

Augusta State

Advertising, Marketing And Promotions

Augusta State University Athletics offers a variety of advertising opportunities designed to assist in the marketing and promotional efforts of our sponsors and vendors. Advertising your business with Augusta State University Athletics is the surest way of reaching a highly targeted group of consumers. These are enthusiastic fans that enjoy supporting the Jaguars and also supporting those businesses who support ASU Athletics. If you want to target your company or business to this group, advertising in Augusta State University's Athletic venues is the answer.

There are a variety of advertising options for you to choose from. Packages can be developed or created exclusively to meet your specific needs. Your advertising campaign can begin running on any day of the month, provided enough preparation time and the availability of specific ad space(s).

For more information, please contact Adam Ward (706-731-7914 or award4@aug.edu) so we can work with you to determine the type of ad campaign you would like to run with ASU Athletics and what product, service, or event you would like to promote. Advertising prices are pre-set, but trade-outs are also available. We will work with you in order to design an effective and beneficial advertising campaign using our facilities and to ensure that you receive the visibility you desire.

At Augusta State University Athletics, we look forward to helping you promote your business in order to increase your sales in the most cost effective manner possible.

RADIO BROADCASTS (\$300 - \$500)

- Men's and Women's basketball internet broadcasts on the world wide web at www.aug.edu/athletics
- Game sponsorships available, as well as pre-game, halftime and post-game show opportunities
- Also includes public address announcements and space in the ASU Athletics printed materials

PRESS ROW TABLES (\$2,500 for 1 year or \$4,500 for 3 years)

- Lighted panels located on press row on the playing floor of Christenberry Fieldhouse
- Great exposure and visibility through newspaper photographs, television highlights, etc.
- This package also includes signage on ASU website and on Wrightsboro Road marquee
- A three-year commitment equals a savings of \$2,000

MEZZANINE LEVEL ARENA SIGNAGE (\$ 1,500 for 1 year or \$3500 for 3 years)

- Large advertising panels above the mezzanine level, high visible from anywhere in Christenberry Fieldhouse
- Continued exposure and visibility through newspaper photographs, television highlights, etc.
- This package also includes signage on ASU website and on Wrightsboro Road marquee
- A three-year commitment equals a savings of \$1000

BASEBALL FENCE SIGNS (\$400 for 1 year or \$900 for 3 years)

- Attractive, professionally designed signage on outfield fence at Jaguar Field
- Dimensions of signs are 4 x 10 (ASU pays first \$150 of production costs)
- A three-year commitment equals a savings of \$300

ASU ATHLETICS WEBSITE (\$50 - \$400)

- Prominent space on the official website for ASU Athletics, www.aug.edu/athletics \$50 per month or \$400 per year -- a one-year commitment equals a savings of \$200
- ASU's website currently receives close to 2,000 hits per week

ASU ATHLETICS MARQUEE (\$100 - \$1,000)

- Maximum visibility on ASU's marquee on Wrightsboro Road \$100 per month or \$1,000 per year -- a one-year commitment equals a savings of \$200
- DOT traffic figures estimate nearly 60,000 exposures per day on Wrightsboro Road

ASU Athletics has several advertising options for sponsors/vendors in each of our athletic venues. Christenberry Fieldhouse, home to ASU men's and women's basketball and the Jaguar volleyball program, is a state-of-the-art arena with a capacity of 2,216. Several advertising options are available and many of our spaces can be combined or separated to meet your needs. In addition to Christenberry Fieldhouse, ASU also boasts 2 additional outstanding outdoor areas for advertisers, such as Jaguar Field, home to the ASU baseball team and the ASU softball complex. The areas offer several avenues for the sponsor/vendor's needs, including signage opportunities on the outfield fence as well as the scoreboard areas.

As a corporate partner of ASU Athletics, the sponsor/vendor has the exclusive opportunity to use athletic venues to distribute promotional products and include inserts in athletic programs at predetermined events. Please note that ASU Athletics can design tailored partnership packages based on the sponsor/vendor's objectives.