

Corporate Sponsorship Guide

SLIPPERY ROCK UNIVERSITY ATHLETICS

104

PSAC
CHAMPIONSHIPS

10

WOMEN'S
SPORTS

BASKETBALL, CROSS COUNTRY, FIELD HOCKEY,
LACROSSE, SOCCER, SOFTBALL, TENNIS,
INDOOR TRACK & FIELD, OUTDOOR TRACK &
FIELD, AND VOLLEYBALL

7

MEN'S
SPORTS

BASEBALL, BASKETBALL, CROSS COUNTRY,
FOOTBALL, SOCCER, INDOOR TRACK & FIELD,
OUTDOOR TRACK & FIELD





CHAMPIONS

2023-24 DIXON TROPHY





Why Sponsor?

Welcome to 135 years of tradition at Butler County's only four-year institution.

Take advantage of the wealth of marketing opportunities available through corporate sponsorships with SRU Athletics. Whatever your organization is looking for, SRU Athletics can provide it. We work with you to create a customized package that will fit your needs. **No organization is too big or too small to make an impact with ROCK Athletics.**

SRU is the host to **over 150 intercollegiate events each year** and our athletics website, www.RockAthletics.com, receives **nearly 4 million views annually**.

Contact us today to see how we can take your organization to the next level.

Roberta Page

SRU Director of Athletics

IN THIS ISSUE

- 03 Facilities
- 07 Corporate Sponsorships
- 09 Sponsorship Opportunities
- 13 Marketing Opportunities
- 15 Scholarship Opportunities
- 17 Pricing Guide

SPACES, PLACES, FAN FACES

SRU Athletics boasts **6 FACILITIES** that support our **17 MEN'S AND WOMEN'S SPORTS TEAMS** and provide ample opportunities and demographics to fit your business needs.

See your company as part of the **ROCK NATION**



Bob DiSpirito Field at Mihalik-Thompson Stadium (pictured left)



Jack Critchfield Park (pictured below)

ROCK ATHLETICS: FACILITIES

Jack Critchfield Park

Baseball

Capacity 1,500

Critchfield Park is one of the finest, on-campus baseball facilities in the country and the home of Slippery Rock University's nationally recognized baseball program. The facility underwent a major renovation in the spring of 2020 that included the addition of an artificial playing surface that allows the team to practice and play more games during the wet early spring months of the season.

Bob DiSpirito Field at Mihalik-Thompson Stadium

Football, Field Hockey, Lacrosse, Men's and Women's Outdoor Track

Capacity 10,000

The stadium is also used for select home soccer games and includes the Jerry Bejbl Weight Training Center, the Bill Lennox Track and the Field Hockey and Lacrosse complex.



Morrow Field House
(pictured left)



James Egli Field
(pictured below)

Morrow Field House

Men's and Women's Basketball, Volleyball, Indoor Track

Capacity 3,000

Morrow Field House is used by all Slippery Rock University athletes, in some capacity, throughout the year. The facility serves as the home court for the men's and women's basketball teams and the volleyball team.

The court has a capacity of 3,000 with a basketball setup and 2,000 with a volleyball setup. In addition to the game day court for basketball and volleyball, the field house also features a 200-meter indoor track

and field facility that is used for practice and competition for The Rock's track and field team.

James Egli Field

Men's and Women's Soccer

Capacity 1,000

Home of the Slippery Rock University men's and women's soccer teams. No other teams or clubs use the facility for practice or games.

The natural grass surface is one of the best natural grass playing fields in western Pennsylvania and features underground drainage and irrigation systems.

Kasnevich Field

Softball

Capacity 750

The complex opened in 2004 and is one of the top school-specific softball complexes in the Pennsylvania State Athletic Conference.

The 2025 renovations make Slippery Rock a first-choice destination for softball events in the region including high school regional and state playoff events, camps, clinics and other tournaments.

In addition to Kasnevich Field, the SRU Softball Complex is also comprised of The Rock's locker room, coaches offices, bullpen, and batting cages.

SRU Tennis Complex

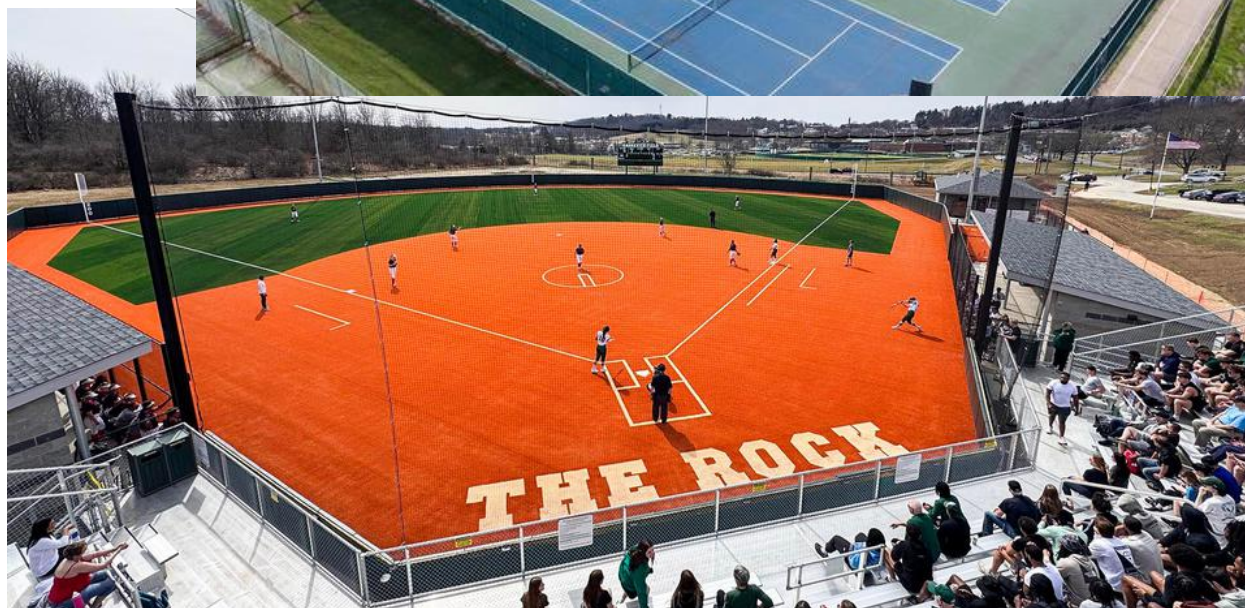
Tennis

The Slippery Rock University women's tennis team has the privilege of playing on six, lighted, hard courts on campus near the intersection of Keister and Harmony Roads.



The courts, which are used only by the varsity team and select physical education classes, have played host to multiple Pennsylvania State Athletic Conference playoffs and NCAA Tournament matches with The Rock women's team annually ranking among the best in the region.

Tennis Complex
(pictured right)



Kasnevich Field
(pictured left)

ROCKATHLETICS

YOUR BUSINESS HERE



SEE YOUR COMPANY IN LIGHTS

Slippy Rock University sponsors **17 NCAA Division II sports** with **over 506 student-athletes** competing in Pennsylvania State Athletic Conference (PSAC)



Why Sponsor SRU Athletics?

Slippery Rock University Athletics **stresses flexibility when designing a comprehensive partnership package.** The values of each key element within a partnership package are consistent with the values offered to all other prospective or current partners.

A corporate partnership package is a compilation of creative ideas that the partner and the Athletic Department jointly develop and coordinate.

All advertising and partnership programs are tailored to meet the needs and marketing objectives of each individual partner.

Payment plans can also be customized as a convenience to the partner.

WHAT YOU GET



Permanent and Portable Signage



Naming Right Opportunities



Event Hospitality - Entertain Clients and/or Employees



Single Game Title Sponsorships



Traffic Building Programs



Season, Individual, or Group Game tickets



In-stadium/Arena Promotions



Product Display/Sampling Opportunities



Website and Social Media Marketing



Special Event Sponsorships (Golf Outings)



Captive Audience Advertising

SPONSORSHIP OPPORTUNITIES

MIHALIK-THOMPSON STADIUM

Scoreboard Logo Placement

\$50,000 Annually (Logo Exclusivity)

\$25,000 Annually (Two Logos)

Tailgating Zone Naming Rights

\$20,000 Annually (Exclusivity)

Naming rights to the Tailgating Zone outside of Mihalik-Thompson Stadium for all Rock home football games (including any NCAA postseason home games).

Signage, customizable on-site marketing and day of game promotional opportunities included.



President's Tent Naming Rights

\$15,000 Annually (Exclusivity)

**multi-year agreements also available*

The President's Tent is used to steward Rock Athletic Club donors, new potential donors and corporate sponsors of Slippy Rock University.

Food and alcohol are served within the President's tent. All alcoholic product served within the tent would be specific to your brand. The President's Tent is located in the south end zone of Mihalik-Thompson Stadium, near the scoreboard.



Single Game Title Sponsorships

\$2,500 (Per Game)

Available for all 2024 Rock Home Games (one sponsorship available per home game). Logo recognition at gate for your selected game. Public address announcements, scoreboard video board/MC recognition at selected home game.

Mihalik-Thompson Stadium Fence Banner

\$1,000

3' x 9' on display for one year

Stadium Drive Light Pole Banner

\$750

3' x 4' on display for one year

Mihalik-Thompson Stadium Video Board Advertisement

\$500

**minimum of 4 displays per home SRU Football game per season*

Reserved Tailgate Spot at an SRU Home Football Game

\$20 (Per Game)

\$100 (Full Season)

**must purchase a minimum of one other advertising option*



SPONSORSHIP OPPORTUNITIES

JACK CRITCHFIELD PARK



Jack Critchfield Park

Jack Critchfield Park Scoreboard

\$1,000

30"x112" Jack Critchfield Park scoreboard on display for one year.

Jack Critchfield Park Bleacher Banner

\$750

3'x5' Jack Critchfield Park bleacher banner on display for one year.

**Multi-location discounts available*

EGLI SOCCER FIELD

Egli Soccer Field Banner

\$750

3'x5' banner on display for one year

**Multi-location discounts available*

Soccer Scoreboard Panel

\$750

33"x5' panel on display for one year (per panel)



Egli Soccer Field

KASNEVICH FIELD



Kasnevich Field
(pictured
left)

Kasnevich Field Fence Banner

\$750

3'x5' banner on display for one year

**Multi-location discounts available*



Softball Scoreboard Panel

\$750

33"x5' panel on display for one year (per panel)

SRU TENNIS COMPLEX

SRU Tennis Complex

\$750

3'x5' tennis fence banner on display for one year

**Multi-location discounts are available*



SRU Tennis Complex



SPONSORSHIP OPPORTUNITIES

MORROW FIELD HOUSE

Morrow Field House Rotating Digital Scoreboard

\$750

6.5'x11.5' digital display for one year

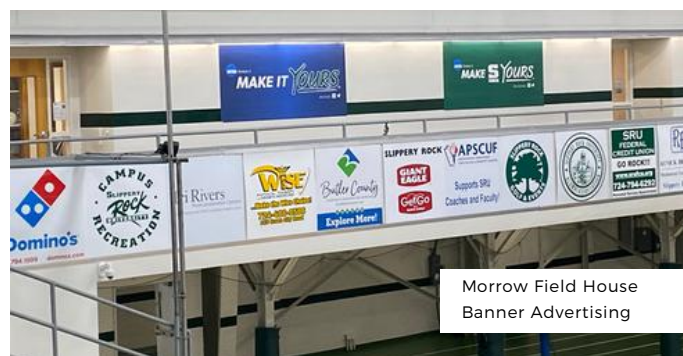


Morrow Field House
Overhead Scoreboard

Morrow Field House Banner

\$1000

4'x4' banner on display for one year



Morrow Field House
Banner Advertising

Morrow Field House Lighted Score Table Sign

\$900

26.5"x8'

ADDITIONAL MARKETING OPPORTUNITIES

Rock Athletics Website Sponsorship

\$1,250

Corporate Logo on www.RockAthletics.com front page with direct link to Sponsor's home website.

Game Day and Website Sponsorship

\$750

Public address announcements, scoreboard video board/MC recognition at each home football game, and men's & women's basketball games, www.RockAthletics.com web-page listing proclaiming a proud sponsor of Rock Athletics.

Corporate Display

\$100

Corporate display at a home athletic event, includes handing out coupons and pre-approved items (no food).

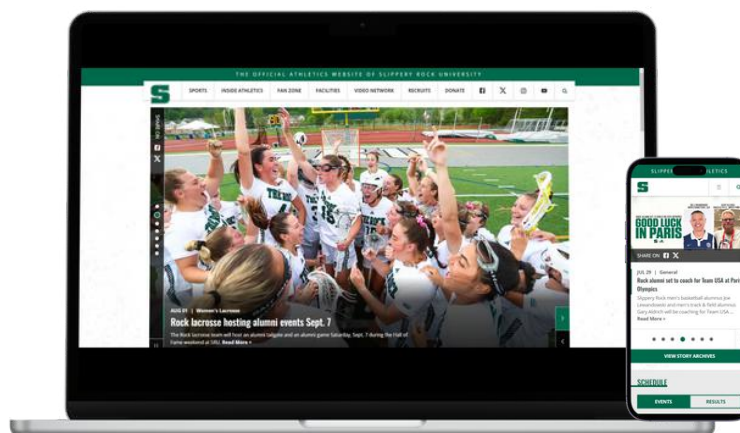
****Must purchase a minimum of one other advertising option above. This is a per event cost.***

Promotional Giveaway Items

Contact Us

Join Rock Athletics with a co-branded promotional giveaway item distributed to attendees at a Rock Home Athletic Contest gaining your business valuable exposure and advertising.

****Cost & pricing will vary based upon the selection of promotional item along with the determined amount of distribution.***





SCHOLARSHIP OPPORTUNITIES

SUPPORT A STUDENT-ATHLETE

SRU is proud to be called “home” by 445 student-athletes.

Student-athletes at The Rock perform at the highest-level, both in and out of the classroom. Corporate support allows our student-athletes to achieve excellence in both arenas.

Rock Athletics by the Numbers



297

student-athletes
were recognized as
PSAC Scholar-
Athletes
above a

3.25

cumulative GPA

445

student-athletes

58

student-athletes
achieved a perfect
4.0 cumulative GPA

62%

of
student-athletes
achieved a

3.25
GPA



or higher



PRICING GUIDE

SRU ATHLETICS

OUR COMMITMENT

YOUR COMMITMENT

SCOREBOARD LOGO PLACEMENT - EXCLUSIVE

\$50,000

SCOREBOARD LOGO PLACEMENT - SHARED EXCLUSIVITY

\$25,000

TAILGATING ZONE NAMING RIGHTS

\$20,000

PRESIDENT'S TENT NAMING RIGHTS

\$15,000

SINGLE GAME EVENT SPONSORSHIP

\$2,500

MIHALIK-THOMPSON STADIUM FENCE BANNER (3' X 9')

\$1,000

STADIUM DRIVE LIGHT POLE BANNER (3' X 4')

\$750

MIHALIK-THOMPSON STADIUM VIDEO BOARD ADVERTISEMENT, MINIMUM OF 4 DISPLAYS PER HOME SRU FOOTBALL GAME/PER SEASON

\$500

PROMOTIONAL GIVEAWAY(S)

\$1,500+

MORROW FIELD HOUSE OVERHEAD SCOREBOARD

\$750

MORROW FIELD HOUSE BANNER (4' X 4')

\$1000

MORROW FIELD HOUSE LIGHTED SCORE TABLE SIGN (26.5" X 8')

\$900

JACK CRITCHFIELD PARK SCOREBOARD (30" X 112')

\$1,000

JACK CRITCHFIELD PARK BLEACHER BANNER (3' X 5')

\$750

EGLI SCOREBOARD PANEL (33" X 5')

\$750

EGLI SOCCER FIELD FENCE BANNER (3' X 5')

\$750

KASNEVICH SCOREBOARD PANEL (33' X 5')

\$750

KASNEVICH FIELD FENCE BANNER (3' X 5')

\$750

SRU VARSITY TENNIS COURTS BANNER (3' X 5')

\$750

CORPORATE LOGO ON WWW.ROCKATHLETICS.COM FRONT PAGE WITH
DIRECT LINK TO SPONSOR'S WEBSITE

\$1,250

PUBLIC ADDRESS ANNOUNCEMENTS, SCOREBOARD VIDEO BOARD/MC
RECOGNITION AT EACH HOME FOOTBALL GAME, MEN'S AND WOMEN'S
BASKETBALL GAMES, AND WWW.ROCKATHLETICS.COM LISTING

\$750

CORPORATE DISPLAY AT A HOME ATHLETIC EVENT, INCLUDING PROMO
ITEM DISTRIBUTION (NO FOOD)

\$100

*PER GAME COST

*MUST BE PURCHASED IN ADDITION TO ANOTHER OPTION

RESERVED TAILGATE SPOT AT AN SRU HOME FOOTBALL GAME

\$20

*MUST BE PURCHASED IN ADDITION TO ANOTHER OPTION

*PER GAME COST

ALL PRICING IS BASED ON SINGLE YEAR/SINGLE SEASON AGREEMENT UNLESS OTHERWISE NOTED

**DON'T SEE AN OPTION THAT FITS YOUR NEEDS?
CONTACT US TO SET UP A CUSTOMIZED GIVING PLAN.**

BECOME A PART OF ROCK NATION

TODAY!



DR. ROBERTA PAGE

DIRECTOR OF ATHLETICS
724-738-2767
ROBERTA.PAGE@SRU.EDU

BRANDON BERNIS

DIRECTOR OF CORPORATE AND FOUNDATION RELATIONS
724-738-2512
BRANDON.BERNIS@SRU.EDU



www.RockAthletics.com

SLIPPERY ROCK UNIVERSITY ATHLETICS
MORROW FIELD HOUSE
101 FIELD HOUSE ROAD, SUITE 102
SLIPPERY ROCK, PA 16057