Bethel College

Marketing Partnerships

Bethel College Athletics is excited to announce our new corporate marketing partnership structures with current and future stakeholders, beginning for this 2018-19 school year. Businesses and supporters looking to grow their brand among the local constituents of the Newton community, the greater Wichita metro area, as well as on a state and national scale can proudly do so in partnership with Bethel College Athletics.

You also have the opportunity to be a part of an exciting time of change at Bethel, as many facility enhancements and building projects are either in place, or have begun to be installed at Bethel. It’s never been easier, or more fun to be a Thresher Backer!

BETHEL ATHLETICS FACILITIES & RESOURCES

- Thresher Stadium
  - Home of Bethel Football*, Women’s & Men’s Soccer*, and Track & Field
  - Capacity: 2,500
  - Installing new turf, track, and video scoreboard in time for Fall of 2018
- Thresher Gym
  - Home of Bethel Volleyball*, Women’s & Men’s Basketball*, and Competitive Cheer*
  - Capacity: 2,000
  - New sponsorship wall & scoreboards in time for Fall of 2018
- Wedel Field
  - Home of Bethel Softball
  - Capacity: 500
- Marty Ward Tennis Center
  - Home of Bethel Women’s & Men’s Tennis
  - Pavilion featuring concessions, restrooms, and added outdoor seating built in time for 2018
- Bethel Athletics Website
  - www.bethelthreshers.com
  - Created and unveiled in September 2017
  - Home of Thresher Sports Network
  - Generates thousands of clicks for advertisers

* Home games broadcast on Thresher Sports Network
Gameday Sponsorships

Bethel College Athletics has many opportunities for businesses to partner as a “Title Sponsor” of a Thresher home athletic event. Being the Title Sponsor gives your organization the following benefits:

- Organization logo in the program
- Organization logo on all Facebook, Twitter, & Instagram posts promoting the game
- Tickets to the game (limit of 50 per game, requests to be made a week before the game)
- Two public address announcements made for your organization during the game
- Opportunity to setup a tent and run a promotion during halftime
- Opportunity to distribute a giveaway item with your company logo at the gate
- Customize your promotion to fit your organization’s needs

Packages

TITLE SPONSOR OF A HOME FOOTBALL GAME OR BASKETBALL
DOUBLE-HEADER.........................................................................................$1,000
(up to two non-competing sponsors per game)

TITLE SPONSOR OF A HOME SOCCER, VOLLEYBALL, SOFTBALL, COMPETITIVE CHEER, OR SINGLE BASKETBALL GAME.........................$250

<table>
<thead>
<tr>
<th>DATE &amp; TIME</th>
<th>OPPONENT</th>
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<tbody>
<tr>
<td>Saturday, September 1st, 7:00 PM</td>
<td>Ottawa University (Turf Dedication)</td>
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<tr>
<td>Saturday, September 15th, 7:00 PM</td>
<td>Avila University (Community School Night)</td>
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<tr>
<td>Saturday, October 6th, 7:00 PM</td>
<td>McPherson College (Fall Fest)</td>
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<tr>
<td>Saturday, October 27th, 1:30 PM</td>
<td>Kansas Wesleyan University (Health Awareness Day)</td>
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<tr>
<td>Saturday, November 10th, 1:30 PM</td>
<td>Sterling College (Senior Day/Community Day)</td>
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PERMANENT WALL SIGNAGE
Available in three-year package at $1,000/year (production included)
Available in one-year agreement at $1,250 (plus production)
• Signage displayed on the north wall above bleachers
• Active for all home volleyball, basketball, and competitive cheer events
• Prime view of the Thresher Sports Network live-streamed events
• Also seen at high school tournaments and special events

STUDENT SECTION T-SHIRT SPONSOR (up to four sponsors on each)
• Fall Sports: $300
• Winter Sports: $300

BASKETBALL GAMEDAY PROMOTIONS (8 games)
• Examples include half-court shots, relay races, knock-out, etc.
• Contact Director of Athletics Tony Hoops to customize your promotion to best fit your organization needs

VIDEO BOARD ADVERTISEMENTS (bottom-right picture)
Available in one-year agreement of $2,000/year (minimum ten ad-spots/game, 5 football & 9 soccer)
• Be one of the first to take advantage of the video board advertising, new for Fall 2018
• Video board dimensions: 7’2” high by 18’ wide
• Ad will run mid-game during timeout/breaks in action at football and soccer events

PERMANENT PLAYCLOCK SIGNAGE (two per clock)
Available in five-year package at $1,000/year (production included)
Available in three-year package at $1,250 (production included)
• New permanent play-clocks to be installed for Fall 2018
• Active for all home football, soccer, and track events

STADIUM BANNERS
Available in three-year package at $650/year (production included)
Available in one-year agreement at $800 (plus production)
• Hung along fencing of visitor bleachers
• Prime view of Thresher Sports Network live-streams
• Active for all home football, soccer, and track events
WEDEL FIELD

OUTFIELD FENCE BANNERS
Available in three-year package at $500/year (production included)
Available in one-year agreement at $750 (plus production)
- Signage displayed along the outfield fence
- Active for all home softball events
- Prime view of the Thresher Sports Network live-stream
- Also seen at high school tournaments and special events

PRINT & ONLINE ADVERTISING

WEBSITE THRESHERBACKERS ROTATING AD
Available for $750/year
- On home-page of www.bethelthreshers.com (seen on the right)
- When clicked, brings users directly to your website
- Generated over 1,000 clicks in 2017-18 per sponsor
- Auto-rotates through each sponsor while user is on the page

FALL/WINTER SPORTS PROGRAM
- Full page ad - $600
- 1/2 page ad - $400
- 1/4 page ad - $250
- Business ad - $150

SPORTS POSTERS
- Fall, winter, spring posters - $50 each

ALL-ATHLETE SHIRT (up to three sponsors)
Available in one-year fee of $300
- Given to all Thresher athletes at the start of the 2018-19 school year

SOCIAL MEDIA SPONSORSHIP
- Bethel Athletics beginning deal with ScoreShots on 07/01/18, the premiere collegiate athletics social media graphic company in the US
- Multiple packages available for sponsorship of social media posts
  - Examples include being title sponsor for Bethel Gameday posts (seen above), Players of the Week, Final Scores, & more
  - Each tweet and post regularly receive over 2,000 views per graphic
- Bethel Athletics Twitter, Facebook, and Instagram are all among the Top 10 of the NAIA in terms of % of growth, before this deal was in place
Bethel Athletics ended their 2017-18 school year on a hot streak that left the students, campus, and community members wanting more. Here’s a taste of how our student-athletes faired:

• Softball turned in their best seasonal record in program history, set almost 20 new individual program records, and qualified for postseason for the first time in program history
• Women’s Basketball went 5-3 to close out their season, ending on a three-game win-streak, highlighted by a 66-65 OT upset victory over rival #23 Tabor College in Thresher Gym
• Men’s Golf set a program-record for best round as a team in history, and were the first program in Bethel Athletics history to be named the NAIA Champions of Character team in their sport
• Women’s & Men’s Tennis were able to double and triple their total wins from the season prior (respectively), and both teams qualified for the postseason for the first time since 2014
• Women’s & Men’s Track & Field sent athletes from both squads to the NAIA National Championships, and broke numerous school records throughout their season

There has never been a more exciting time to partner with Bethel Athletics! For any questions, or to become an official partner, contact:

Tony Hoops - Director of Athletics - 316.284.5391 - thoops@bethelks.edu