



2011-12 BENEFIT PACKAGE VALUE BREAKDOWN **Game Sponsorships**

Tournament Partnership* (\$2,000.00)

Audience/Market: Xavier's women's basketball team is scheduled to host the Xavier Classic Tournament on November 24-25 (Thanksgiving and the day after). By becoming a corporate partner with the tournament, your organization name and logo will be present at all activities and on all publications.

Homecoming Partnership* (\$1,500.00)

Audience/Market: Xavier's homecoming 2011-12 is a weekend event which will instill pride in the University family. By becoming a corporate partner with the homecoming game, your organization name and logo will be present at all activities and on all publications.

Home Game Partnership* (\$500.00-1,000.00)

Audience/Market: Any Xavier home contest during the 2011-12 school year. By becoming a corporate partner with the home game of your choice, your organization name and logo will be present at all activities and on all publications. Price varies by sport and history of attendance.

Greek Game Night Partnership (TBD)

Audience/Market: Greek Game Night will recognize the Panhellenic Council and its members, and it offers an opportunity for each organization to show its pride — collectively. A pregame and halftime activity will be organized by the one or more groups in conjunction with the Department of Athletics. The organization also will provide bottled water (2 cases) for the men's and women's basketball teams. This game night is specifically designed to target the Panhellenic Council, whose membership represents a large part of the Xavier student body. *This partnership excludes the Xavier-Dillard game.*

Student Organization Game Day Partnership (TBD)

Audience/Market: This is an ongoing promotion open to all student-led organizations at Xavier. The game will recognize the organization and its members. A halftime activity will be organized by the sponsoring student organization in conjunction with the Department of Athletics. The organization also will provide bottled water (2 cases) for the men's and women's basketball teams. This contest is specifically designed to target all Xavier student organizations. *This partnership excludes the Xavier-Dillard game.*

By participating in the Corporate Game Partnership Program of Xavier University Athletics, you have a captive game audience of more than 25,000 members of a distinct target market in the city of New Orleans.

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