

BE THERE



**2010-2011**

Presented by: Dean Whaley



America's Home  
for College Sports

# SOFTBALL



A sponsorship of an Olympic Sports team is a great way to get involved with USF Athletics!

## SIGNAGE

### Video Board

- Logo presence on the video board

### Welcome Banners

- Logo presence on the welcome banners at entrances of the complex

## GAME-DAY EVENTS

### VIP Reception

- Invitations for four (4) guests to the VIP Reception

## MERCHANDISING

- Eight (8) tournament tickets per day

## USF SOFTBALL SERIES PROGRAM

### Half-Page Advertisement

- One (1) half-page, 4.75" X 3.75" program ad



# INTERNET



There are 131,365 unique visitors and 865,136 page views each month at GoUSFBulls.com, the official home of USF Athletics.

## WWW.GOUSFBULLS.COM

Weekly E-Newsletter

- Opportunity for logo and text inclusion in the weekly e-newsletters sent to 77,000 subscribers

E-Mail Blasts

- Opportunity for logo and text inclusion in two (2) e-mail blasts sent to coaches, teams and alumni groups

## WWW.USFSERIES.COM

Banner Advertising Run

- Advertising run throughout USFSeries.com providing fans with a link to sponsor's website
- Includes logo placement and link on the sponsor page

## SOCIAL MEDIA

Facebook/Twitter

- Inclusion in Facebook and Twitter posts on the USF Athletics and USF Series pages



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# SUMMARY



## THE ISP MISSION STATEMENT:

ISP develops strong, productive, lifestyle-based business relationships between sports properties, marketers and fans.

### SUMMARY

#### SOFTBALL

- Video Board
- Welcome Banners
- VIP Reception

#### INTERNET

- Weekly E-Newsletter
- E-Mail Blasts
- USFSeries.com Banner Advertising Run
- Facebook/Twitter

#### PRINT

- USF Softball Series Program Ad

#### MERCHANDISING

- Tournament Tickets

**Total Net Investment to Sponsor:  
Year One (2010-2011):  
\$2,500**



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