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LAKELAND UNIVERSITY
Corporate Partnership & Sponsorship Opportunities
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Investing in Lakeland University Athletics is an investment in our student-athletes, our programs and the experience we provide for our entire community. When we have the resources to improve our facilities, recruit talented student-athletes and provide the tools they need to succeed, everyone benefits.

Our goal is to build an athletic experience that develops champions both on and off the field. Every investment helps us provide our student-athletes with the resources they need to compete at their highest level while creating a place our community can be proud to support.

**Dan Artamenko**
*Director of Athletics*





BASEBALL



BASKETBALL



BOWLING



ESPORTS



FOOTBALL



GOLF

# ABOUT LAKELAND UNIVERSITY

Lakeland University is building a Division III athletics program where student-athletes can compete at their best, succeed in the classroom and prepare for life after college.

Your support helps provide the facilities, equipment, coaching and academic resources our athletes need to succeed.

Sponsoring Lakeland Athletics is an investment in our student-athletes, our teams and our community. Together, we can strengthen our programs, attract top talent and create a stronger experience for athletes and fans alike.



| | |
|---|---|
| FOUNDED | 1862 |
| LOCATION | PLYMOUTH, WIS. |
| TOTAL ENROLLMENT | ~2,500 |
| AFFILIATION | NCAA DIVISION III |
| CONFERENCE | NACC |
| MASCOT | MUSKO |
| FIELD | TAYLOR FIELD |
| GYM | WEHR CENTER |
| STUDENT-TO-FACULTY RATIO | 13:1 |
| STUDENTS LIVING ON CAMPUS | 600+ |
| MAJORS | 30+ |

## BY THE NUMBERS

**14,600+**
HOME GAME FANS

**27,300+**
LIVE STREAM PLAYS

**13,500+**
HOURS OF LIVE COVERAGE WATCHED

**200,000+**
ANNUAL WEBSITE USERS

**600,000+**
INSTAGRAM VIEWS IN 30 DAYS

**18,000+**
MONTHLY WEBSITE USERS



SOFTBALL



TENNIS



TRACK & FIELD



VOLLEYBALL



WRESTLING



















# MAKE A DIFFERENCE

Lakeland University is committed to building a Division III athletic program that equips our student-athletes with the tools they need to succeed — not only in their sports but also in the classroom. Our vision is to foster an environment where every Muskies athlete can compete at their highest level and graduate prepared for life after college. But to make this vision a reality, we need your support.

Your partnership will help ensure that our athletes have access to the best training facilities, equipment, coaching and academic resources.




# JOIN US IN SUPPORTING LAKELAND UNIVERSITY ATHLETICS

Partner with Lakeland University Athletics and connect your business with our student-athletes, fans and community.

We offer flexible sponsorship opportunities designed to increase your brand visibility while supporting the growth and success of Lakeland Athletics. Choose a sponsorship level that fits your goals or create a custom package from our à la carte options.

Each level includes everything from the tier below, plus additional benefits. Naming rights and capital-item sponsorships are subject to availability and may be customized with the Athletics Department.

# SPONSORSHIP LEVELS

Choose a sponsorship level that fits your goals or build a custom package from our à la carte options. Each level includes the benefits of the tiers below, with additional opportunities available. Naming rights and capital-item sponsorships are subject to availability and customization.

## Partner with Lakeland University Athletics to connect your business with our student-athletes, fans and community.

| What's Included | Supporter of Lakeland $500 | Partner Sponsor $1,000 | Leadership Sponsor $2,500 | Champion Sponsor $5,000 | Legend Sponsor $10,000 | Presenting Sponsor $25,000+ | Presidential Sponsor $100,000 |
|---|---|---|---|---|---|---|---|
| **(1) 4x10 vinyl banner in sport facility of choice** *(Banner Print cost included with 3-year commitment)* | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Logo & link in the online sponsor directory** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Static logo on one live-stream broadcast** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Name/logo listed in game day programs** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **4 Season Passes to all Muskie events** | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **One social media post-series sponsorship** *(choose: Game Day Preview, Player of the Game, Special Event Takeover, or Post-Game Recap, limited by sport)* | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| **8 Season Passes to all Muskie events** | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Choice of Premier item(s) *** • **One in-game event sponsorship** *(student of the month, free-throw contest, t-shirt toss, etc - prize provided by company)* • **Video commercial in broadcast rotation** • **Primary Logo Scroll on lakelandmuskies.com** • **Primary sponsor of team youth camp or athletic event (golf outing)** | | | x1 | x2 | x3 | x3 | x3 |
| **Full Game Day Title Sponsor for one game** *(theme night, Homecoming, Alumni Night, etc.)* | | | | ✓ | ✓ | ✓ | ✓ |
| **Recognition in game day announcements** | | | | ✓ | ✓ | ✓ | ✓ |
| **Team in Athletic Golf Outing** *(includes Hole Sponsor)* | | | | ✓ | ✓ | ✓ | ✓ |
| **Premier placement in team social media header/bio** *(logo + slogan)* | | | | | ✓ | ✓ | ✓ |
| **First right of refusal on new digital displays** *(video scoreboards, digital scoring tables)* | | | | | | ✓ | ✓ |
| **Scoreboard sponsor recognition on stream** | | | | | | ✓ | ✓ |
| **Hall of Fame Banquet title sponsorship** | | | | | | | ✓ |
| **Logo on a team jersey in rotation** *(5-year rotation)* | | | | | | | ✓ |
| **A custom, personalized partnership plan built with the Athletics Department** *(potential naming rights)* | | | | | | | ✓ |





# **SPONSORSHIP** OPPORTUNITIES

### Online Advertising - Athletics Website

| | |
|---|---|
| Primary Logo Scroll *(unlimited spots)* | $1,000 |
| Sponsor Directory Listing<br>*(logo, link, job postings/offers) — included with any sponsorship* | $250 |

### Social Media (per unique post series per sport)

| | |
|---|---|
| Game Day Preview Sponsor | $500 |
| Player of the Game Sponsor | $500 |
| Special Event / Takeover Sponsor | $500 |
| Post-Game Recap Sponsor | $500 |
| Premier Header/Bio Placement — *Legend tier and above* | — |

### Broadcasting — Live Stream

| | |
|---|---|
| Static Logo on Stream *(per stream)* | $500 |
| Video Commercial *(broadcast rotation)* | $1,000 – $2,000 |
| Specific Segment Sponsor *(coach interview, halftime conversation, etc.)* | $500 |

### Facility Branding

| | |
|---|---|
| Video Scoreboard<br>*(capital wish list item; $10,000 for static signage when new boards are built)* | $1,000 – $5,000 |
| Taylor Memorial Field Fence Banner | $500 |
| Moose & Dona Woltzen Gym Wall Banner | $500 |
| Baseball/Softball Fence or Dugout Banner | $500 |
| Named Space Sponsorship *(Athletic Training Room, Locker Rooms, Golf Simulator, Hall of Fame Display)* | By inquiry |

### Game Day Promotion

| | |
|---|---|
| Full Game Day Title Sponsor<br>*(theme night, Homecoming, Alumni Night, Parents Weekend, etc.)* | $2,500 – $5,000 |
| In-Game Event Sponsor, with giveaways *(student of the month, free-throw contest, t-shirt toss, raffles – prizes provided by company)* | $1,500 |
| Game Day Announcements & Program Listing | $1,000-$5,000 |

### Athletic Events

| | |
|---|---|
| Blasters Golf Tournament Sponsor *(hole / gear / title sponsor)* | $500 – $5,000 |
| Youth Camp Sponsor *(t-shirts/giveaways)* | $500 – $1,000 |
| Hall of Fame Banquet Sponsor | $1,000 – $5,000 |

### Jersey Sponsorship

| | |
|---|---|
| Logo on Team Jerseys *(5-year rotation)* | Presidential Sponsorship |




LAKELANDMUSKIES.COM

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