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## 2011-12 CORPORATE GAME PARTNERSHIP PROGRAM

**The program and its purpose:** Xavier University of Louisiana's corporate sponsorship program is a component of the athletics department. Corporate partners can purchase title sponsorship of an athletic contest, aligning themselves with an event that reaches a profitable target group or audience. The program's purpose is to provide an enjoyable experience for all ticket holders, establish ties with corporate partners and to generate revenue for the athletics department.

### Goals for Corporate Game Partnership Program

#### **Experience**

- Provide an enjoyable experience for all corporate partners.
- To provide exemplary customer service for all corporate partners.
- Establish better incentives and values for corporate partners to sponsor games.
- Recognize the efforts of corporate partners.

#### **Impact**

- To maximize revenue for corporate partners and the athletics department.
- To establish a market presence in the metro area that will provide a solid base of sales and profits.
- To link corporate sales effort throughout all aspects of the external relations department (*fund-raising, corporate sponsorships, sports information, community relations, etc.*)
- To provide corporate partner sponsor tickets for special game promotions.

#### **Numbers**

- Have a corporate partner for every home basketball game.

#### **Other**

- To employ Xavier students for the dissemination and processing of information.
- Get Xavier alumni, students, faculty and staff to assist with corporate game program.
- Create materials that will assist the development of the corporate game program.

### Target Groups for Corporate Game Partnership Program

#### **Xavier Target Groups**

- Xavier Corporate Sponsors
- Xavier University of Louisiana past individual and season ticket holders
- Xavier University of Louisiana alumni
- Xavier University of Louisiana group participants, such as Greek organizations

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