Dear UVa-Wise Supporter:

The start of each academic year brings anticipation of another thrilling season of UVa-Wise Highland Cavalier athletics. This is especially true with the College’s transition to NCAA at the Division II level, which is generating a lot of attention both on campus and in the community. Additionally, the excitement surrounding the magnificent 78,000 square feet David J. Prior Convocation Center, not to mention impressive Carl Smith Football Stadium, Jim Humphrey’s Tennis Complex, Burchell Stallard Baseball Field and the Cavalier Softball Field attracts thousands to campus each year.

Along with fans attending sporting events come opportunities for local and regional businesses and organizations to reach a broader base of customers to fill their rooms, eat in their restaurants, buy their gas, and shop in their stores. The economic impact of the college and those attending its many events is important to the livelihood of the surrounding communities and region.

A wealth of marketing opportunities is available through special athletic sponsorships. If not already a CAVS Athletic Partner, we encourage you to take advantage of the numerous possibilities to market your business or organization to the tens of thousands of local and regional fans who frequent the college’s athletic events and patronize local businesses. If currently a sponsor, we encourage you to consider additional options.

Enclosed is a list of annual sponsorship opportunities as well as a Sponsorship Registration Form. Those participating at the level of Junior Corporate Partner also receive additional benefits as noted on the enclosed information. Because many options are limited, we encourage you to contact us as soon as possible to secure sponsorships that best fit your marketing needs. This upcoming year’s sponsorships will run from July 1, 2014 through June 30, 2015.

Since athletics is not funded by the Commonwealth, private support is critical and your sponsorship ensures the continued success of our athletic programs and our deserving student athletes.

For more information about sponsorship options, please contact myself or Bill Wendle at 276.376.3434, or by email at wdw8m@uvawise.edu.

Sincerely,

Carroll Dale
Assistant Vice Chancellor for Athletic Development
The University of Virginia’s College at Wise / CAVS Athletic Partners
Sponsorship Opportunities for 2014-2015
($5,000 level sponsors are designated as Junior Corporate Partners*)

LED Display at David J. Prior Convocation Center
$1,000 - Individual corporate advertisement displayed on two LED scorer’s tables (3’ high x 21’ wide, each) at the David J. Prior Convocation Center, which seats over 3,000 for athletic events. In 2013-2014, over 90 events were held using the scorer’s tables with about 60,000 in attendance. LEDs are displayed at all athletic (collegiate and high school) and non-athletic events using scorer’s tables. Sponsorships are limited and available on a first come, first served basis.

Display Ad on New Scoreboard at Carl Smith Football Stadium
$1,000 – Advertising banner displayed on new scoreboard at Carl Smith Football Stadium (approximately 4’ high x 8’ wide). The stadium is home to all UVa-Wise football games (five to six games each season) and also hosts several local high school football games, as well as district and regional high school playoff games. Starting with the 2014-2015 season, the stadium will also feature games for the new UVa-Wise women’s Lacrosse team. Sponsorships are limited and available on a first come, first served basis.

Television Monitor Message Display Sponsorships at David J. Prior Convocation Center
$500 – Two, sixty inch flat screen monitors at main entrance and two seventy inch flat screen monitors, one on each side of the concourse, will display sponsor advertisements and Convocation Center messages (i.e. game sponsors, game schedules, concession menu, upcoming events). Advertisements will be displayed on all four flat screen monitors. Sponsorships are limited and available on a first come, first served basis.

Football or Basketball Game Sponsor – (football games and basketball double headers)
$500 – CAVS home football game or men’s and women’s home basketball double header. Multiple announcements as game sponsor on PA system, listed in program as game sponsor, sign indicating game sponsor at stadium entrance (football games), and for basketball – LED display on scorer’s tables as game sponsor. Game sponsorship dates are limited and available on a first serve, first served basis.

Basketball Game Halftime Events Sponsor – (CAVS men’s and women’s basketball games)
$500 – Sponsor half time activities led by Prior Convocation Center staff during all men’s and women’s basketball games. Announced at halftime as sponsor on PA system and a LED display on scorer’s tables as sponsor during halftime. Limited to one sponsor per year on a first come, first served basis. Optional - sponsor can further promote business at half-time through contests or give-a-ways (i.e. half-court shot for a prize provide by sponsor).

Company Name/Logo Displayed on CAVS Athletic Homepage
$500 – Limited to five (5) sponsors on a first come, first served basis. Can be static or linked to your website.

Live Webcast and Pre-Recorded On-line/CAV-TV - Game Sponsorships
$500 - $750 per sport – Sponsor all home football ($750), men’s and women’s basketball ($750), or volleyball ($500) game/matches webcast live on Athletic Department’s webpage and rerun on-line and on cable access (CAV-TV) channel 55. Combine all four sports for $1,750. Announced multiple times during webcast as game sponsor during pregame, postgame and at least twice during each half for basketball and football games and once per game per volleyball match (3-5 games per match) – as applicable. Includes audio message and business logo superimposed across screen.

Live Webcast and Pre-Recorded On-line/CAV-TV - Media and Team Timeout Sponsorships
$375 - $500 per sport – Sponsor all timeouts for home football ($500), men’s and women’s basketball ($500), or volleyball ($375) game/matches webcast live on Athletic Department’s webpage and rerun on-line and on cable access (CAV-TV) channel 55. Combine all four sports for $1,250. Business logo superimposed across the screen during all timeouts (for applicable sport), including an audio message.

Live Webcast and Pre-Recorded On-line/CAV-TV - 30-Second Ad Sponsorships
$750 – Includes audio message and business logo superimposed across screen during two, 30-second spots each half for all basketball and football home games and once per game per home volleyball match (3-5 games per match). Or, business can provide their own preprocessed 30-second spots.
Sponsorship Opportunities for 2014-2015 - continued

Remote Controlled Blimp Sponsor at David J. Prior Convocation Center
$1,000 – Company name displayed on an eight foot remote controlled blimp used during athletic events to include basketball, volleyball and wrestling games and matches and other events that would accommodate use of blimp in the David J. Prior Convocation Center. UVa-Wise typically hosts district and regional high school basketball tournaments and was a host site for the VHSL state tournament. Limited to one sponsor per year on a first come, first served basis.

Basketball Goal Sponsor at David J. Prior Convocation Center
$1,000 – Company logo displayed at the bottom padding of basketball goals (2 goals – approximately 3’ high x 4’ wide) during UVa Wise and high school basketball games. Limited to one sponsor per year on a first come, first served basis.

The Highland Cavalier Club Golf Classic – Virginian Country Club
- $250 – Individual Golfer Sponsor
- $600 – Tee or Green Sponsor (includes registration for two golfers)
- $1,000 – Team Sponsor (registration for four golfers)
- $1,500 – Flight Sponsor (includes registration for four golfers)

Football Season Parking Permit
$500 – per parking space for all regular season home games.

Football Game Day Programs (camera ready)
- $500 - Full page - color
- $250 - Full page – black & white
- $150 - Half page – black & white
- $100 - Quarter page – black & white

Basketball Game Day Programs (camera ready)
- $250 - Full page – black & white
- $150 - Half page – black & white
- $100 - Quarter page – black & white

Combined Football & Basketball Game Day Programs (camera ready)
$400 - Full page – black & white – color available for football at slightly higher rate.

Football Season Ticket Package
$25 - per football season ticket (i.e. 50 season tickets equals $1,250). For example - use as a promotional benefit for clients. Students through grade twelve (12) are admitted free to all athletic events.

Individual Game Football Ticket
$10 - per ticket for football games. Provides access to any individual home football game. For each 30 tickets purchased, receive 5 courtesy tickets (i.e. 100 tickets equals $1,000 + get an extra 15 courtesy tickets). For example - use as a promotional benefit for clients. Students through grade twelve (12) are admitted free to all athletic events.

Individual Game Basketball Ticket
$5 - per ticket for men’s and women’s basketball games. Provides access to any individual basketball game and/or double header basketball games. (i.e. 100 tickets equals $500). For example - use as a promotional benefit for clients. Students through grade twelve (12) are admitted free to all athletic events.

* Athletic partners having $5,000 or more in total sponsorships are designated as Junior Corporate Sponsors (JCS) and receive additional benefits of being announced as a JCS on PA systems at applicable events (i.e. football, basketball, baseball & softball games) and will receive a limited number of invitations to UVa Wise athletic banquets and dinners.
Yes, we want to support UVa Wise athletics by becoming a CAVS Athletic Partner and are interested in the following sponsorship options: (check all that apply):

- $1,000 LED Display on Scorer’s Tables (2 displays) at David J. Prior Convocation Center
- $1,000 Advertising banner displayed on New Scoreboard at Carl Smith Football Stadium
- $1,000 Remote Controlled Blimp Sponsor at David J. Prior Convocation Center
- $1,000 Basketball Goal Sponsor at David J. Prior Convocation Center (2 goals)
- $750 Live Webcast and Pre-Recorded On-line/CAV-TV 30-Second Ad Sponsorships
- $500 Television Monitor Message displays on four screens at David J. Prior Convocation Center
- $500 Company Logo Displayed on Athletic Homepage
- $500 Individual Season Parking Permit for Football Home Games
- $500 Football Game Sponsor
- $500 Basketball Game Sponsor – All individual games and double headers
- $500 Individual Season Parking Permit for Football Home Games
- $500 Basketball Half time Sponsor – All individual games and double headers
- $400 Combined Football and Basketball Programs Full Page - black & white - color available for football
- $25 Football Season Ticket Package – Number of Season Tickets:_____
- $10 Individual Pass to Football Games – Number of Tickets:____ (5 courtesy tickets per 30 purchased)
- $5 Individual Pass Men’s & Women’s Basketball Games (includes double-headers) – # of tickets:____

**Live Webcast and Pre-Recorded On-line/CAV-TV - Game Sponsorships:**

- $750 Football
- $750 Men’s and Women’s Basketball
- $500 Volleyball
- $1,750 All Four Sports combined

**Live Webcast and Pre-Recorded On-line/CAV-TV - Media and Team Timeout Sponsors:**

- $500 Football
- $500 Men’s and Women’s Basketball
- $375 Volleyball
- $1,250 All Four Sports combined

**Highland Cavalier Club Golf Classic (Virginia Golf Course – Bristol, VA):**

- $1,500 Flight Sponsor (includes registration for four golfers)
- $1,000 Team Sponsor (registration for four golfers)
- $600 Tee or Green Sponsor (includes registration for two golfers)

**Basketball Program Sponsors:**

- $250 Full Page - black & white
- $150 Half Page - black & white
- $100 Quarter Page - black & white

**Football Program Sponsors:**

- $500 Full Page - color
- $250 Full Page - black & white
- $150 Half Page - black & white
- $100 Quarter Page - black & white
- $250 Individual Golfer Sponsor

Athletic partners having $5,000 or more in total sponsorships are designated as Junior Corporate Sponsors (JCS) and receive the additional benefits of being announced as a JCS on PA systems at applicable events (i.e. football, basketball, baseball & softball games) and will receive a limited number of invitations to UVa Wise athletic banquets and dinners.

Athletics sponsorships for the 2014-2015 academic year run from July 1, 2014 through June 30, 2015. For more information about sponsorship options or an installment plan, please contact Bill Wendle (Email – wdw8m@uvawise.edu) at 276-376-3434.

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Business Name:________________________________  Phone:___________________  Email:______________________

- Payment of $______ enclosed  (or)  - Please invoice me for _____ payments of $ ______ / Checks to: “Highland Cavalier Club”

____________________________  ______________________________  _______________
Printed Name  Signature  Date

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**Mail Sponsorship Registration Form and payment to:**

UVa-Wise  
Office of Development  
One College Avenue  
Wise, VA 24293