



# CORPORATE PARTNERSHIP GUIDE

NORTHERN STATE ATHLETICS



# THE NSU FOUNDATION & WOLVES CLUB

## OUR PURPOSE

Northern State University will provide diverse academic, civic, social and cultural opportunities that prepare students through the liberal arts, professional education and E-learning for their future endeavors, while also enriching the local and regional community

## OUR VISION

Northern State University will deliver transformational educational experiences and increase and deepen collaborative partnerships to serve the public good.

## OUR VALUES

Northern State University's students, faculty and staff are committed to the following values:

- *Community: Building a culture of inclusion, belonging and collegiality that respects diversity in knowledge, culture and worldview*
- *Discovery: Pursuing rigor and excellence in education, inquiry and engagement for the benefit of our students, state and region*
- *Integrity: Adhering to the highest standards of honesty, fairness and transparency with a commitment to responsible stewardship of resources*

## MARKETING STRATEGIES

The Northern State University Foundation and Wolves Club take great pride in our partnerships. As non-profit entities, every dollar raised through corporate partnerships, annual contributions, and endowments is used for the betterment of our students, the university, and our region.

## OUR RESULTS

Last year the Wolves Club contributed \$2.6 million annually, with 79% of the funds going directly to student scholarships. emphasizing the club's significant commitment to supporting student success both on and off the field.

**Thank you for your consideration of Northern State University, the NSU Foundation, and Wolves Club.**

NSU Foundation & Wolves Club  
620 15th Ave SE  
Aberdeen, SD 57401

wolvesclub@northern.edu  
(605) 626-2550



# GETTING INVOLVED & LEVELS OF SUPPORT //

Become an official member of the Northern State Wolves family by becoming a corporate partner. A partnership with the NSU Wolves enables you to participate in a program that provides valuable exposure for your company and products; and provides an association with a nationally competitive athletics program whose core goal is to produce champions in the **CLASSROOM**, in **COMPETITION**, and in the **COMMUNITY**.

## OUR GOALS FOR THIS COLLABORATION INCLUDE:

- To establish individually tailored partnerships that meet the objectives of both the partner and the NSU Athletic Department
- To provide exposure opportunities for partners to present their products/services in an atmosphere of competitiveness, excitement, and entertainment at NSU athletic and social events
- To develop a relationship with partners who can facilitate and enhance the ideals of excellence

Contact us to take the next steps on your partnership journey with NSU Athletics.

NORTHERN STATE ATHLETIC DEVELOPMENT TEAM			
Dean Berry	Associate AD, External Operations	dean.berry@northern.edu	605-228-5310
Laci Hettick	Senior Director of Development	laci.hettick@northern.edu	605-626-2612
Rocky Burkett	Director of Development	rocky.burkett@northern.edu	605-626-2681
Reece Ragatz	Assistant Director of Development	reece.m.ragatz@northern.edu	605-626-2597

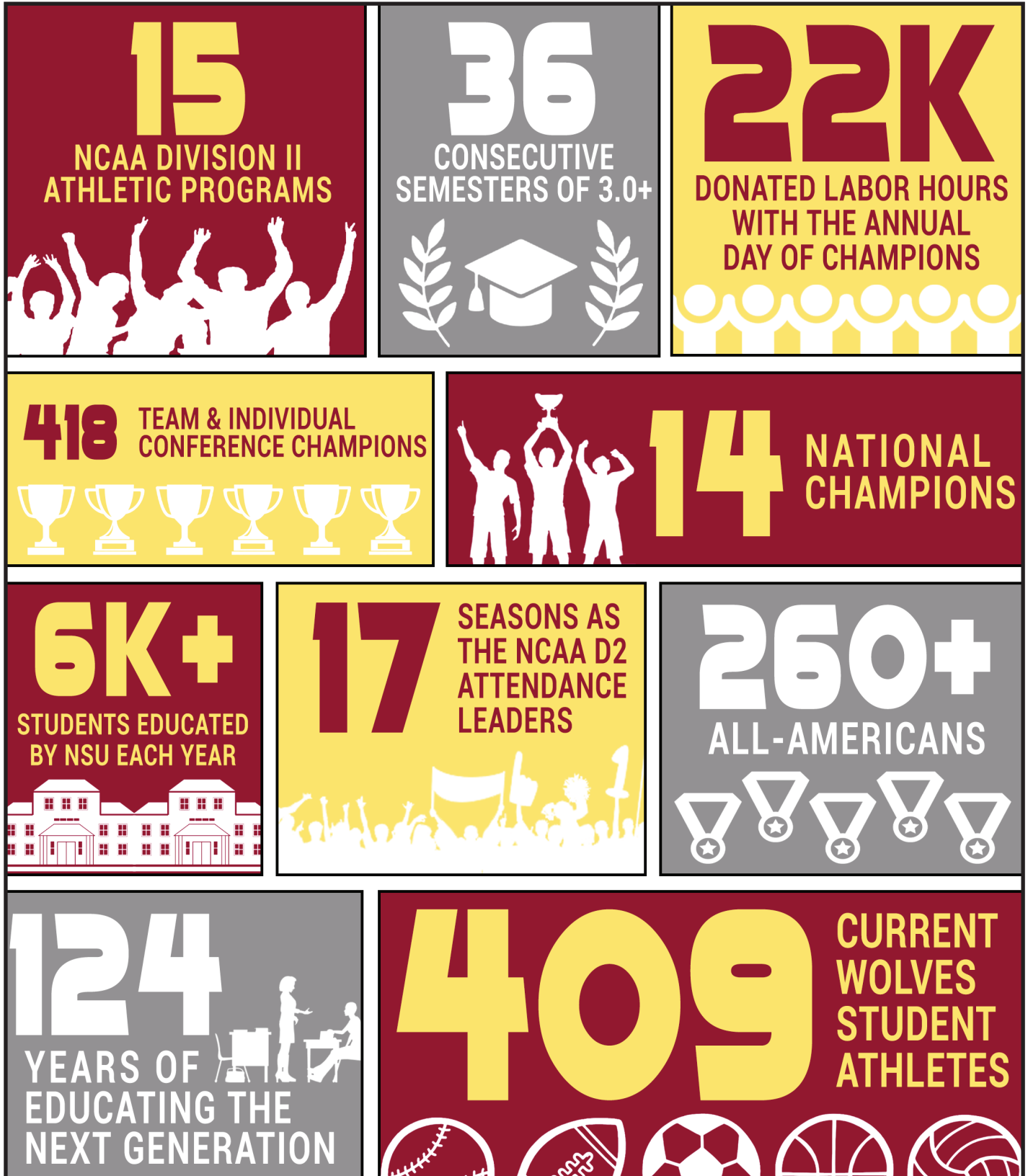
## PARTNER BENEFITS //

	MAROON & GOLD (\$2,500+)	MVP (\$5,000+)	ALL-AMERICAN (\$10,000+)	CHAMPION (\$15,000+)
Logo and link on NSUwolves.com	×	×	×	×
Hotel and Restaurant Partners included in Annual Visiting Team Guide	×	×	×	×
May Claim to be an Official Sponsor of NSU Athletics	×	×	×	×
Opportunity to Use Official NSU Logos <i>(with approval)</i>	×	×	×	×
Invitation to Exclusive Corporate Partner and Wolves Club Events	×	×	×	×
Personalized Tour of Athletic Facilities from AD <i>(upon request)</i>	×	×	×	×
Opportunity to Promote your Business at 100+ Home Athletic Events Annually	×	×	×	×
Investment in NSU Student-Athletes	×	×	×	×
Two Passes to VIP Hall of Fame Hospitality Room for Home Basketball Games		×	×	×
Invitation to Annual Student-Athlete Maroon Tie Banquet		×	×	×
Autographed Team Photo <i>(team of choice upon request)</i>		×	×	×
Football Sideline Passes for One Game <i>(upon request)</i>			×	×
Exclusive NSU Wolves Nike Apparel			×	×
Recognition during Home Athletic Events				×

# WHAT YOU MAY NOT KNOW

Northern State Athletics is committed to providing a balanced and transformational intercollegiate athletic experience that prepares student-athletes to be successful in academics, athletics, and life.

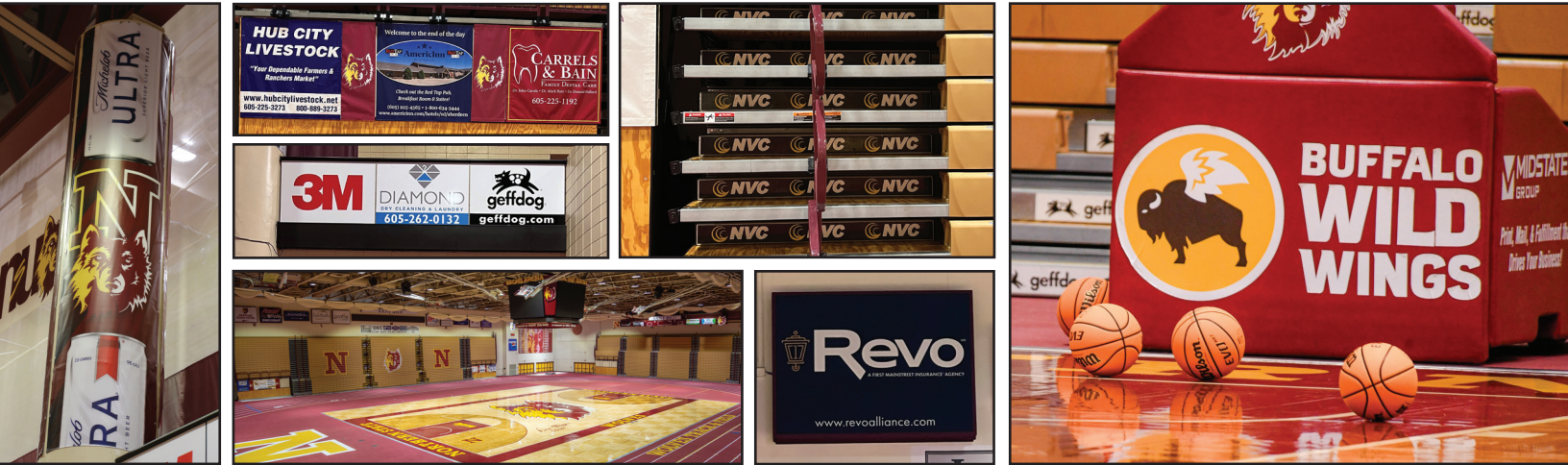
NSU Athletics also strives to be an active and engaged partner of the campus, local and regional communities. With the mission of the department in mind, the Northern State Wolves Club and NSU Foundation help to bring those values to fruition through corporate partnerships.



# BARNETT CENTER & WACHS ARENA OPPORTUNITIES

## FIXED SIGNAGE

- Not only visible during all NSU events but also community events, state tournaments, etc.
- Custom options to fit your needs from bleacher banners, courtside chairback signage, stantion signage, etc.



## VIDEOBOARD SIGNAGE

- Centerhung LED board (4-sided), LED video ring below centerhung, LED digital scorer's table, and LED east wall videoboard
- Custom in-game activations and promotions, with your brand on each of the above listed displays
- Connect your brand to signature in-game moments like 3-pointers, free throws, aces, and pins
- Ability to play both static graphics or dynamic moving pieces
- Options for 30 second commercials and dynamic ads on all LED signage
- Options for 30 second or 1 minute long sponsor roles on video ring and LED scorer's table



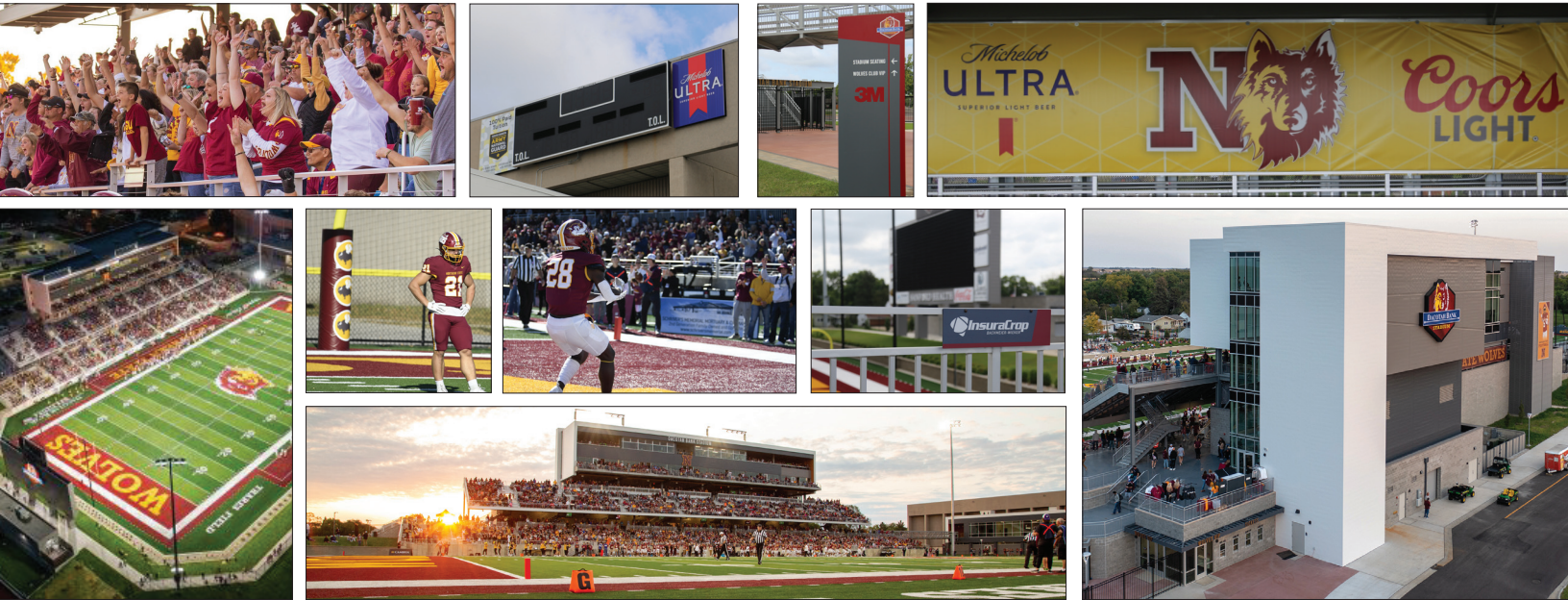
LEARN MORE ABOUT THE FACILITY HERE!



# DACOTAH BANK STADIUM OPPORTUNITIES

## FIXED SIGNAGE

- Padded sideline signage visible to fans in stands and on all webcasts and televised games
- Signage above main level concourse entrance to catch fan as they enter the game
- Directional wayfinders for high visibility as people look for seating sections, bathrooms, etc.
- Pillar wraps or panels for prime main concourse signage
- On field retaining wall signage visible to fans in the stand and on all streamed games
- Naming rights to tailgate lot, kid's zone, and other fan experience opportunities



## VIDEOBOARD SIGNAGE

- 22' by 63' Video Board visible from State Street
- 30 second commercials and dynamic ads
- 8'3" x 6'8" Video board panel signage
- Custom in-game activations and promotions, with your brand on each of the above displays
- Connect your brand to signature in-game moments like touchdowns, sacks, interceptions, etc.



LEARN MORE ABOUT THE FACILITY HERE!



# ATHLETIC FACILITY OPPORTUNITIES

## ATHLETIC & RECREATION FIELDS

- Naming rights to press box/media suite, locker room, and more!
- Scoreboard panel signage
- Padded sideline signage visible to fans in the stands and viewing on the webcast
- Connect your brand to signature in-game moments like goals, starting lineups, etc.



## KOEHLER HALL OF FAME FIELD

- Naming rights to press box/media suit, bullpens, batting cage, and many more!
- Connect your brand to signature in-game moments like home runs, strikeouts, etc.
- Outfield signage attached to the padded fencing visible to fans in the stands and on the webcast



LEARN MORE ABOUT EACH OF THE FACILITIES HERE!



# GAME PROMOTIONS & SPONSORSHIPS

## GAME PROMOTIONS

- Enhance the Northern State fan experience and grow your brand
- Provide entertainment and prizes that fans will remember long after they leave the game
- Custom designed promotions and in game activations that will fit both your company and the sport(s) you select
- Connect your brand to signature in-game moments like touchdowns, dunks, aces, pins, etc.
- Activations include PA announcement, prizes, videoboard content, themed music, etc.



## GAME SPONSORSHIPS

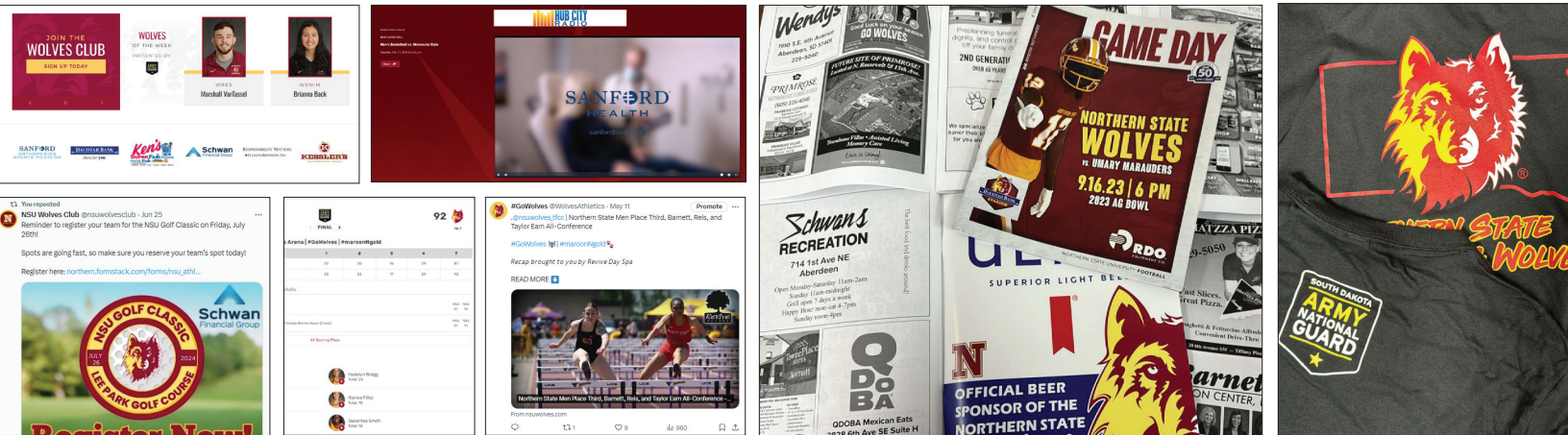
- Take our game and make it your own
- Game sponsorships provide a great opportunity to increase brand exposure, showcase your partnership with the NSU Wolves, and even hold a company social or customer appreciation event
- Game sponsorships include a significant amount of game tickets, on-court/field recognition, videoboard ad spots, in-game promotion opportunities, room/space reservations for large group gatherings, and more!



# ADVERTISING & SPECIAL EVENTS

## MARKETING YOUR BRAND THROUGH ADVERTISING

- Print and digital options available at all price points
- Print options include program ads, pocket schedules, etc.
- Advertise on nsuwolves.com, on X/Twitter with the NSU Wolves Club and GoWolves, live stats pages, radio, etc.
- Share your story through video advertising on the Northern State broadcasts on Midco Sports Plus for the sports of football, volleyball, wrestling, men's basketball, and women's basketball



## SPONSOR SPECIAL EVENTS

- Increase your businesses exposure with one of our special events and tap into a new market of Northern State fans
- Yearly special events include the Wolves on the Water Fishing Tournament, the NSU Golf Classic, Northern Night, NSU's Bourbon & Brews, and numerous team sponsored events including golf outings through football, wrestling, and baseball
- Proceeds from each of our events go toward student-athlete scholarship support
  - 100% of scholarships awarded by the NSU Wolves Club come from fundraised dollars
- Multiple sponsorship levels are available at each event



# TICKET PACKAGES & OPTIONS

## JOIN US WITH SEASON TICKET PACKAGES

- Don't miss a game with over 70 home events each season
- Include tickets into your sponsorship package to use for yourself, to give away to staff or loyal customers, or to use as marketing giveaways for your business
- Barnett Center options include courtside seats to basketball games, matside seats to wrestling duals, reserved chairbacks, Wolves Buddies Kids Club memberships, and general admission
- Dacotah Bank Stadium seating options include Wolves Club general admission, premium club seats, premium loge seats, Wolves Buddies Kids Club memberships, and general admission
- Want to bring a large group to the game? We have special group options available as well such as the NSU team room in the Barnett Center and party deck options at Dacotah Bank Stadium
- Premium Tailgate and priority parking options

### WOLVES CLUB SEASON TICKETS

<b>General Admission</b>	General admission seating to all sporting events	<b>\$365</b>
<b>Basketball Chairback</b>	Reserved seat to BB; GA seating to all other sports	<b>\$470</b>
<b>Basketball Courtside</b>	Reserved courtside seat to BB; GA seating to all other sports	<b>\$815 - \$915</b>
<b>Football/Basketball Chairback</b>	Reserved seat to FB/BB; GA seating to all other sports	<b>\$570</b>
<b>Football Club</b>	Reserved club seat to FB; reserved seat for BB; GA to all other sports	<b>\$840</b>
<b>Football Loge</b>	Reserved loge seat for FB; reserved seat for BB; GA to all other sports	<b>\$1,335</b>
<b>NSU Faculty &amp; Staff</b>	General admission seating to all sporting events <i>(each faculty &amp; staff member can purchase up to 2 tickets at this price)</i>	<b>\$160</b>

### BASKETBALL ONLY

<b>General Admission</b>	General admission seating to all basketball contests only	<b>\$215</b>
<b>Basketball Chairback</b>	Reserved seat to all basketball contests only	<b>\$330</b>

### FOOTBALL ONLY

<b>Football Chairback</b>	Reserved seat to all football contests only	<b>\$230</b>
<b>Football Club</b>	Reserved club seat to all football contests only	<b>\$615</b>
<b>Football Loge</b>	Reserved loge seat to all football contests only	<b>\$1000</b>

### WOLVES BUDDIES – OPEN TO KIDS 12TH GRADE AND UNDER

<b>General Admission (1, 2, or 3+ members)</b>	General admission seating to all sporting events	<b>\$70 - \$100 - \$120</b>
<b>Football/Basketball Chairback</b>	Reserved seat to BB with parent; GA seating to all other sports <i>(depending on seat availability)</i>	<b>\$100</b>

### PARKING

<b>Barnett Center Lot (BB Only)</b>	GA parking in reserved section of lot for basketball	<b>\$350</b>
<b>Barnett Center Lot (FB/BB)</b>	GA parking in reserved section of lot for football & basketball	<b>\$400</b>
<b>RSC Premier Lot (FB Only)</b>	Reserved parking space for football	<b>\$410</b>
<b>RSC Premier Lot (FB/BB)</b>	Reserved parking space for FB; GA in reserved section of BC lot for BB	<b>\$600</b>

## VISIT OUR TICKETING PAGE

