team page(s) only

Incorporated in September, 2007, the Southern Connecticut State University Athletic Department recognizes one male and one female student-athlete each week for exemplary performances. Each student-athlete is recognized with a release that is disseminated to numerous media outlets and on-campus constituencies.

In addition, the two student-athletes are displayed prominently on the www.southernctowls.com homepage in a highly visible area.

Video interviews with the weekly honorees are also posted to the department’s YouTube page, with additional cross promotion on all other department social media platforms (Twitter, Facebook, Instagram).

This option is a great way for your organization to lend support to the outstanding efforts of Southern Connecticut State University student-athletes.

Sponsorship Via SCSU Athletics “Headlines”

As part of its most recent redesign, the athletic department now has sponsorship placement for its “Headlines” on the athletics website. This will be the most prominent placement for any ad on the website.

A Tradition of Excellence • 80 NCAA Division II Individual Championships • 10 NCAA Division II Team Championships
More than 1,200 All-Americans
The Southern Connecticut State University athletic department has hosted its annual Girls and Women in Sport Day event for nearly two decades. Over that time, more than 2,500 youngsters have come to take part in the annual tradition, which is attended by youngsters in grades 1 through 8 who come from around the state of Connecticut and beyond.

The day begins with event registration for participants and their parents. After a brief introduction, the youngsters move to skill sessions in the sports of basketball, cheerleading, field hockey, gymnastics, lacrosse, soccer, softball, swimming, track and field and volleyball. From there, the participants enjoy a complimentary lunch and a meet-and-greet and autograph session with SCSU student-athletes.

In most years, when scheduling permits, the event leads into a basketball doubleheader.

**DEMOGRAPHIC INFORMATION**

- At its peak, youngsters from more than 30 different towns across the state have registered.
- New Haven county participants typically comprise around 60-70% of the registrants.
- Youngsters from as far as Maine and New York have taken part in past events.
- The Girl Scouts, Girls Inc. of Southwestern Connecticut and the Boys and Girls Club are among the organizations that have sent groups to the event through the years.
- More than 175 student-athletes and a dozen coaches volunteer as clinicians for the event each year.
- The event has been free to all youngsters and will continue to be a complimentary outlet for them to develop physically, socially and emotionally.

**WHAT SCSU CAN PROVIDE IN RETURN FOR YOUR SUPPORT:**

- Company logo and link to website in banner ad on homepage of www.southernctowls.com and all team pages.
- Sponsorship recognition in all press releases and materials (flyers, posters, etc.) pertaining to Girls and Women in Sports Day event.
- Sponsorship recognition on signage within the venue during the event.
- Tabling opportunity at the event.
- Concrete evidence of goodwill within local community.
- Notification to all alumni, family and friends in Owl Club newsletter.

**REACTIONS FROM PAST EVENTS:**

“I just wanted to thank you and all of the organizers for a wonderful event on Saturday. This was my daughter’s first year in attendance and she had a blast. As a young woman in sports it was both inspiring and empowering to see so many scholar athletes that love what they do and are willing to mentor the next generation of athletes. Speaking as a woman of a certain age, in my day, women in sports were considered “tom boys” or viewed as unfeminine, but this is a new day for our female athletes and I was so proud to see the “many faces” of women in sports represented at the event yesterday. My daughter clearly walked away with a greater commitment to the sports that she already participates in (lacrosse, basketball and soccer) and an interest in perhaps trying some new ones (track, volleyball and field hockey). I commend the students and the staff for taking time out their weekend to inspire my daughter and so many other young women to be better, by committing themselves to following a disciplined, respectful, honorable path, through sports. Great job, and again, our thanks to all.”

- Dany Ward, Parent

“Thank you so much! My daughters had a great time. We can’t wait to do it again next year.”

- Jennifer Reynolds, Parent

“Thanks for a great day. This was Emily’s second year in a row and she is looking forward to next year. Thanks again, we realize a lot of time and effort go into planning an event like this.”

- Missy Kwalek, Parent
National Student-Athlete Day
Southern Connecticut State University has hosted its annual National Student-Athlete Day celebration for the past 10 years. National Student-Athlete Day is a program of the National Consortium for Academics and Sports (NCAS) and is co-presented with the NCAA.

In order to earn recognition, student-athletes must maintain a cumulative grade point average of 3.0 and participate in some form of community support activity.

Student-athletes are recognized at the event with a certificate and invite their favorite faculty member to the ceremony as a special guest. University administrators and athletic department coaches and staff also attend the event, which hosts approximately 250 individuals.

*Title sponsorship of the National Student-Athlete Day event includes:*

- Company logo and link to website in banner ad on homepage of www.southernctowls.com and all team pages.
- Sponsorship recognition in all press releases pertaining to National Student-Athlete Day event.
- Concrete evidence of goodwill within local community.
- Recognition on corporate sponsor page on www.southernctowls.com
- Public address announcement at all home athletic events.
- LED signage at applicable events at Moore Field House and Jess Dow Field.

Senior Athletic Awards Banquet
The Southern Connecticut State University athletic department hosts an annual athletic awards banquet recognizing all senior student-athletes who have exhausted their eligibility.

Each senior student-athlete is presented with a gift courtesy of the athletic department. Senior student-athletes and coaches, as well as selected faculty and university administrators, attend the annual event.

Special annual awards, including the department’s special award winners and NCAA recognition presentations also take place at this event.

*Title sponsorship of the Senior Athletic Awards Banquet includes:*

- Company logo and link to website in banner ad on homepage of www.southernctowls.com and all team pages.
- Sponsorship recognition in all press releases pertaining to Senior Athletic Awards Banquet event.
- Concrete evidence of goodwill within local community.
- Recognition on corporate sponsor page on www.southernctowls.com
- Public address announcement at all home athletic events.
- LED signage at applicable events at Moore Field House and Jess Dow Field.
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SPONSORSHIP OPPORTUNITIES • SPECIAL EVENTS

CHAMPS Life Skills Workshops
Over the course of the past several years, the Southern Connecticut State University athletic department has presented CHAMPS Life Skills workshops in an effort to provide current student-athletes with education on practical topics that may fall outside of their academic curriculum or athletic endeavor.

Over the course of the past nine years, more than 1,000 student-athletes have received additional education on a variety of subjects including:

- Transferrable employment skills for student-athletes
- Financial literacy
- Cover letter/resume writing
- Interview preparation
- Drug/Alcohol Education
- Legal consultation

Presenters have included current/former university faculty/staff, alumni, local businessmen/women and current/former collegiate and professional athletes.

Title sponsorship of a CHAMPS/Life Skills workshop includes:

- Company logo and link to website in banner ad on homepage of www.southernctowls.com and all team pages.
- Sponsorship recognition in all press releases pertaining to event.
- Concrete evidence of goodwill within local community.
- Recognition on corporate sponsor page on www.southernctowls.com
- Public address announcement at all home athletic events.
- LED signage at applicable events at Moore Field House and Jess Dow Field.
- If a ticketed event, up to ten (10) tickets will be provided to the title sponsor, along with the opportunity to meet the presenter.

Former NBA player Chris Herren spoke to all Owls’ student-athletes and coaches in February, 2013 as part of the CHAMPS/Life Skills series.

Otus’ Owl Kids Club
Now in its eighth year, Otus’ Owl Kids Club is open to all youngsters ages 13 and under. All members of ‘Otus’ Owl Kids Club’ will receive a t-shirt, stadium cup, welcome letter from Otus, free admission to more than 75 regular season home games, membership card, e-newsletters, opportunity to meet SCSU student-athletes and coaches and invitation to a special end of the year pizza party.

Title sponsorship of Otus’ Owl Kids Club includes:

- Company logo and link to website in banner ad on homepage of www.southernctowls.com and all team pages.
- Sponsor logo on Otus’ Owl Kids Club page on www.southernctowls.com
- Advertisement as part of splash page each summer on www.southernctowls.com
- Recognition on corporate sponsor page on www.southernctowls.com
- Public address announcement at all home athletic events.
- LED signage at applicable events at Moore Field House and Jess Dow Field.
**SPONSORSHIP OPPORTUNITIES • CORPORATE SIGNAGE**

Signage opportunities are as follows:

**Jess Dow Field**
(Football, Men’s/Women’s Soccer, Field Hockey, Women’s Lacrosse, Men’s/Women’s Outdoor Track and Field)

- Full Scoreboard Panel Display
- Banner Display
- LED Digital Signage on Scoreboard Message Center

**Moore Field House**
(Men’s/Women’s Basketball, Gymnastics, Men’s/Women’s Indoor Track and Field)

- Scoreboard Panel Display
- Banner Display
- Courtside Portable Signage
- LED Digital Signage on Scoreboard Message Center
- Permanent Affixed Banner Signage

**Hutchinson Natatorium**
(Men’s/Women’s Swimming and Diving)

- Video Board Display/Advertisement
- Banner Display

**Pelz Gymnasium**
(Volleyball)

- Banner Display
- Courtside Portable Signage

**Pelz Field**
(Softball)

- Banner Display

**The Ballpark at SCSU**
(Baseball)

- Banner Display

*Note: Joining the SCSU Family with complete banner signage at all venues includes complimentary Internet advertising logo/link on www.southernctowls.com. This is a value of $2,000 annually.*
Single-Game Promotional Giveaways

Throughout the course of the academic year, the Athletic Department holds numerous in-game promotional opportunities, with giveaways for all fans in attendance. This option is another great way to market your brand to a diverse audience.

Selecting this plan entitles your organization to:

- Official logo/name on a mutually agreed upon promotional item to be distributed to all fans in attendance at a selected contest
- Up to three corporate banners (supplied by sponsor) prominently displayed at that contest
- Acknowledgement of your sponsorship in the form of four public address announcements at that contest
- Sponsor’s display table for handouts

Video Broadcasts

For the 2018-19 academic year, approximately 100 home athletic events were available to Owls’ fans via live video broadcasts.

Sponsors will have an opportunity to reach approximately 20,000-25,000 individuals annually with on-air promotion during the course of this event.
SPONSORSHIP OPPORTUNITIES • NAMING RIGHTS

**Naming rights are also available for sponsors at the following locations within the Southern Connecticut State University athletic department.**

### Venue

- Athletic Complex
- Moore Field House Arena
- Moore Field House Press Box
- Jess Dow Field Press Box
- Jess Dow Field President’s Suite
- Academic Support Room for Student Athletes
- Main Lobby
- Pool Locker Room (men or women)
- Coaches Locker Room (men)
- Coaches Locker Room (women)
- General Visitor’s Locker Room
- Athletic Training Room
- Football Locker Room
- Basketball Locker Room (men or women)
- Soccer Locker Room (men or women)
- Weight Room
- Athletic Equipment Room
- Hall of Fame

### Offices

- Football Suite
- Soccer (men)
- Soccer (women)
- Basketball (men)
- Basketball (women)
- Swimming (men & women)
- Field Hockey
- Lacrosse
- Track / Cross Country (women)
- Track / Cross Country (men)
- Baseball
- Softball
- Volleyball
- Gymnastics
- Athletic Director
- Sports Information Director
- Lockers
- Additional Athletic Administrative Offices

*Athletic Training Facility in Moore Field House*