University of Connecticut
Avery Point

Corporate Sponsorship Menu

UCONN
AVERY POINT
ATHLETICS

A TRADITION OF EXCELLENCE
16 NJCAA NEW ENGLAND TITLES
7 NJCAA DISTRICT CHAMPIONSHIPS
ABOUT UCONN AVERY POINT ATHLETICS

The University of Connecticut’s alumni, faculty, staff and friends are an affluent, influential group and represent a choice audience for a corporation’s marketing, promotions and public relations efforts.

UConn Avery Point has set a unique standard of excellence in academics and athletics, a trend that will continue in the years ahead.

Avery Point is the only UConn regional campus that provides its students with opportunities to participate in intercollegiate sports. Students can choose to participate in baseball, men’s basketball or women’s basketball. All three teams compete against teams in the NJCAA Region 21.

The Pointers’ student-athletes have set a standard of excellence for the campus community. In each of the last two academic years, despite the challenges of the COVID pandemic, Avery Point student-athletes and teams have consistently combined for an overall grade point average in excess of 3.0. During the 2020-21 academic year, that mark was an impressive 3.30, with more than half of the individual student-athletes earning honors at the institutional, regional or national level. In 2019-20, all three programs earned the prestigious NJCAA Team Academic Award for their efforts in the classroom.

The baseball program has established itself as one of the tops in the nation since its inception. To date, the Pointers have registered seven College World Series appearances, 14 NJCAA Division II New England Championships, seven East District Championships and finished as the national runner-up in 2010. Twenty-seven players have gone on to play professional baseball, including three alums who played for MLB teams – Rajai Davis, Pete Walker and John McDonald.

The men’s and women’s basketball programs have enjoyed success as well, qualifying in multiple years for post-season play in the New England Championships.

In 2018, the women’s basketball team posted a program best 25-7 record, won the NJCAA Region 21 Championship, qualified for the NJCAA National Tournament, and won its opening round game to advance to the Final Four for the first time in program history. The team won its third Region 21 Championship in 2019, qualifying for the NJCAA National Tournament in back-to-back seasons. The 2020 squad was ranked as high as No. 10 in the nation and reached the regional final for the third straight year.

UConn Avery Point’s Waterfront Program was created in 2005 and is designed to provide recreational, instructional, academic and competitive on-the-water programming to the UConn Avery Point community that complements the marine and maritime focus of this coastal regional campus. This is done through four primary means utilizing the recently expanded watercraft fleet of seven 420 sailing dinghies, 12 FJ sailing dinghies, four kayaks, 9 hybrid sit-on-top kayaks and stand-up paddle boards, and a 16-foot safety powerboat.

The University’s Athletic Department is engaged in developing concepts of excellence for its student-athletes and all of its athletics programs. A successful athletics program brings favorable regional and national attention and can make a positive impact on the entire university community.

We recognize that the formula for success must include the involvement of the corporate community and realize that this relationship must be beneficial to both parties. With that said:

- UConn Avery Point can offer outstanding and creative promotional and marketing opportunities.
- UConn Avery Point can help generate goodwill and enhance your image.
- UConn Avery Point can provide you with ways to help improve relations with your employees and prospective clients/customers.
- UConn Avery Point can offer a local, regional and in some cases, a national market to reinforce your message.
- UConn Avery Point can help sell your products.

UConn Avery Point and its affiliated community are healthy environments for your investments in marketing, promotions and public relations. We invite you to let the Pointers be your passport to addressing these constituencies and provide the enjoyment of being involved with and supporting the UConn Avery Point Athletic Department.
CORPORATE SPONSORSHIP BENEFITS

The inherent structure of the Pointers’ Athletics Corporate Sponsorship Program ensures a wide visibility range to promote and communicate your brand, while tapping into a significant market encompassed by the entire UConn Avery Point community.

Teaming up with the Pointers can help your company realize and enjoy:

• Advertising and promotional opportunities.
• Mass media coverage.
• Major league exposure at minimal cost.
• Wide acceptance and a strong identification within our community based on the students, alumni and additional constituencies throughout the country.
• An ability to communicate directly with our fans.
• An opportunity to enhance employee relations within your company.

Once you join the team as a corporate sponsor you become a valuable member of the UConn Avery Point family and are entitled to a number of special benefits, including: invitations to all athletic events and receptions, publications and programs, identification as a member of the UConn Avery Point family and special consideration and “right of first refusal” on new promotional opportunities as they arise.

Regardless of the platform, it’s evident that the opportunities for your company are limitless!

The following groups/organizations host events at UConn Avery Point athletic facilities during the course of a calendar year:

• UConn Avery Point women’s/men’s basketball/baseball/Waterfront Programs
• Eastern Connecticut Conference High School Swim Championships
• Shoreline Roller Derby
• Electric Boat Athletic Club
• Connecticut Aquatic Club
• Town of Groton
• City of Groton
• New London Parks and Recreation
...and more!

Totals Approximately 100 separate events Approximately 40,000 individuals
The inherent way of advertising in the 21st century is to do it by way of the Internet. Aligning as a corporate partner on the UConn Avery Point athletics web site you will increase your visibility as well as brand yourself to the UConn Avery Point community.

The UConn Avery Point athletic department is currently in the process of a rebranding and relaunch of a new and improved athletics website. This initiative is slated to launch in the 2021-22 academic year.

It is a known fact in the world of collegiate athletics that the official athletic department website is one of the primary sources for a captive audience of fans, students, alumni, parents and opponents to view corporate supporters.

Internet advertising/sponsorship can be parlayed into three specific options:

- Sponsor’s logo and link to website on homepage and all team pages
- Sponsor’s logo and link to website on homepage only
- Sponsor’s logo and link to website on specific team page (s) only

Slated for kickoff in the 2021-22 academic year, the UConn Avery Point Athletic Department will recognize one student-athlete each week for exemplary performances. Each student-athlete is recognized with a release that is disseminated to numerous media outlets and on-campus constituencies.

In addition, this recognition will be displayed prominently on the athletic department homepage in a highly visible area.

Video interviews with the weekly honorees are also posted to the department’s YouTube page, with additional cross promotion on all other department social media platforms (Twitter, Facebook, Instagram).

This option is a great way for your organization to lend support to the outstanding efforts of UConn Avery Point student-athletes.
Team Yearbooks
The UConn Avery Point athletic department produces two separate yearbook publications on an annual basis - one for basketball and one for baseball.

Advertising options include:
• Full page advertisement
• 1/2 page advertisement
• 1/4 page advertisement
• 1/8 page advertisement
• Business Listing

Yearbooks are distributed to various local businesses, recruits, friends of the program and to high schools across the state of Connecticut.

Athletic Department Golf Tournament
The UConn Avery Point athletic department is excited to announce that the planning for a department-wide Golf Tournament is underway.

The 2022 event is tentatively scheduled for July at Shennecossett Golf Course in Groton.

Advertising options include:
• Gold Sponsorship package
• Silver Sponsorship package
• Bronze Sponsorship package
• Specialty Sponsorship package
• Tee Sign Sponsor

For more information on giving levels and perks, please contact Michael Kobylanski at 860-405-9184.
Life Skills Workshops
The UConn Avery Point athletic department may present Life Skills workshops in an effort to provide current student-athletes with education on practical topics that may fall outside of their academic curriculum or athletic endeavor.

Possible topics for these workshops include:
• Social justice
• Transferrable employment skills for student-athletes
• Financial literacy
• Cover letter/resume writing
• Interview preparation
• Drug/Alcohol Education
• Legal consultation

Title sponsorship of a Life Skills workshop includes:
• Company logo and link to website in banner ad on homepage of athletic website and all team pages.
• Sponsorship recognition in all press releases pertaining to event.
• Concrete evidence of goodwill within local community.
• Recognition on corporate sponsor page on athletics website.
• Public address announcement at all home athletic events.
• Signage at applicable events, if possible, at UConn Avery Point gymnasium and/or Washington Park.
• If a ticketed event, up to ten (10) tickets will be provided to the title sponsor, along with the opportunity to meet the presenter.

Athletic Awards Banquet
The UConn Avery Point athletic department hosts an annual athletic awards banquet recognizing all student-athletes.

Each sophomore student-athlete is presented with a gift courtesy of the athletic department. Coaches and staff, as well as selected faculty and university administrators, attend the annual event.

Special annual awards and recognition presentations also take place at this event.

Title sponsorship of the Athletic Awards Banquet includes:
• Company logo and link to website in banner ad on homepage of athletic website and all team pages.
• Sponsorship recognition in all press releases pertaining to Athletic Awards Banquet event.
• Concrete evidence of goodwill within local community.
• Recognition on corporate sponsor page on athletics website.
• Public address announcement at all home athletic events.
• Signage at applicable events, if possible, at UConn Avery Point gymnasium and/or Washington Park.
SPONSORSHIP OPPORTUNITIES • CORPORATE SIGNAGE

Signage opportunities are as follows:

Campus Gymnasium

• Banner Display
• Courtside Portable Signage

Campus Pool

• Banner Display

Washington Park
(Baseball)

• Banner Display

Note: Joining the UConn Avery Point Family with complete banner signage at all venues includes complimentary Internet advertising logo/link on the athletic website.

This is a value of $1,000 annually.

Single-Game Promotional Giveaways

Throughout the course of the academic year, the Athletic Department may hold in-game promotional opportunities, with giveaways for fans in attendance. This option is another great way to market your brand to a diverse audience.

Selecting this plan entitles your organization to:

• Official logo/name on a mutually agreed upon promotional item to be distributed to all fans in attendance at a selected contest
• Up to three corporate banners (supplied by sponsor) prominently displayed at that contest
• Acknowledgement of your sponsorship in the form of four public address announcements at that contest
• Sponsor’s display table for handouts

Video/Audio Broadcasts

For the 2021-22 academic year, we are projecting that approximately 25 home athletic events will be available to Pointers’ fans via video broadcasts in conjunction with SEC-TV. Additional programming may also be provided through other streaming services such as Facebook live.

Sponsors will have an opportunity to reach more than 10,000 individuals annually with on-air promotion during the course of this events.
SPONSORSHIP OPPORTUNITIES • RATES & PACKAGES

SPONSORSHIP PACKAGES

**Gold Sponsorship Package ($3,000)**
- Company logo displayed on UConn Avery Point athletic department homepage.
- Acknowledgement of sponsor in the form of a public address announcement at all home athletic contests.
- Advertisement in game programs for all team sports. (approximately 50 contests annually)
- Corporate banners (maximum of two, to be supplied by sponsor) to be displayed at UConn Avery Point campus
gymnasium and pool.
- Full page advertisement in UConn Avery Point basketball and baseball yearbooks.
- Chairback advertising on benches during home basketball contests.
- Title sponsorship of UConn Avery Point athletic department year-end banquet, including invitation for up to four (4)
individuals to attend the event **OR** one 12-month membership to UConn Avery Point athletic facility (includes parking
pass)

**Silver Sponsorship Package ($2,000)**
- Company logo displayed on UConn Avery Point athletic department homepage.
- Acknowledgement of sponsor in the form of a public address announcement at all home athletic contests.
- Advertisement in game programs for all team sports. (approximately 50 contests annually)
- Corporate banners (maximum of two, to be supplied by sponsor) to be displayed at UConn Avery Point campus
gymnasium and pool.
- Half-page advertisement in UConn Avery Point basketball and baseball yearbooks.

**Bronze Sponsorship Package ($1,500)**
- Company logo displayed on UConn Avery Point athletic department homepage.
- Acknowledgement of sponsor in the form of a public address announcement at all home athletic contests.
- Advertisement in game programs for all team sports. (approximately 50 contests annually)
- Corporate banners (maximum of one, to be supplied by sponsor) to be displayed at either UConn Avery Point campus
gymnasium or pool.
- Quarter-page advertisement in UConn Avery Point basketball and baseball yearbooks.

**Individual Opportunities**
- Athletic Website Advertisement/Logo $1,000
- Chairback Advertisement/Logo $1,000
- Title Sponsorship, Year End Banquet $1,500
- Banner Advertisement $1,000 per venue
- Pre-Game Graphic Sponsor $1,000 per sport
- Post-Game Graphic Sponsor $1,000 per sport
- Game Program Advertisement/Logo $500 per sport
- Public Address Announcement $500 per sport
- Full-Page Yearbook Advertisement $500 per sport
- Half-Page Yearbook Advertisement $250 per sport
- Quarter-Page Yearbook Advertisement $125 per sport
- Business Card Yearbook Advertisement $75 per sport

**Additional Opportunities - Equipment**
- Basketball Scoreboards
- Scorers Table
- Pitching Screens
- Pool Scoreboard
- Pool Timing Clocks
- Hall of Fame Display
- UCAP History Display
- Fitness Area Equipment
- Lockers
- Basketball Chairs
- Benches
- AV Equipment (Video/Photo Cameras)
- Uniforms
- Apparel
Naming rights are also available for sponsors at the following locations within the UConn Avery Point athletic department.

Venue

- Athletic Complex
- Gymnasium
- Pool
- Waterfront Programs Boatshed
- Baseball Practice Field
- Baseball Batting Cages
- Main Lobby
- Pool Locker Rooms (men or women)
- Team Locker Rooms
- Athletic Training Room
- Fitness Area
- Athletic Equipment Room
- Hall of Fame
- Athletic Directors’ Office
- Coaches’ Offices
- Waterfront Program Director Office
- Lockers