



NORTH CENTRAL COLLEGE

# CARDINAL ATHLETICS

## SPONSORSHIP OPPORTUNITIES



## BY THE NUMBERS\*

**4+ MILLION** athletics website impressions

**1.5+ MILLION** athletics website visits

**35,000+** attendance for athletic events on campus

**115,000+** annual online views of North Central athletic coverage on Cardinals All-Access video platform

**1,410+** All-America awards won by North Central student-athletes

**1,014** national academic awards earned by North Central student-athletes

**261** CCIW team championships

**157** individual and relay national championships

**46** team national championships

**26** North Central athletic programs

\*FROM CALENDAR YEAR 2024

[NORTHCENTRALCARDINALS.COM](http://NORTHCENTRALCARDINALS.COM)



# 2025 - 2026 CARDINAL ATHLETICS



2024 Men's Cross Country CCIW Champions

## NEW SPONSORSHIP OPPORTUNITIES

<b>NEW &amp; EXCLUSIVE!</b>			
<b>GAME DAY EXPOSURE AND PROMOTION PACKAGE</b> (Limit 6) September 13 and 20; October 4, 11 and 25; November 15		<b>\$5,000+ GIFT IN KIND</b>	<b>\$20,000+ GIFT IN KIND</b>
<ul style="list-style-type: none"> <li>Access to provide product to approximately 200 Cardinal fans at hospitality area during game</li> <li>Promotional material placement at ticket booth &amp; hospitality area</li> <li>Promotional messaging on back of game day ticket</li> <li>In-game promotional announcement &amp; scoreboard recognition</li> </ul>	<ul style="list-style-type: none"> <li>Social media recognition &amp; text recognition on football schedule webpage</li> <li>Full page program insert</li> <li>Up to 12 game day tickets for guests (upon request)</li> <li>(Includes all \$500 level benefits)</li> </ul>	✓	<b>SPONSOR ALL HOME GAMES</b> (INCLUDES ALL \$5,000 LEVEL BENEFITS) (LIMIT 1)
<b>CARDINAL FOOTBALL PRE-GAME TAILGATE PROMOTION PACKAGE</b>		<b>\$3,500</b>	<b>\$15,000</b>
<ul style="list-style-type: none"> <li>Logo featured on signage at two locations inside tailgate area</li> <li>Access to provide approved promotional materials inside tailgate area</li> </ul>	<ul style="list-style-type: none"> <li>10x10 tent available for reservation for up to 12 guests (upon request)</li> <li>(Includes all \$500 level benefits)</li> </ul>	✓	<b>SPONSOR ALL HOME GAME TAILGATES</b> (INCLUDES ALL \$5,000 LEVEL BENEFITS) (LIMIT 1)
<b>OTHER NEW OPPORTUNITIES</b>			
<b>EXCLUSIVE! SKYBOX SPONSORSHIP (LIMIT 1)</b>			<b>\$30,000*</b>
<ul style="list-style-type: none"> <li>Logo featured in skybox inside Benedetti-Wehrli Stadium</li> <li>Written recognition in email communications to Quarterback Club members</li> <li>Verbal recognition at regular season home games at Benedetti-Wehrli Stadium</li> </ul>	<ul style="list-style-type: none"> <li>Access to provide approved promotional materials within skybox</li> <li>Access to skybox for up to 6 guests at regular season home games (upon request)</li> <li>(Includes all \$10,000 level benefits. Minimum 3-Year sponsorship.)</li> </ul>	✓	
<b>WOMEN IN SPORTS SPONSORSHIP</b>			<b>\$5,000</b>
<ul style="list-style-type: none"> <li>Naming sponsor for National Women &amp; Girls in Sports Day Celebration event (Feb. 2026)</li> <li>Access to provide product/materials to 400+ Cardinal student-athlete attendees</li> </ul>	<ul style="list-style-type: none"> <li>Logo featured at event</li> <li>Text recognition in marketing materials for event</li> <li>Social media recognition</li> <li>(Includes all \$500 level benefits)</li> </ul>	✓	
<b>STUDENT-ATHLETE IMPACT SPONSORSHIPS - THE HUDDLE</b>			<b>\$7,500</b>
<ul style="list-style-type: none"> <li>Logo placement on Huddle T-shirts worn year round by 900+ student-athletes and athletic staff</li> <li>Verbal recognition at Huddle events throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>Social media recognition</li> <li>Logo featured on Cardinal Athletics sponsorship webpage</li> <li>(Includes all \$500 level benefits)</li> </ul>	✓	
<b>HOMECOMING FIREWORK SHOW SPONSOR</b>			<b>\$5,000</b>
Naming sponsor for the post-game firework show for the October 3 football game.			✓

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- DIGITAL SCOREBOARD**
- WEBSITE STREAMING**
- MOBILE APP**

*\*With approval from North Central College*



2024 Women's Wrestling National Champions

2024 NCAA Division III Football Champions

2024 Women's Triathlon National Champions

## SPONSORSHIP LEVELS

ON-SITE PROMOTION	\$500	\$1,500	\$2,500	\$5,000	\$10,000	\$25,000+
Company logo displayed on the digital Don Deetjen Memorial Scoreboard in the Benedetti-Wehrli Stadium throughout the year and select events at the indoor Al B. Carius Track (pre-game, halftime and post-game)	✓	✓	✓	✓	✓	✓
Sponsor insert in select North Central home game programs	QUARTER	QUARTER	HALF	FULL	FULL	FULL
Verbal acknowledgment during all North Central home games	✓	✓	✓	✓	✓	✓
Promotional announcement during all North Central home games				0:15	0:30	CUSTOM
Company logo displayed in scoreboard overlay during the game throughout the season					✓	✓
Company logo on signage at competition venues	TEXT	✓	✓	✓	✓	✓
Sponsorship of select in-game timeouts/breaks for North Central home games (football and men's and women's basketball)					✓	✓
MOBILE APP PROMOTION						
Logo featured in one location as sponsor of Cardinal Athletics app		✓				✓
Logo featured in two locations as sponsor of Cardinal Athletics app			✓			✓
Logo featured in three locations as sponsor of Cardinal Athletics app				✓	✓	✓
WEBSITE AND SOCIAL MEDIA EXPOSURE						
Logo featured on Cardinal Athletics sponsorship webpage	TEXT	TEXT	✓	✓	✓	✓
Logo featured on Cardinal Athletics website and mobile site				✓	✓	✓
Logo featured on Cardinal Athletics homepage					✓	✓
Logo featured on sport of choice webpage						✓
<b>NEW!</b> Logo featured on Cardinal Athletics social media posts (Facebook, Instagram, X) twice annually (fall/spring)	✓	✓	✓	✓	✓	✓
CARDINALS ALL-ACCESS LIVE STREAMING WEBSITE PROMOTION						
Logo featured on Cardinals All-Access live video hub landing page	TEXT	✓	✓	✓	✓	✓
Logo featured on Cardinal All-Access SIDEARM Live Stats Pages				✓	✓	✓
Logo featured on a specific sports live broadcast page			1	2	ALL	ALL
MEDIA EXPOSURE						
On-air radio recognition on WNCN-FM 89.1 during North Central game broadcasts	✓	✓	✓	✓	✓	✓
Logo featured as live game sponsor (NCTV17) for opening static shot and halftime show of broadcast (football)				✓	✓	CUSTOM
VIP ACCESS FOR EXECUTIVES AND CLIENTS						
Invitation to Presidents Club Barbecue and Donor Recognition Dinner	✓	✓	✓	✓	✓	✓
Complimentary tickets and access to hospitality area (if applicable) for each North Central home game for either football or men's and women's basketball	2	4	8	12	20	30

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## **MEN'S SPORTS**

BASEBALL  
BASKETBALL  
CROSS COUNTRY  
FOOTBALL  
GOLF  
LACROSSE  
SOCCER

SWIMMING  
& DIVING  
TENNIS  
TRACK & FIELD  
VOLLEYBALL  
WRESTLING

## **WOMEN'S SPORTS**

BASKETBALL  
CROSS COUNTRY  
GOLF  
LACROSSE  
SOCCER  
SOFTBALL

SWIMMING  
& DIVING  
TENNIS  
TRACK & FIELD  
TRIATHLON  
VOLLEYBALL  
WRESTLING



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