



UNIQUE PROMOTIONAL/ADVERTISING PROGRAMS AND OPPORTUNITIES

Braly Municipal Stadium Scoreboard Signage 4' x 20'

- Exclusive Category Sponsorship of Scoreboard
- All UNA, Florence High School and Junior High School Football Games – Also NCAA Division II National Championship Game

Flowers Hall Basketball and Volleyball Scoreboard and Message Centers

- Invest in the long term
- Incredible Visibility and Consumer Impressions

Football "Lion Pride Tunnel"

- A thirty-foot long and ten foot high and wide tunnel through which the football team enters the field during pre-game festivities (tunnel is inflated throughout entire game. Highly visible opportunity to promote a business.

Field Length Football Sideline Banner

- Place your company's name and logo along side of the proud North Alabama name and logo on a beautiful eye-catching banner covering the front of the East stands of Braly stadium. Highly visible from the West (home) grandstand.

Lion Athletics Big Wheel Club

The Big Wheel Club aids the Lion Athletic Department in the areas of recruiting, scouting, public relations and coaches' incentives. It also enhances the opportunity for interested car dealers to become a part of the Lion Athletic Family. In appreciation for the use of vehicles, the dealer receives:

- Partner receives Purple Level Partner Benefits

Team Posters, Pocket Schedule Cards and Magnet Schedules

- Exclusive and Shared Opportunities

T-Shirt Program

- Place your company's name and logo on sharp-looking "Lion Pride" t-shirts that are thrown into the crowd for touchdowns, three points baskets and other game related events.

Game Ticket Backs

- Place your company name/logo on the back of all Football and Basketball Reserved tickets, a great opportunity for a coupon to drive post game business.

Team Towel Program

- Place your company's name and logo on team bench towels that are used at all Lion home Football, basketball and Volleyball games.

Sponsorship of a Lion Football Game (Exclusive of Shared)

- Hospitality Tent in South End-Zone for pre-game party (may decorate as desired, partner responsible for security and providing food & beverage) or get the best climate-controlled seat in the house for twenty-five (25) associates, clients, family and/or friends.
- Company Name and Logo on game program cover.
- On-field recognition during game for management group or their designees
- Right to three minutes at halftime to honor employees, conduct a promotion....
- Presentation of autographed team ball, team picture, and head coach picture
- Right to distribute promotional items (with corporate logo)
- Corporate tag of game on all schedule posters
- Serve as honorary coach (two sideline passes)
- 100 General Admission tickets to be used at your discretion

Sponsorship of a Lion Basketball Game (Exclusive or Shared)

- On-Court recognition before game for management group or their designees
- Right to three minutes at halftime to honor employees, conduct a promotion....
- Presentation of autographed team picture and head coach picture
- Right to distribute promotional items (with corporate logo)
- Corporate tag of game on all schedule posters
- 100 General Admission tickets to be used at your discretion

Sampling/Couponing Opportunities

- Have exclusive exposure to fans at Lion Athletic Events.

Little Lions Program

- The Little Lions program involves complimentary admission and other benefits for children who are lion fans. What a tremendous opportunity to target children, parents and families.

Fan Spirit Give-Away Opportunities

- Put you companies name and logo on festive, spirit filled items to fans that attend Lion Football and Basketball Games (great coupon opportunity)
 - Mugs/Cups
 - Balls
 - Thunder-sticks
 - Pon-Poms
 - Lion Pride Golf Towels
 - Key Chains
 - Three Point Celebration Cards at Lion Basketball Games

In-Games Promotional Activities

- Put your company's name on:
 - Halftime promotions at all Lion Football Games
 - Halftime and Timeout promotions at all Lion Basketball and Volleyball Games
 - Specialized promotions.....**The Possibilities are Endless**
 - Passing/Shooting/Dribbling/Putting Contests
 - The dirtiest car in the lot
 - The best dressed fan
 - The worst dressed fan
 - The most spirited fan
 - The best dancer....The worst dancer
 - The best/worse hoola-hoop dancer....
 - Dress as you go contest
 - Ring-it from half court (class ring if basket made)
 - Paper airplane flight
 - Slingshot
 - Tricycle race

Other Great Promotional Opportunities

Summer Camps
Fireworks at Football Games
Slam Dunk Extreme Team
San Diego Chicken
Blues Brothers
Autograph Cards
Noodle Night
Band Day
Poster Night
Church Bulletin Day
Salute to Veterans Day
Senior Recognition Day
Country Music Night
Hawaii Night
Purple Night (\$1 admission with UNA apparel)
Food Drive for Christmas (Company matches with \$ to needy)
Toys for Tots
Grade School Night – Middle School Night – High School Night
Tuscumbia, Sheffield, Muscle Shoals, Killen, Cherokee.....nights
Corporate Appreciation Night
Parents Weekend
Football Road Trip Partnership (w/faculty member)
Cub/Boy/Girl Scout Night
Youth League Night
Chamber of Commerce Night
Police and Firefighter Night
Fan Appreciation Night
Corporate Appreciation Night
Sportsman's Club Appreciation Night
Football Parking Passes Logo Placement