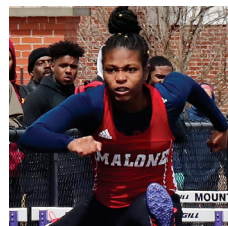
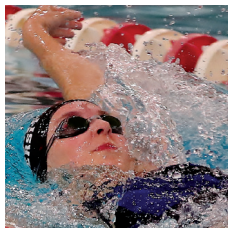
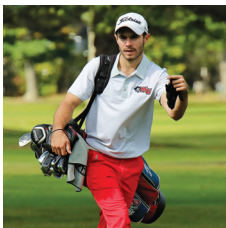


# MALONE SPORTS NETWORK CORPORATE SPONSORSHIP PROGRAM



**CHRIST CENTERED**

**ATHLETE FOCUSED**

**COACH DRIVEN**

# MALONE PIONEER ATHLETICS

## QUICK FACTS AND HIGHLIGHTS

### BASEBALL

- G-MAC Tournament Qualifiers (2017, 18)
- G-MAC Pitcher of the Year (2017, 18)
- G-MAC Player of the Year (2017)
- G-MAC Freshman of the Year (2017, 18)
- 13 Conference Championships

### MEN'S BASKETBALL

- G-MAC Tournament Qualifiers (2017, 18)
- 6 Conference Championships

### WOMEN'S BASKETBALL

- G-MAC Tournament Champions (2017)
- NCAA Div. II National Tournament (2017)
- 4 Conference Championships

### MEN'S CROSS COUNTRY

- 9th place, 2014 NCAA Div. II National Championships
- 22nd place, 2015 NCAA Div. II National Championships
- 2 NCAA All-Americans (2014)
- G-MAC Runner of the Year (2016)
- G-MAC Freshman of the Year (2016, 17)
- 4 NAIA National Championships (72, 07, 08, 09)
- 38 Conference Championships

### WOMEN'S CROSS COUNTRY

- 11th place, 2014 NCAA Div. II National Championships
- 1 NCAA All-American (2013, 15, 17)
- G-MAC Freshman of the Year (2016)
- 1 NAIA National Championship (1999)
- 7 Conference Championships

### MEN'S GOLF

- NCAA Div. II National Semifinalists (2014)
- 2 NCAA All-Americans (2014), 1 (2016)
- Three alums competed in PGA Tour events (2017)
- 1 NAIA National Championship (2000)
- 25 Conference Championships

### WOMEN'S GOLF

- NCAA Div. II Mark Laesch Award (2017-18)
- G-MAC Runner-Up (2017)
- 3 Conference Championships

### MEN'S SOCCER

- 3 Conference Championships
- 7 NCCAA National Tournament Appearances

### WOMEN'S SOCCER

- G-MAC Tournament Semifinals (2016)
- 2 Conference Championships

### SOFTBALL

- G-MAC Tournament Qualifiers (2017)
- 3 NCCAA National Tournament Appearances

### SWIMMING & DIVING (M&W)

- Men - 2nd at G-MAC Championships (2018)
- Women - 3rd at G-MAC Championships (2018)
- 1 NCAA National Qualifier (2016)
- Men Undefeated Dual Meets (2014–15)

### MEN'S TRACK & FIELD

- G-MAC Indoor Champions (2017)
- 1 NCAA Indoor All-American (2017, 18)
- 2 NCAA Outdoor All-Americans (2017)
- 1 NCAA Outdoor All-American (2018)
- G-MAC Male Athlete of the Year (2016–17)
- 25 Outdoor Conference Championships

### WOMEN'S TRACK & FIELD

- 1 NCAA Outdoor All-American (2014)
- 10 Conference Championships

### VOLLEYBALL

- G-MAC Tournament Qualifiers (2016, 17)
- 2 Conference Championships

### ALL-SPORTS

- 19 NCAA All-Americans since 2013
- 400+ NAIA All-Americans
- G-MAC Presidents' Cup Runner-Up (2016–17)

### ACADEMICS

- 95 G-MAC Academic All-Conference honorees in 2017–18
- 15 Academic All-Americans since 2013



## MARKETING REACH



MALONEPIONEERS.COM	TOTAL VIEWERS	TOTAL PAGE VIEWS	HIGHEST SINGLE DAY
DIGITAL TRAFFIC	175,897	2.48 million	17,949



**15,700 +visitors**  
60 broadcasts/261 per event

MALONE SPORTS NETWORK	TOTAL VIEWERS	AVERAGE PER EVENT
MEN'S SOCCER	1,273	255
WOMEN'S SOCCER	1,342	192
MEN'S BASKETBALL	3,340	223
WOMEN'S BASKETBALL	2,911	224
VOLLEYBALL	2,062	137



**21,500 +visitors**  
94 home events/228 per event

IN-VENUE ATTENDANCE	TOTAL ATTENDANCE	AVERAGE PER EVENT
MEN'S SOCCER	754	84
WOMEN'S SOCCER	592	74
VOLLEYBALL	2,548	170
MEN'S BASKETBALL	4,311	287
WOMEN'S BASKETBALL	2,567	197
BASEBALL	1,232	72
SOFTBALL	980	82

## CORPORATE SPONSORSHIP PROGRAM DESCRIPTION

The Malone University Department of Athletics Marketing Strategy is designed to align Pioneer Athletics and the Malone Sports Network with reputable businesses and organizations committed to the mission and core values of both Malone and the NCAA Division II student-athlete experience. Resources and funds generated annually through sponsor partnerships go directly to enhance and support the school's 16 NCAA athletic programs and over 450 student-athletes.

Malone University Athletics encourages our student-athletes to pursue excellence in academics, athletics, community involvement, as well as integrating their faith journeys into their educational & athletic experiences. The corporate partnership program is a great asset in helping us reach our goals for providing outstanding learning opportunities for our student athletes, while also providing advertising and sponsorship exposure opportunities for businesses and organizations. The Department of Athletics is continuously identifying opportunities to market and add value to businesses and organizations who want to be actively involved with Pioneer Athletics.

The Malone Sports Network can cater a marketing strategy that reaches a specific target audience. All aspects of the corporate partnership program are customizable and strive to meet your needs as a business.

### MALONE ATHLETICS CORPORATE SPONSORSHIPS ARE DESIGNED TO PROVIDE THE FOLLOWING:

- 1** To create a customized package that enables our sponsors to meet their marketing and advertising objectives
- 2** To provide a positive brand image and a business-to-business relationship by tying corporate sponsors and game sponsors to a university and athletic program of notable prestige and success
- 3** To maximize brand awareness through exposure to an extremely loyal fan base



## IN-VENUE VISIBILITY

- Public address announcements & on-field recognition
- Company logo on complimentary game day program/rosters
- Complimentary tickets
- Admission ticket back advertisements/coupons
- Game day promotional table set up

## DIGITAL SPONSORSHIP OPPORTUNITIES

- Malonepioneers.com - corporate sponsor logo
- Malonepioneers.com - landing page rotators
- Malone Sports Network pregame show, halftime report, postgame show
- Malone Sports Network "Presented By" read
- Malone Sports Network 30-second commercial

## STATIC SIGNAGE SPONSORSHIP OPPORTUNITIES

- Facility signage - basketball, volleyball, baseball and softball
- Schedule signage - windows of Osborne Hall
- Digital signage - volleyball, basketball (Osborne Hall)

## SAMPLE TITLE SPONSORSHIP OPPORTUNITIES

- Malone Sports Network
- Game Day Title Sponsorship for volleyball & basketball
- Pioneer Athletes of the Week
- Malone University Athletics Hall of Fame Induction Ceremony
- Malone Sports Award Gala
- Pioneer Player of the Game

