



AUBURN **MONTGOMERY**
ATHLETICS

CORPORATE SPONSORSHIP GUIDE

CORPORATE SPONSORSHIPS



EDUCATION

Guidelines for Boosters, Corporate Sponsors and Friends of AUM Athletics

National Collegiate Athletic Association (NCAA) rules indicate that all students, fans, donors, alumni, friends, corporate sponsors and employees of the University are categorized as representatives of athletic interests (**boosters**).

The NCAA stipulates that once an individual has been identified as a booster of the university's athletic program, he/she retains this status forever, even if the individual is no longer associated with the athletic program.

Furthermore, the NCAA states that it is possible to be a booster at more than one university or college at the same time.

Auburn University at Montgomery believes in the concept of **shared compliance responsibilities**. Members of the athletics department, other institutional staff members, student-athletes as well as all individuals and groups representing AUM's athletics interests are responsible for ensuring our commitment to integrity and rules compliance.

All situations cannot be addressed in this brochure, so please contact us with any questions. Inappropriate actions can jeopardize the eligibility of prospective and enrolled student-athletes, as well as the integrity of AUM.

What is an EXTRA BENEFIT?

The NCAA defines an **"extra benefit"** as any special arrangement by an institutional employee or a representative of the institution's athletic interests to provide a student-athlete (or a student-athlete's relative or friend) a benefit that is not generally available to other Auburn University at Montgomery students and their relatives and/or friends. Examples include, but are not limited to:

- cash or loan in any amount
- gifts of any kind
- cosign or arrange a loan
- meals
- special discounts
- transportation

Who is considered a STUDENT-ATHLETE?

An individual is considered a **"student-athlete"** when he/she has enrolled full-time at a four-year institution with the intent to participate in intercollegiate athletics. Being considered a student-athlete applies throughout his/her entire enrollment at Auburn University at Montgomery (including winter and summer breaks).

Ask Before You ACT!!!

Amber Rae Childers
Associate Director of Athletics for Internal Affairs/SWA
334-244-3152
compliance@aum.edu
@AUM_compliance

Who is a REPRESENTATIVE OF ATHLETIC INTEREST?

A representative of athletic interests is anyone who has ever:

- Made any type of contribution to the Department of Athletics or Warhawk Athletic Club
- Been a **CORPORATE SPONSOR** of the AUM Department of Athletics
- Been a parent of an AUM student-athlete
- Provided benefits to enrolled student-athletes or their families (i.e. job placement, occasional meal, etc.)
- Assisted in any manner in the recruitment of prospective student-athletes
- Purchased season tickets from the university
- Promoted the institution's athletic program in any manner
- Been an employee of Auburn University at Montgomery
- Arranged or provided employment for an enrolled student-athlete
- Been involved with the Auburn University at Montgomery athletic program in any capacity
- Been the spouse of an AUM athletic department employee

For Student-Athletes, a corporate sponsor **MAY**:

- Make contributions to the Warhawk Athletic Club or individual athletic programs
- Establish gift-in-kind arrangements with the Office of Advancement
- Employ a student-athlete at your place of business as long as the student-athlete receives prior approval from the AUM Athletic Department, and receives the same rate of pay as employees with similar responsibilities
- Request a student-athlete or team to participate in certain charitable, educational, or non-profit promotional activities with prior approval from the Athletic Compliance Office
- Invite a current student-athlete or team to your home for an occasional meal with prior approval from the Athletic Compliance Office

For Student-Athletes, a corporate sponsor **may NOT**:

- Pay for or arrange payment of room, board, or any type of transportation at any time for student-athletes, their relatives or their friends
- Provide awards or gifts to student-athletes for any reason
- Provide a benefit unavailable to the general student population
- Offer payment arrangements, credits on purchases, or services at a free or reduced rate
- Entertain student-athletes or their families and friends
- Allow student-athletes to use your phone to make free calls
- Allow a student-athlete to use personal property for summer storage
- Provide **"extra benefits"** to a student-athlete or to their family and friends

CORPORATE SPONSORSHIPS



SIGNAGE

The Auburn University at Montgomery Department of Athletics will display a banner at the AUM Soccer Complex or AUM Athletics Complex (volleyball) during the fall season, the Athletics Complex during the winter season (basketball) and a spring venue of your choosing. The 3x5 mesh banner will be furnished by the advertiser. For the multiple-year option, installments are available for payment.

Cost: \$500 for one year / \$1,200 for three years



AUM Soccer Complex



AUM Athletics Complex



AUM Tennis Complex



AUM Baseball Complex



AUM Softball Complex

Availability: Unlimited

WEBSITE ADVERTISING



Option 1 - Static Advertisements

Auburn University at Montgomery athletics will provide the opportunity to advertise through a static web banner on its website, www.AUMathletics.com. This space is occupied by your organization/business only. A link is attached to the banner that will direct the consumer to your business website.

Cost: \$1,000 per year

Availability: Unlimited

Option 2 - Warhawk of the Week Sponsor

The opportunity to advertise through a static web banner on the AUM athletics website, www.AUMathletics.com. This space is occupied by your organization/business only. A link is attached to the banner that will direct the consumer to your business website. Additionally, the sponsor will be identified in social media and web releases in conjunction with the award.

Cost: \$2,000 per year

Availability: 1

Option 1



Option 2



SCHEDULE CARDS



ADVERTISEMENTS

AUM athletics designs and distributes three schedule cards each year to promote dates in which our teams compete. These cards are circulated throughout the community and at local businesses. Corporate sponsors are given cards for consumers that may visit their organization as well.

Cost (Per Season): \$750
Quantity Printed: 3,000

2020 TENNIS SCHEDULE

Date	Opponent	Teams	Location	Time
1/17	TROY UNIVERSITY (EXH)	M	MONTGOMERY, AL	3:00 PM
2/1	AT MIDDLE GEORGIA (EXH)	M+W	MACON, GA	12:00 PM
2/14	UT-TYLER	M+W	MONTGOMERY, AL	9:00 AM
2/16	AT SPRING HILL COLLEGE	M+W	MOBILE, AL	1:00 PM
2/21	AT COLUMBUS STATE	M+W	COLUMBUS, GA	1:00 PM
2/23	SHORTER UNIVERSITY*	M+W	MONTGOMERY, AL	1:00 PM
2/29	AT YOUNG HARRIS	M+W	YOUNG HARRIS, GA	2:30 PM
3/2	vs. LYNN UNIVERSITY	M+W	VALDOSTA, GA	1:00 PM
3/3	AT VALDOSTA STATE*	M+W	VALDOSTA, GA	2:00 PM
3/6	vs. SAINT LEO	M+W	PENSACOLA, FL	1:00 PM
3/7	AT WEST GEORGIA*	W	CARROLLTON, GA	1:00 PM
3/13	vs. ROLLINS COLLEGE	M+W	ORLANDO, FL	2:00 PM
3/14	vs. FLORIDA SOUTHERN	M	ORLANDO, FL	10:00 AM
3/15	vs. MILLERSVILLE UNIVERSITY	M+W	ORLANDO, FL	1:00 PM
3/17	vs. OKLAHOMA BAPTIST	M+W	ORLANDO, FL	2:00 PM
3/19	vs. SOUTHWEST BAPTIST	M+W	COLUMBUS, GA	1:00 PM
3/21	CHRISTIAN BROTHERS*	M+W	MONTGOMERY, AL	9:00 AM
3/23	vs. SOUTHERN ARKANSAS	M+W	HUNTSVILLE, AL	1:00 PM
3/27	AT ALABAMA-HUNTSVILLE*	M+W	HUNTSVILLE, AL	2:00 PM
3/28	DELTA STATE*	M+W	MONTGOMERY, AL	10:00 AM
4/1	WEST ALABAMA*	W	MONTGOMERY, AL	2:00 PM
4/3	AT WEST ALABAMA*	M	LIVINGSTON, AL	3:00 PM
4/9	AT LEE UNIVERSITY*	M+W	CLEVELAND, TN	1:00 PM
4/11	AT WEST FLORIDA*	M+W	PENSACOLA, FL	1:00 PM
4/14	MONTEVALLO*	M+W	MONTGOMERY, AL	2:00 PM
4/18	MISSISSIPPI COLLEGE*	M+W	MONTGOMERY, AL	1:00 PM
4/23-25	GSC CHAMPIONSHIP	M+W	MONTGOMERY, AL	TBA

* Gulf South Conference Match

Home Matches in BLACK | All Times Central

JACKIE PITTMAN

Account Executive

334.281.3449

800.264.6938

334.207.5330

j.pittman@aumathletics.com

6030 Perimeter Parkway

Montgomery, AL 36116

AUM

AUBURN UNIVERSITY
AT MONTGOMERY

2020 SPRING SCHEDULES

Availability: None

GAMEDAY TICKETS



ADVERTISEMENTS

Promote your business on the AUM athletics game tickets! Tickets are printed with a perforated stub that enables your business to include a promotion, discount or coupon on part of the ticket. This allows an opportunity to drive consumers to your place of business. Game tickets are distributed at all AUM home games during the fall, winter and spring.

Cost (For Fall): \$750

Cost (For Winter or Spring): \$1,000

PDF Ticket

Example Preview



Mobile PDF

Example Preview

Availability: 1

Spots Sold to: Full Moon BBQ and Newk's Eatery

EVENT TITLE SPONSOR



ADVERTISEMENTS

Promote your business by being the title sponsor of one of the major events hosted by AUM Athletics to celebrate the accomplishments of our current and former student-athletes. The department of athletics will host its Hall of Fame induction ceremony to honor the newest class and its annual Warhawks' Choice Awards program to honor its current student-athletes this year. The sponsorship of each event will include program recognition, a business banner displayed at the event, company logo on display screens and recognition during the event.

Cost: \$2,500 per event



Hall of Fame Induction Ceremony



Warhawks' Choice Awards

Availability: 1

Warhawks' Choice Awards (Sponsored by Full Moon BBQ)
Hall of Fame Induction

SCORER'S TABLE ADVERTISING



ADVERTISEMENTS

Promote your business by advertising on the department's new scorer's tables for volleyball and basketball. The tables feature three different options to highlight your business. The tables will feature two backlit, static advertising panels, four smaller static panels and an unlimited number of rotating digital slides, perfect for promoting special events or offers your company might be interested in advertising. The sponsorship will also include recognition during the event.

Cost: \$2,000 per Backlit Static Panel (Three-Year Commitment)

\$750 per Small Static Panel

\$300 per Digital Rotating Advertisement



Backlit Static Panel



Rotating Digital

Static Panel

YOUR
LOGO
HERE

YOUR
LOGO
HERE

Availability:

Backlit Panels (Two Available)

Small Static Panel (One available)

Digital Rotating Advertisement (Unlimited)

SOCIAL MEDIA



Option 1 - Pregame Graphics

AUM Athletics has taken a progressive approach to publicizing its programs and student-athletes. We create pregame graphics for all 11 of our sports prior to home and away competitions, sharing these graphics on our Facebook, Twitter and Instagram pages. Promote your business to our nearly 10,000 followers across social media by sponsoring our pregame graphics. The sponsorship will also include recognition during the event.

Cost: \$1,500 per year (For all sports)

Availability: 1



SOCIAL MEDIA



Option 2 - Starting Lineup Graphics

AUM Athletics has taken a progressive approach to publicizing its programs and student-athletes. We create starting lineup graphics for as many of our sports as possible prior to home and away competitions, sharing these graphics on our Facebook, Twitter and Instagram pages. Promote your business to our nearly 10,000 followers across social media by sponsoring our starting lineup graphics. The sponsorship will also include recognition during the event.

Cost: \$1,000 per year (For all sports)

Availability: 1



SOCIAL MEDIA



Option 3 - Postgame Graphics

AUM Athletics has taken a progressive approach to publicizing its programs and student-athletes. We create postgame graphics for all 11 of our sports prior to home and away competitions, sharing these graphics on our Facebook, Twitter and Instagram pages. Promote your business to our nearly 10,000 followers across social media by sponsoring our postgame graphics. The sponsorship will also include recognition during the event.

Cost: \$1,500 per year (For all sports)

Availability: 0



Sponsored by Full Moon Bar-B-Que

VIDEO STREAMING

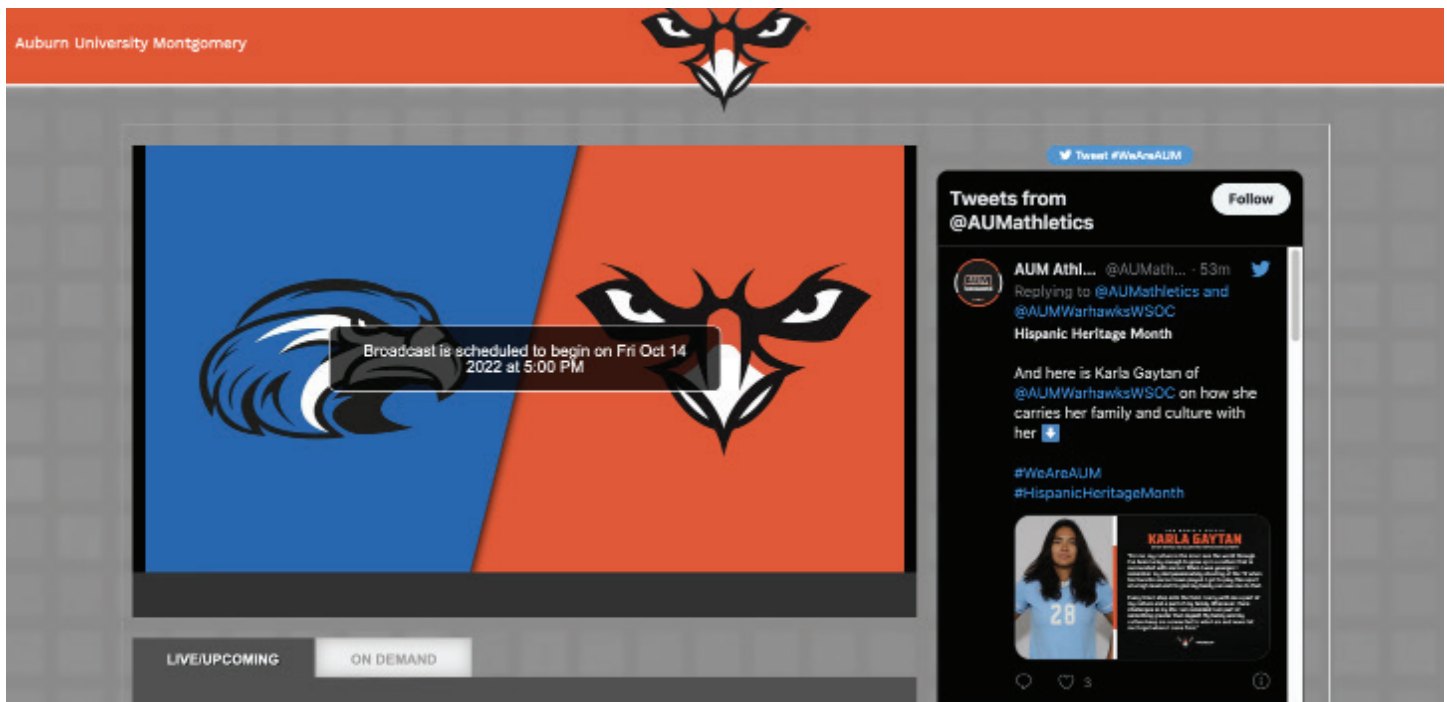


ADVERTISEMENTS

Promote your business by advertising through our on-line video broadcasts. The sports information department will stream all home games for the sports of volleyball, men's and women's soccer, men's and women's basketball, baseball and softball this year. In addition, the department streamed its annual Warhawks' Choice Awards banquet and Hall of Fame Induction Ceremony. During each event, your business will receive two self-produced commercials or scripted promotional reads, which is perfect for promoting special events or offers your company might be interested in advertising. The sponsorship will also include recognition during the event with public address announcements and recognition in game programs.

Cost: \$1,000 per year for two spots

Availability: Unlimited



TENNIS COURT SPONSORSHIP



ADVERTISEMENTS

Promote your business or family by advertising as a court sponsor on one of the university's 10 tennis courts at the AUM Tennis Complex. The signage will be displayed on the inside fencing of the Tennis Complex, providing an opportunity for all fans viewing the match to see the advertisement. Opportunities are present for durations of one year or two years. All proceeds will benefit the AUM Tennis program.

Cost: \$250 per Court (One Year)
\$450 per Court (Two Years)



Availability:
One sponsor per Court (10 available)