

PRIDE PLATINUM PARTNERS

Greensboro College athletics offers a unique marketing opportunity to clients. The Pride's partners will receive unprecedented value in the form of impressions, placement and mentions. These advertising options include:

- Prominent banner advertisement on **The Pride's athletics web site—*GreensboroCollegeSports.com***.

This state-of-the-art web site features attractive colors, photographs, and layout similar to many of the top universities.

Exposure: Site gets 1.2 million hits per year

Value: \$1,750

- Prominent display advertisement on **2009-10 souvenir program**. Your four color ad will be featured on the back cover of this attractive and well-read piece. (See marketing brochure for further details.)

Exposure: 20,000 game-day programs printed and distributed each year.

Value: \$700.



- **Prominent signage** at all major athletics venues: Hanes Gym, Pride Field and Pride softball field. This includes display at home football, women's soccer, men's soccer, men's lacrosse, women's lacrosse, volleyball, men's basketball, women's basketball and GC softball games.

Exposure: More than 20,000 fans in attendance projected for 2010-11.

Value: \$1,700.

- Prominent visual/audio **advertisement on all PrideTV broadcasts**. This is a new feature for 2010-11 with our streaming service Ustream.tv.

Exposure: Tentative schedule has 87 games slated for broadcast this year.

Value: \$1,500.

- Prominent **public address announcements** at every Pride home game with public address capability.

Exposure: More than 20,000 fans in attendance projected for 2010-11.

Value: \$1,000.

- Prominent company placement on all **Greensboro College "live stats"** broadcasts. Includes football, soccer, volleyball, basketball, lacrosse, softball and baseball.

Exposure: More than 100 GC games will be on live stats this year.

Value: \$1,000.

- Prominent advertisement on **electronic message board in Hanes Gymnasium**.

Exposure: More than 14,000 fans expected to visit Hanes Gym in 2010-11

Value: \$1,000.

Actual Value of Pride Platinum Partnership: \$8,650

Limited price of this exclusive package: \$4,000