



MEDIA ADVERTISING



Mission Statement

The mission of the Plymouth State and Little East Conference Student Athlete Advisory Committee (SAAC) is to enhance the total student-athlete experience by promoting opportunity for all student-athletes, protecting student-athlete welfare, fostering a positive student-athlete image, and providing a forum for student-athletes throughout the conference and the NCAA. Promotion of a spirit of camaraderie by modeling positive sportsmanship while maintaining the tenets of the Division III philosophy is also a priority.

LEC SAAC Guiding Principles

The Little East Conference SAAC will strive to develop a collective voice based on the following principles: ethics, athletic integrity, fairness, and a respect for sport and the tenets of diversity, which shall include race, culture, sexual orientation, ethnicity, language, gender, and disability.

Founded: 1871

Enrollment: 4,100 undergraduate students,
2,000 graduate students

Mascot: Panther

Colors: Green and white

Affiliations: NCAA Division III

BROADCASTING

Website: www.littleeast.tv/plymouth

Viewers: Over 60,000

Every PSU home game/match is shown live with fans watching in 54 countries and 50 states.



For more information contact Evan Alfano at Evan.Alfano@plymouth.edu or call (603) 535-2779.



FIELDS AND FACILITIES

PSU's campus includes 40 acres of playing and practice fields, ALLWell North, Hanaway Rink and the Savage Welcome Center and the Morgridge Strength and Performance Lab.

ALLWell North / Bank of NH Field House

Active Living, Learning, and Wellness (ALLWell) North is an advanced academic and athletic complex that is home to PSU men's and women's track & field and wrestling teams. The facility also contains the Bank of New Hampshire Field House and George E. Davis '63 Track, as well as the PSU Outdoor Center, classroom space, coaches' offices and five varsity locker rooms.

The 107,600-square-foot complex is also utilized by students in the Health and Human Enrichment cluster. In addition to a 200-meter track, the field house contains four tennis courts where the PSU women's tennis team competes during inclement weather.

Paul E. Arold Field

Paul E. Arold Field is the home of PSU men's and women's soccer. Arold Field features permanent bleachers, an LEC scoreboard, public address system and multi-tiered press box. The enclosed field is large enough to have an adjacent practice area.

Panther Field

Panther Field is home to PSU football, field hockey and men's and women's lacrosse. The turf field also serves as a back-up for men's and women's soccer during inclement weather and offers extra practice space for all sports, as well as Campus Recreation and student clubs. The field has fully ADA-accessible bleachers, state of the art lighting and a three-room press box complete with filming deck.

D&M Park

The home of Plymouth State softball is a two-field facility owned by Plymouth Athletic Club and is used by both PSU and Plymouth Regional High School, as well as other youth and adult community leagues. Both fields are complete with dugouts, press boxes with public address systems, permanent bleachers, electronic scoreboards, lights for night games, and adjustable fences.

Hanaway Rink / Savage Welcome Center

Savage Welcome Center & Ice Arena, which features Hanaway Rink, is home to the PSU men's and women's ice hockey teams. The facility seats 860 and serves the student body with academic and recreational opportunities as well as community programming. The arena is open approximately 10 months of the year, and private rentals are available.

John C. Foley Gymnasium

Home of PSU women's volleyball and men's and women's basketball, Foley Gym is a spacious 1,600-seat gymnasium with LED scoreboards at both ends and two elevated press boxes, including accommodations for live television broadcasts. Foley Gym also hosts University and community assemblies, such as convocation, high school concerts, and graduations.

Sharon and Carleton Parish '71 Field

Parish Field is home to PSU baseball. The fully enclosed diamond includes a well-groomed playing surface surrounded by spacious dugouts and two large press boxes. A large LED scoreboard is in left field, with bullpens down each baseline, a batting cage and trees surrounding the outfield fence. The right field fence is 15 feet high, giving the field a unique geometry. PSU's baseball facilities are also home to various other state events, including Babe Ruth and American Legion games.

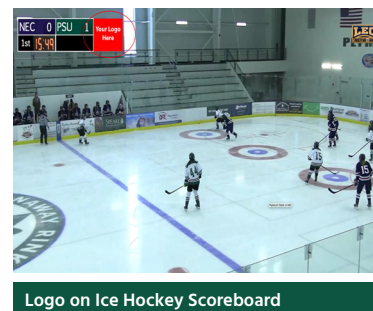
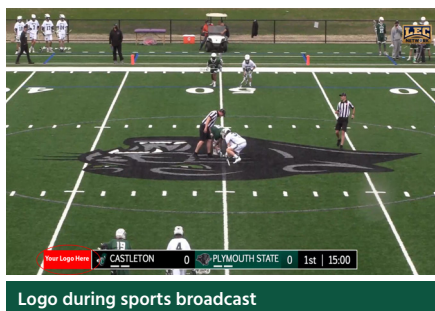
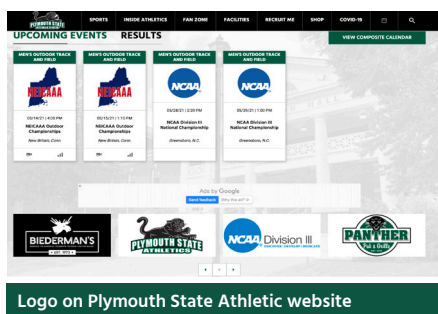
PSU Natatorium

This 25-yard, six-lane pool is home to the PSU men's & women's swim teams. The pool has a state-of-the-art electronic Colorado timing system with a large wall display, two pace-clocks, a full-wall PSU record board, Duraflex diving stands with Maxi-B one and three-meter diving boards, and a 300-seat spectator balcony.

Morgridge Strength & Performance Lab

This 16,000-square-foot facility is a state-of-the-art space with top-rated sports performance flooring. The area houses 24 exercise platforms, treadmills, ellipticals, stationary bikes and separate areas for free weights and plate-loaded equipment. A 45-yard long strip of artificial turf is used for rehab and speed training. The space also includes a climbing wall.

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ADVERTISEMENT OPPORTUNITIES

Commercials

Commercials are 30-seconds in length and must be finalized video in .mp4 or .mov format. Each will be shown a minimum of one time during the broadcast, and up to a maximum of four times (depending on purchase). Commercials can be updated at any point during the school year, however new files must be submitted 48-hours prior to broadcast.

Panther Pregame Show

(15-minutes before game time). During the show the commentators discuss the following:

- News/Headlines from around the PSU Campus and Athletics
- "Panther Nation" Scores and Upcoming Games
- In-depth analysis of both teams (statistics, style of play, headlines)
- Sport review in the LEC or MASCAC Conferences and Standings
- "X-Factors" (key players) and "Keys to the Game"

"Panther Rewind" / Coach's Interview Shows

Our staff occasionally conducts recorded interviews for our Panther Pre-Game Shows. Coaches and players are asked to analyze previous games, breakdown the week's preparations and examine upcoming opponents. Athlete interviews also include discussion on how they selected Plymouth State University as their school and life with their teammates.

Scoreboard/Game Sponsor

Have your company logo placed next to the scoreboard on our broadcasts for the duration of the game. In addition, your company's logo (and/or slogan) will be announced by our commentators as the game sponsor.

Example- "Tonights Plymouth State men's ice hockey game vs. Salem State is brought to you by, (Company Name) (Slogan) Find out more at (website or phone number)"

SCOREBOARD LOGO SOLD OUT FOR 2023-24

Ice Hockey (Men's and Women's)

Power Play and Penalty Kill advertisements are now available! During all PSU power plays and penalty kills, have your company logo placed on the scoreboard next to the PP or PK graphic and announced over the PA.

SOLD OUT FOR 2023-24

Game Signage

Plymouth State athletic venues are a great place to advertise your business in full view of the crowd. Your company logo and slogan will be printed and hung at the agreed upon venue on vinyl, and best of all, you are in control of your message.

The Sponsor is responsible to contract with MegaPrint (www.megaprint.com), or an alternate printer at the sponsor's discretion, for production and payment of graphics. PSU athletics will pick up banners from MegaPrint and install them at the appropriate locations.

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SOCIAL MEDIA AND VIEWERSHIP AUDIENCE

Plymouth State Athletics connects with our fans through our social media pages on Facebook, Instagram and Twitter/X.

Facebook - 4,800 followers of which 58% are women with a majority of them being in the 45-54 year-old range

Instagram - 5,400 followers of which 48% are women with a majority of this demographic between the ages of 18 and 34 years old.

Twitter - Between February and May 2023 there were 129,200 tweet impressions. The first half of September 2023 had 13,500 tweet impressions with 4,600 followers.

Broadcasts - During the 2022-23 academic year, PSU Athletics had over 140 broadcasts seen by more than 105,000 viewers.

Audience

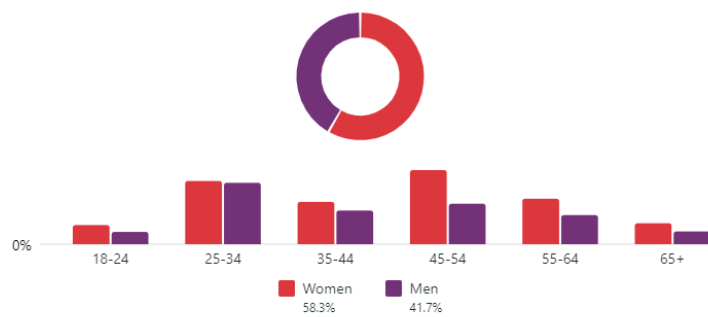
Current audience

Potential audience

Facebook followers ⓘ

4,843

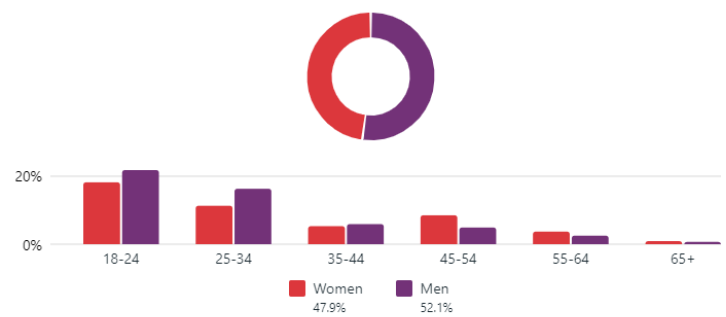
Age & gender ⓘ



Instagram followers ⓘ

5,431

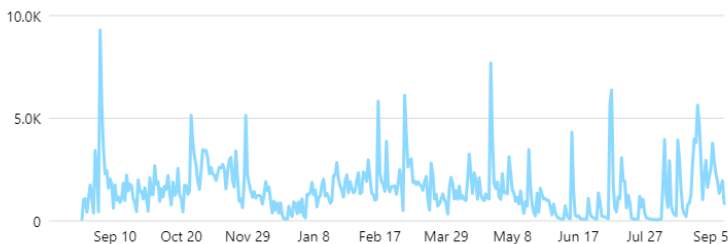
Age & gender ⓘ



Reach

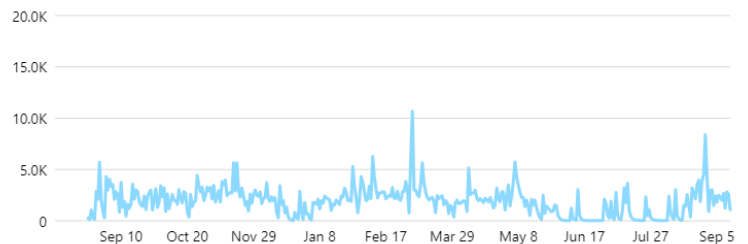
Facebook reach ⓘ

132,032 ↑ 23.4%



Instagram reach ⓘ

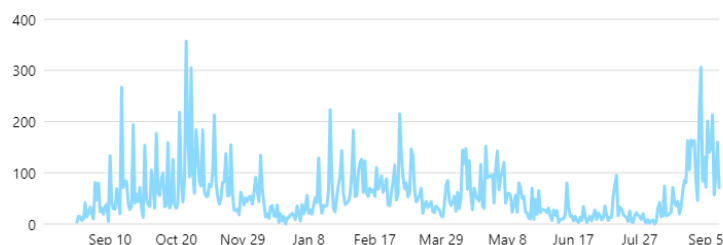
91,301 ↑ 42.4%



Page and profile visits

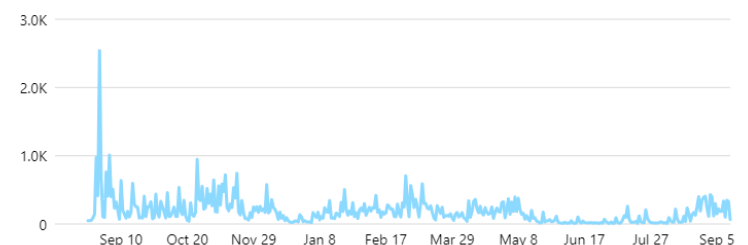
Facebook visits ⓘ

22,683 ↑ 346.9%

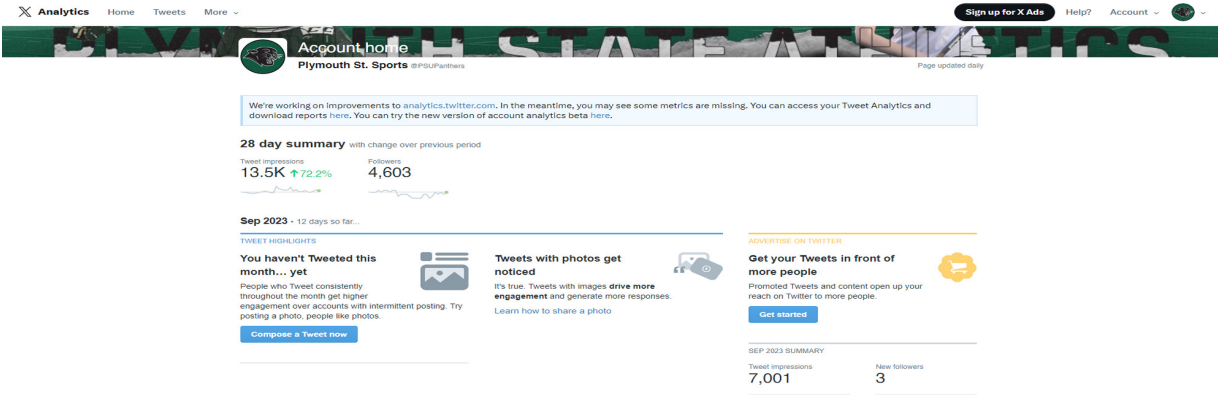
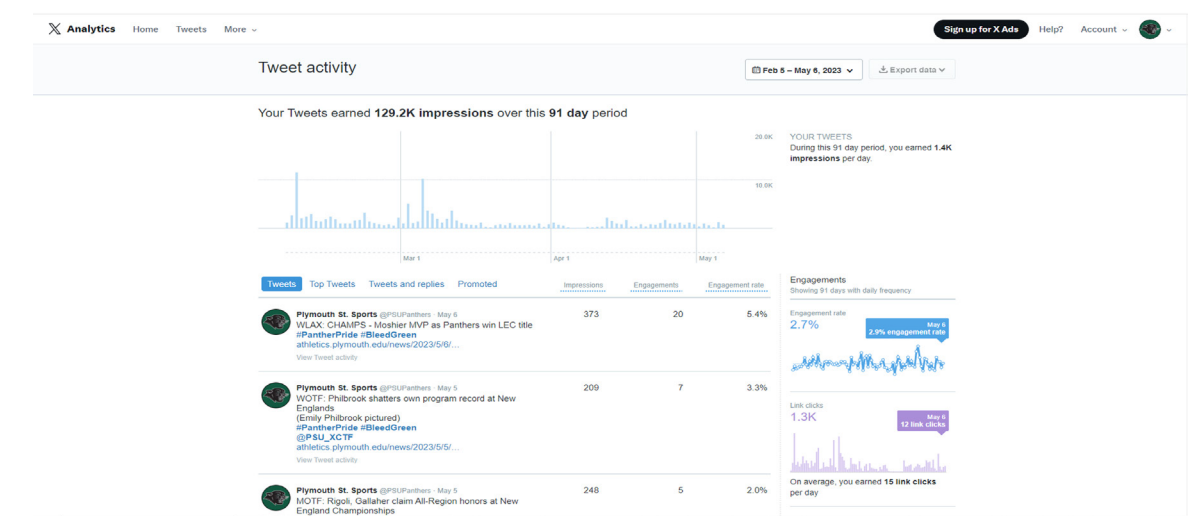


Instagram profile visits ⓘ

72,531 ↑ 57.2%



SOCIAL MEDIA AND VIEWERSHIP AUDIENCE





Plymouth State University Athletics Media Advertising

17 High Street MSC #32 • Plymouth NH, 03264 • (603) 535-2779

CONTACT INFORMATION

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

MEDIA ADVERTISING PACKAGES

Platinum \$10,000

- Four season passes- football, basketball, ice hockey (\$920 Value)
- Four 30-second commercials (\$7,000 Value)
- Two "A-Frame" banners (\$4,000 Value)
- One vinyl banner at all athletic facilities (excluding ice arena)
(\$3,500 Value)
- Two dasher ad at Hanaway Rink (ice arena) (\$2,000 Value)
- Corporate read over PA at all home games (\$5,000 Value)
- Rotating logo on athletics.plymouth.edu

VALUED AT \$22,420

Gold \$7,500

- Four season passes- football, basketball, ice hockey (\$920 Value)
- Two 30-second commercials (\$3,500 Value)
- One "A-Frame" banner (\$2,000 Value)
- Two vinyl banners - your choice of location (\$2,000 Value)
- Corporate read over PA at all home games (\$5,000 Value)
- Rotating logo on athletics.plymouth.edu

VALUED AT \$13,420

Silver \$5,000

- Four season passes- football, basketball, ice hockey (\$920 Value)
- One 30-second commercial (\$1,750 Value)
- One vinyl banner - your choice of location (\$1,000 Value)
- Corporate read over PA at all home games (\$5,000 Value)
- Rotating logo on athletics.plymouth.edu

VALUED AT \$8,670

Bronze \$2,000

- Four season passes- football, basketball, ice hockey (\$920 Value)
- One game broadcast logo (\$1,000 Value)
- One 30-second commercial or vinyl banner (\$1,000 Value)
- Listed as a corporate partner over PA at all home games (\$500)
- Rotating logo on athletics.plymouth.edu

VALUED AT \$3,370



Plymouth State University Athletics Media Advertising

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BROADCAST ADVERTISEMENT OPTIONS

COMMERCIALS (30 SECONDS LONG)

One ad per broadcast	\$500
Extra Commericals	\$250 (Number)

PANTHER PRE-GAME SHOW	\$2500/year
(only 1 available)	

GAME SPONSORSHIP UNDERWRITER	\$100/game
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BROADCAST GRAPHIC

Football/Men's Ice Hockey	\$1,000
All Other Sports	\$750
Sport:	_____

PUBLIC ADDRESS HALFTIME/INTERMISSION ANNOUNCEMENTS	\$50/game or \$5,000/year
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ICE HOCKEY

Power Play	\$500 per season SOLD OUT
Penalty Kill	\$500 per season

Tabling	\$50/game
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Discounts

- PSU Alumni owned companies receive a 10% discount on their total
- Multi-year sponsors receive a 10% discount on their total
- Purchasing a table at five or more events will result in a 10% discount

EVENT SIGNAGE

A-FRAME	\$2,000 each
Panther Field (Football, Field Hockey, M+W-Lacrosse)	

General Information

- Commercials must be completed ready-to-go videos in MP4 or MOV format
- Commercials can be changed out for a new commercial at anytime, but must be submitted 48 hours before broadcast.
- The Sponsor is responsible to contract with MegaPrint (www.megaprint.com), or an alternate printer at the sponsor's discretion, for production and payment of graphics. PSU athletics will pick up banners from MegaPrint and install them at the appropriate locations.

BANNERS

Arold Field	\$750 (M+W Soccer)
Foley Gym	\$1,000 (Volleyball, M+W Basketball)
Carleton Parish '71 Field	\$750 (Baseball)
D&M Park	\$500 (Softball)

TOTAL: _____

PAYMENT INFORMATION

Invoice

Invoices will be due 30 days upon receipt from the Financial Services Office.

NOTES/COMMENTS

Signature: _____ Date: _____