Truett McConnell
UNIVERSITY

2016-2017
SPONSORSHIP PORTFOLIO

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ABOUT TRUETT McCONNELL

MISSION:

To equip students to fulfill the Great Commission by fostering a Christian worldview through a biblically-centered education.

EDUCATION:

Offers 51 bachelor degree programs within seven academic divisions: World Missions & Christian Studies, Science & Mathematics, Education & Behavioral Science, Nursing, Music & Fine Arts, Business, and Humanities and a master of arts in theology.

FACULTY:

More than 70% of faculty hold doctoral degrees. More than 50% of faculty and staff reside in White County.

ENROLLMENT:

Fall 2015 enrollment – over 2,000 students
92% of students are from Georgia

ABOUT:

Truett McConnell is a private Christian liberal arts and sciences university located in Cleveland, GA, operated under the auspices of the Baptist Convention of the State of Georgia and controlled by a Board of Trustees elected by the Convention. Founded in 1946.

COMMUNITY:

TMU is a Top-10 Employer in White County (total of 230 employees) and an active member in the White County Chamber of Commerce. During the 15-16 academic year, TMU student-athletes performed well over 8,400 hours of community service.

Estimated economic impact to the area is valued in the tens of millions of dollars based on capital improvements and operating expenditures, employee spending, student spending, and visitor spending.



TMU BEARS

Truett McConnell University participates in the National Association of Intercollegiate Athletics (NAIA) and is a member of the Appalachian Athletic Conference (AAC). TMU student-athletes have an average cumulative grade point average of 3.25.

Sponsorship revenue helps fund athletic scholarships, facility improvements, and major equipment purchases. TMU Athletics is committed to winning championships in Discipleship, Academics, Community Service, and Athletic Performance. TMU is consistently one of the highest-ranked athletic programs in the country for the NAIA Champions of Character initiative.

MEN'S VARSITY SPORTS

- Baseball
- Basketball
- Cross Country
- Golf
- Soccer
- Wrestling
- Track & Field

WOMEN'S VARSITY SPORTS

- Basketball
- Cross Country
- Golf
- Soccer
- Softball
- Volleyball
- Lacrosse
- Track & Field

GYMNASIUM



WELCOME BANNER

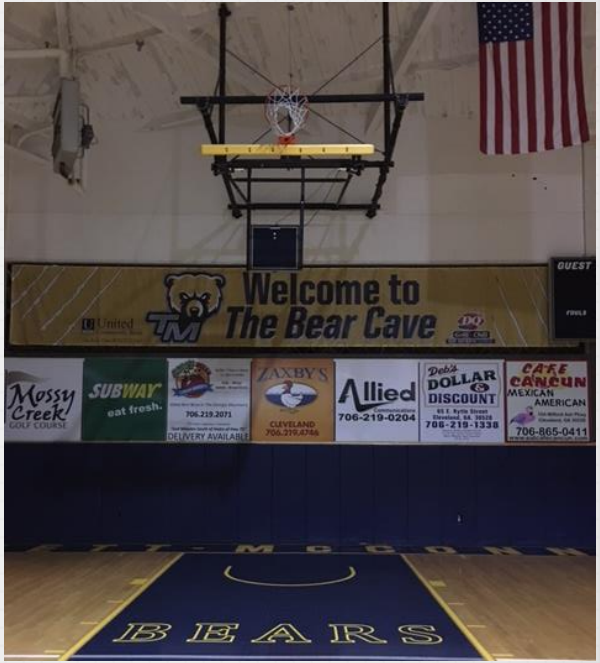
Prominent logo on 5'x 35' full-color mesh signage located year round in gymnasium. Visible during all home men's basketball, women's basketball, volleyball and wrestling contests as well as during each chapel service and graduation. **$1,500 per year**

PREMIUM WALL SIGNAGE

5' x 5' color signage located prominently in gymnasium. Visible during all home men's basketball, women's basketball, volleyball and wrestling contests as well as during each chapel service and graduation. **$1,000 per year**

WALL SIGNAGE

3' x 3' color signage located prominently in gymnasium. Visible during all home men's basketball, women's basketball, volleyball and wrestling contests as well as during each chapel service and graduation. **$700 per year**



GYMNASIUM





SCORER'S TABLE SIGNAGE

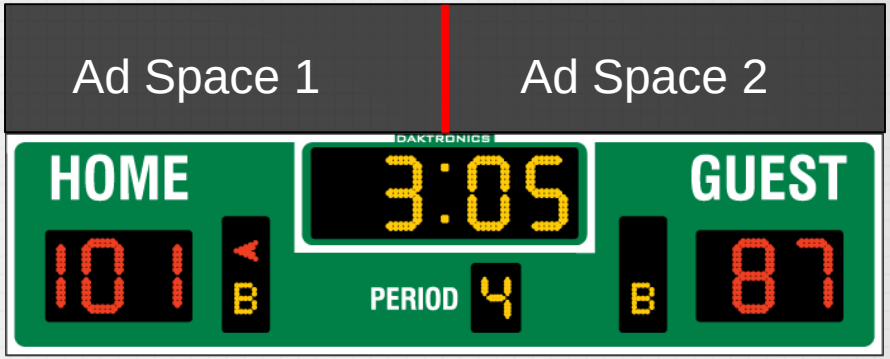
2' x 3' color backlit sign on scorer's table located at center court for all home men's and women's basketball, volleyball and wrestling contests **$700 per year**

ON-COURT PROMOTION

Title sponsorship of an on-court promotion such as a shoot-to-win, pizza delivery of the game, or some other on-court, fan interactive contest. Sponsor receives opening and closing public address mention and opportunity to provide prize package/coupon to winner(s). **$500 per year**

NEW GYMNASIUM





SCORER'S TABLE SIGNAGE

3' x 4' color backlit sign on scorer's table located at center court for all home men's and women's basketball contests **$700 per year**

HANGING SCOREBOARD SIGNAGE

4' x 2.6' color backlit sign above center-court scoreboard for all home men's and women's basketball contests **$2000 per year**

WALL MOUNTED SCOREBOARD SIGNAGE

5' x 2.6' color backlit sign on scoreboard located on baseline walls for all home men's and women's basketball contests **$1000 per year**

BASEBALL & SOFTBALL





OUTFIELD WALL SIGN

4' x 8' sign located on outfield wall of baseball or softball stadium and displayed throughout the year. **$500 per year**

BASEBALL SCOREBOARD SIGN

Premium 2’ x 10’ sign affixed to baseball scoreboard and displayed throughout the year. **$1,000 per year**

SOFTBALL SCOREBOARD SIGN

Premium 1 ½’ x 7 ½’ sign affixed to softball scoreboard and displayed throughout the year. **$750 per year**

ON-FIELD PROMOTION

Title sponsorship of an on-field promotion such as a water balloon toss, dizzy bat race, remote control car race, etc.. Sponsor receives opening and closing public address mention and opportunity to provide prize package/coupon to winner. **$300 per year**

TMU DIGITAL

ANNUAL SPONSORSHIP

Prominent banner placement on each landing page throughout www.TMBears.com for one 12-month period. **$1,250**

SEASON SPONSORSHIP

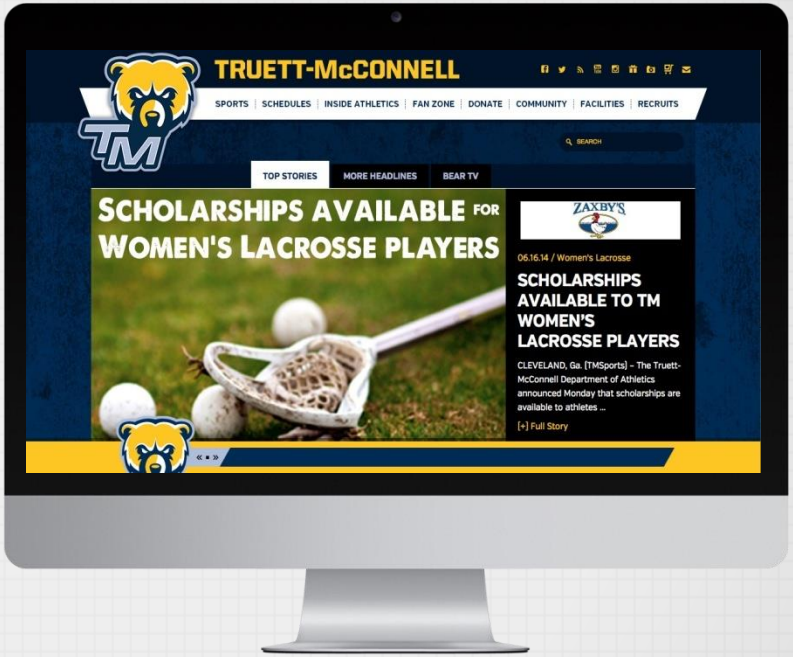
Prominent banner placement on each landing page throughout www.TMBears.com for a consecutive 4-month period. **$500**

VISITING TEAM GUIDE

The Visiting Team Guide is a digital publication sent to all visiting team coaches and features hotel, restaurant, and travel related partners as well as information about game day parking and operations. **$250**

HOMEPAGE FEATURE

The Homepage Feature is an opportunity to have a prominent logo placement on TMBears.com's homepage as a presenting sponsor of a featured part of the website, such as Scholar Athlete of the Week, Upcoming Calendar, Scoreboard, etc. for one 12-month period. **$500**



TMU PRINT

SCHEDULE CARDS

Opportunity for logo placement on 1,000 pocket-sized schedule cards distributed throughout community. Up to two sponsors on each schedule card. **$350 per sport**

ROSTER CARDS

Quarter-page, black and white sponsorship on official team roster card to be distributed at each home game. Up to four sponsors on each roster card. **$250 per sport**

SCHEDULE POSTERS

Opportunity for logo placement on 250 18”x24” full color posters distributed throughout community. Up to four sponsors on each poster. **$250 per sport**





TMU SPONSORSHIPS



ATHLETIC AWARD CEREMONY

Presenting sponsor of annual TMU Athletic Award Night. Over 500 student-athletes, parents, faculty, staff and friends are in attendance for this special awards ceremony. **$500**



SOCCER & LACROSSE SIGNAGE

3’ x 5’ sign located along sideline throughout the men’s and women’s soccer and lacrosse seasons. **$500**



CUSTOMIZED PROMOTIONS

TMU Athletics can customize any unique promotion to drive traffic and/or to increase branding.

Event: *2017 TMU Golf Team Fundraiser*
Location: *Mossy Creek Golf Course*
Date: *Saturday, April 29, 2017*
Cost: *$60 per Player*
**Proceeds used to fund golf scholarships*



Type of Sponsorship	Total	Cost	Sponsorship Includes
Title Sponsor	1	$1000	Name/Logo on all emails letters sent as well as the athletic department press release, newspaper article, 4 hole signs, and logo on banner at tournament check in table & awards podium
Banner Sponsor	Unlimited	$250	Name/Logo on banner at check in table, awards podium & 1 hole sign
Hole Sponsor	Unlimited	$100	Name/Logo on tee box signage





Event: 2017 Truett McConnell University Annual Golf Tournament
Location: Innsbruck Golf Club & Resort
Date: Friday, September 30, 2017
Cost: $125 per player, $500 per team
**Proceeds benefit mission trips for students, faculty and staff as part of our continuous goal to fulfill the great commission.*





Type of Sponsorship	Cost	Sponsorship Includes
Platinum Sponsor	$1000	Special recognition in promotions, White County News and a team in the tournament
Gold Sponsor	$750	Special recognition in promotions and a team in the tournament
Refreshment Tent	$500 per tent	10X10 tent at one tee box to provide refreshments and/or gift items
Hole Sponsor	$100 per hole	Signage at sponsored hole