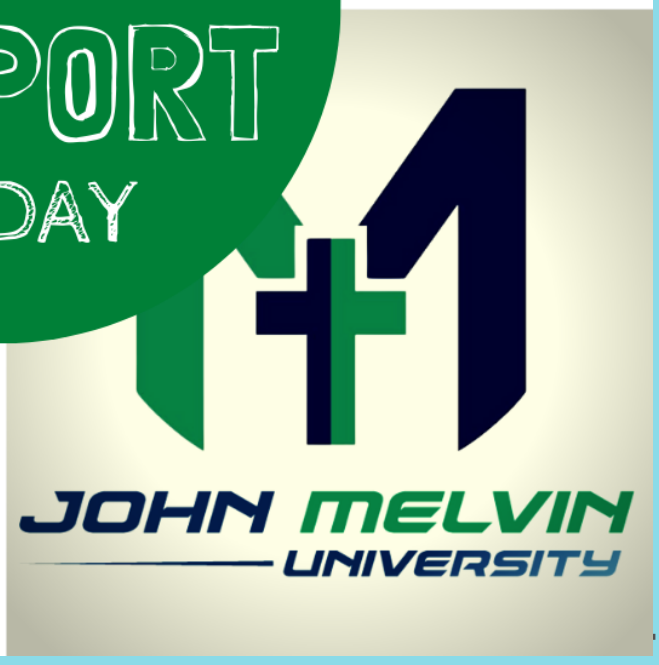
JOHN MELVIN UNIVERSITY

SPONSORSHIP OPPORTUNITIES

SHOW YOUR SUPPORT TODAY



"PROVIDING OPPORTUNITIES AND INVESTING IN CHRISTIAN ATHLETES"

INTRODUCTION

Welcome to the John Melvin University Millers Foundation (JMUMF). The JMUMF is a non-profit organization that serves as the official fundraising organization for the John Melvln University Students and Athletes. Every dollar raised supports the advancement of our academics, our faith, and our Christian Students.

This is more than just an excellent advertising opportunity. It's an opportunity to help us change the world one campus at a time through a high-quality Christian Education.

Your corporate sponsorship will help us achieve our goal of advancing students academically, athletically, and spiritually. With your generous support, we fund scholarships for future leaders. We can invest in the very people who make us great - our faculty and our staff. We can create professorships and recruit outstanding faculty and staff who will enlighten, challenge, and prepare our students to lead successful and impactful lives.

By joining this sponsorship campaign, you join me and the entire JM University community in building a future that is greatly needed for positive change in higher education.

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MORE THAN A CHRISTIAN EDUCATION

IT'S A CHRISTIAN CULTURE

www.johnmelvinuniversity.org

BUILDING THE COMMUNITY TOGETHER

- John Melvin University is passionate about Community Involvement
- Every community wants to become a great place to live and work.
- JMU wants to create a place our children and grandchildren will want to be.
- JMU wants to attract investments to our community, provide good jobs, and create lively areas throughout the city where citizens will want to work, live, shop, and play.
- JMU realizes that a strong education system creates a strong talent base and appeals to investors and business professionals.
- JMU is committed to volunteering time with local youth sports programs, schools, hospitals, and businesses to help others grow and succeed.

Every year, hundreds of thousands of people in the Southeast gather to scream, cheer, clap, boo, cry, curse, and chant mantras.

Half of those people go to bed smiling because their team won. The other half are less pleased. One thing they all do, though, is spend money attending college athletic events. College sports fans spend millions at local hotels, restaurants, gas stations, and other businesses yearly. Millions more across the country watch on television and live streams providing advertising opportunities and funding from major networks (ESPN, Fox Sports, etc.)

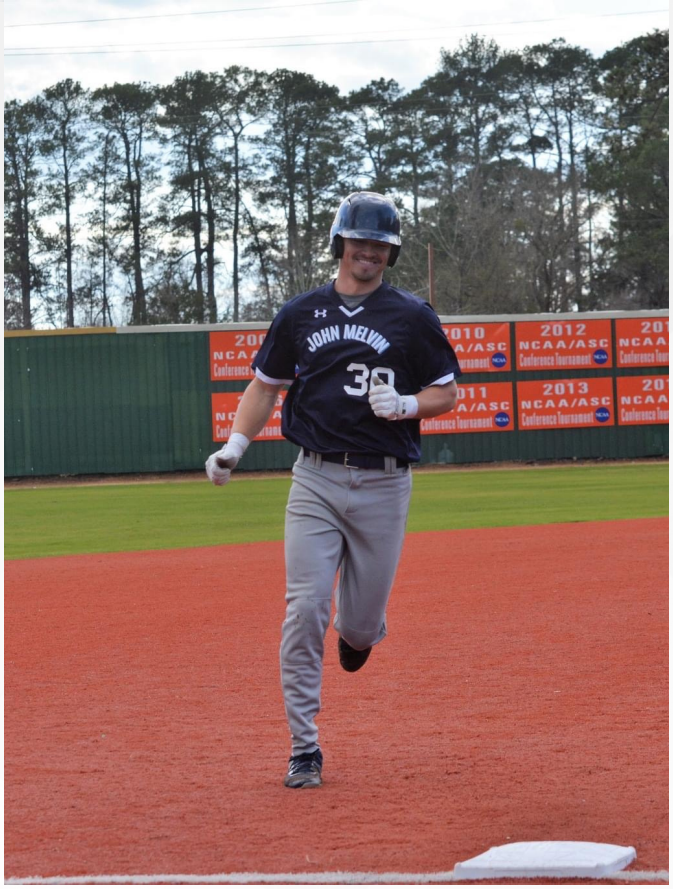
College sports are big business, perhaps nowhere more than in the Southeast. Yet the universities have a far larger economic imprint on their communities and states than their athletic teams. While sports are highly visible, and fans create an economic boost for college towns, the actual operations of universities appear more economically significant than ball games. JMU provides many job opportunities to residents and attracts new employees and their families to relocate to the community. In addition, JMU students assist with the labor shortage crisis by filling many local hiring needs at lower wages.

John Melvin University will generate thousands of dollars for local and state economy each year.

“Aligned with our mission and values, we are very grateful to extend our blessings to our local community.”

OUR TEAMS

- BASEBALL
- SOFTBALL
- FOOTBALL
- MEN'S BASKETBALL
- COMPETITION CHEER
- TRACK & FIELD
- CROSS COUNTRY
- VOLLEYBALL
- POWERLIFTING
- GOLF
- TENNIS



INDIVIDUAL OPTIONS

You can choose one or multiple individual sponsorship options below. ***Individual options are offered and billed annually.***

- Advertise on our athletic bus ("rolling billboard") = $3000
- Banner at all sports venues = $2500
- Banner at one sports venue = $1000
- Website Ad = $1,000
- Campus Flag = $750
- Sponsor Team Poster Schedule = $500 (sport of your choice)
- Sponsor Team Pocket Schedule = $300 (Sport of your choice)
- Media Guide (Full page ad) = $750
- Media Guide (1/2 page ad) = $500
- Media Guide (1/4 page ad) = $250

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SOCIAL MEDIA OPTIONS

Millers Athletics has accounts on Facebook, Twitter, and Instagram, with follower totals continuing to rise.. Millers Athletics' social media posts and shares will increase exposure for your sponsorship. #millersnation
You can choose one or multiple individual sponsorship options below. ***Social Media Options are offered and billed weekly.***

- Weekly Schedule (Posted every Monday) = $150 per week
- Game Day (Posted 9 AM day of Contest) = $100 per game
- Starting Line-up (Posted at beginning of game) =$100 per game
- Final Score (Posted within 1 hour after contest) = $75 per game
- Athlete of the Week (Posted Every Friday) $100 per week

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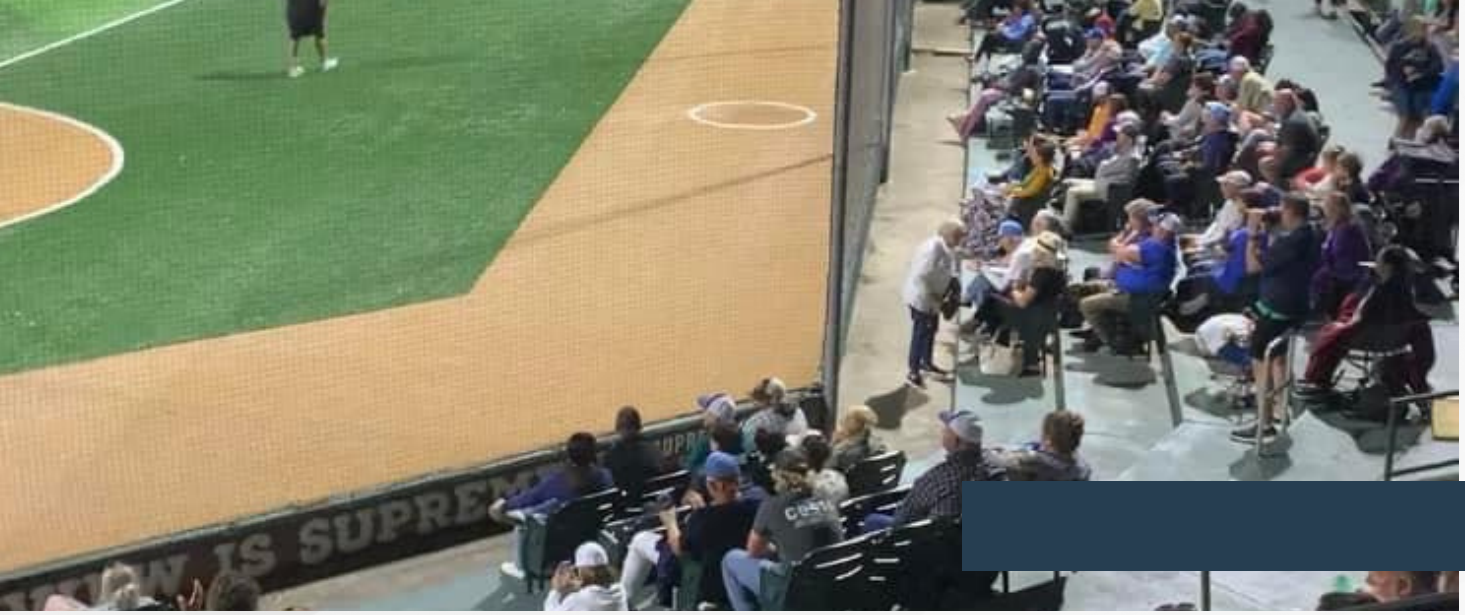

IN-GAME PROMOTIONS

Millers Athletics offers several in-game promotions. You can choose one or multiple individual sponsorship options below or create your own customized promotion. In-game sponsors announce over PA at the game live and by the live stream announcer. ***Social Media Options are offered and billed weekly.***

- Starting Line-up announcement = $100 per game
- Touchdown sponsor = $75 per game
- QB Sack Sponsor = $50 per game
- Turnover Sponsor = $50 per game
- Change Pitcher Sponsor = $50 per game
- Homerun Sponsor = $25 per game
- K-man Sponsor = $100 per game
- 7 K's in one game sponsor = $50 per game
- Foul ball sponsor = $100 per game
- 3-pointer sponsor = $75 per game

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SPONSORSHIP PACKAGE

PACKAGE 1 - $10,000 LEVEL

- One 60-second spot during video streaming of Millers Athletics home games.
- General public address announcements at all home games as a preferred sponsor
- Ten season tickets to all home games.
- Corporate partner's logo will be displayed on the Millers Athletics home page.
- Logo on Corporate Partner Banner displayed at all home games
- VIP hospitality room at all Millers Home Games
- Featured partner on all 2023-24 Athletics Schedules
- Full-page ad in all sports media guides.
- A Table at the Athletics Annual Auction
- One Company Group Night at a JMU Game (Up to 50 people)
- Invitation to the Fall Annual Athletic Kickoff Reception
- Invitation to Preseason "Meet the Team" Events
- Invitation to Post-Season Banquets
- VIP Parking at ALL sporting events
- Complimentary Miller Sponsorship Gift

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SPONSORSHIP PACKAGE

PACKAGE 2 - $5,000 LEVEL

- One 30-second spot during video streaming of Millers Athletics home games.
- General public address announcements at all home games as a preferred sponsor
- Six season tickets to all home games.
- Corporate partner's logo will be displayed on the Millers Athletics home page.
- Logo on Corporate Partner Banner displayed at all home games
- VIP hospitality room at all Millers Home Games
- Featured partner on all 2023-24 Athletics Schedules
- Half-page ad in all sports media guides
- A Table at the Athletics Annual Auction
- One Company Group Night at a JMU Game (Up to 25 people)
- Invitation to the Fall Annual Athletic Kickoff Reception
- Invitation to Preseason "Meet the Team" Events
- Invitation to Post-Season Banquets
- Complimentary Miller Sponsorship Gift

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SPONSORSHIP PACKAGE

PACKAGE 3 - $3,000 LEVEL

- One 15-second spot during video streaming of Millers Athletics home games.
- General public address announcements at all home games as a preferred sponsor
- Two season tickets to all home games.
- Logo on Corporate Partner Banner displayed at all home games
- VIP hospitality room at all Millers Home Games
- 1/4-page ad in all sports media guides
- A Table at the Athletics Annual Auction
- One Company Group Night at a JMU Game (Up to 25 people)
- Invitation to the Fall Annual Athletic Kickoff Reception
- Invitation to Preseason “Meet the Team” Events
- Invitation to Post-Season Banquets
- Complimentary Miller Sponsorship Gift

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THANK YOU!

FOR YOUR SUPPORT!

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