

# **CORPORATE PARTNERSHIP GUIDE**



**NORTHERN STATE ATHLETICS**

# *Northern State University*

## **Our Purpose**

Northern State University is a university dedicated to the pursuit of excellence in the liberal arts and in graduate and professional education. Its distinctiveness in its pursuit of mission derives from its coeducational and residential character, its size and location, and its role as a public, state-sponsored university.

## **Our Vision**

NSU will be a nationally-recognized, student-centered institution, committed to academic and extracurricular excellence, and providing global learning opportunities in a beautiful Midwestern setting.

## **Our Values**

NSU's students, faculty, and staff are drawn together by the following values:

**Connection:** Valuing relationships by maintaining the highest ethical integrity in all we do, valuing our community through a commitment to responsible stewardship, and valuing the future through the development of human, intellectual, cultural, financial, and environmental resources.

**Community:** Creating a vibrant community through teamwork, cooperation, mutual respect in an environment that is diverse in knowledge, culture, and worldview.

**Education:** Expanding research and teaching to issues of importance to our community, state, and region, and assuring academic rigor and the highest standards of excellence in all intellectual inquiry.

## **Marketing Strategies**

The Northern State University Foundation and Wolves Club take great pride in our partnerships. As non-profit entities, every dollar raised through corporate partnerships, annual contributions, and endowments is used for the betterment of our students, the university, and our region.

## **Our Results**

Last year the NSU Foundation and Wolves Club contributed over \$49.3 million to Northern State University, with \$2.75 million going directly to student scholarships.

Thank you for your consideration of Northern State University, the NSU Foundation, and Wolves Club.

NSU Foundation/Wolves Club  
620 15th Ave SE  
Aberdeen, SD 57401  
(605) 626-7741

# NSU Economic Impact



## IMPACTING OUR REGION AND STATE

Northern State University doesn't only enhance the experience of its students – it also impacts the entire region through community partnerships and outreach.

**\$180.7**  
MILLION ANNUALLY



### ECONOMY

Northern, its students and visitors help drive the local economy, with economic effects reaching throughout the state.

**\$150** MILLION



### COMMUNITY SUPPORT

Over the past 10 years, supporters have contributed more than \$150 million to Northern. Those contributions have gone to student scholarships and campus enhancement projects such as the brand new Regional Sports Complex.

**\$1.6** MILLION  
IMPACT OF CHARITABLE  
GIVING AND VOLUNTEERISM



### GIVING BACK

Northern fosters a culture of giving back to the community and region. In FY 19, the combined impact of charitable giving and volunteer hours by faculty, staff and students totaled more than \$1.6 million.

**1,008**  
JOBS SUPPORTED  
AND SUSTAINED



### EMPLOYMENT

Northern supports more than 1,000 full- and part-time jobs throughout the state, including direct university employees as well as indirect jobs—such as construction for campus projects, retail, restaurants, etc.

**2/3** GRADUATES  
STAY IN SOUTH DAKOTA



### POPULATION

At Northern, 78 percent of undergraduate students are from South Dakota—and nearly two-thirds of NSU graduates remain in the state to start their careers or further their education.

**82%** PLACEMENT  
RATE  
FOR MEDICAL SCHOOL  
(5-year average)



### RESEARCH

Research thrives at Northern, thanks to the state-of-the-art Jewett Regional Science Education Center. Students and faculty conduct cutting-edge projects that impact personal health issues, such as progressive kidney disease, and public health issues, including the West Nile virus.

**35%** OF NSU'S  
STUDENTS  
ARE FIRST-GENERATION



### FIRST-GENERATION STRONG

Northern is proud to support the 35 percent of its students who are the first in their families to go to college. The NSU First-Generation Strong project helps provide these students with the tools and environment they need to succeed.

D-II BASKETBALL  
ATTENDANCE LEADERS



### ATHLETICS

Northern is a powerhouse in athletics in the upper Midwest, leading the nation in D-II basketball attendance for the past 13 years and routinely drawing larger crowds than regional D-I schools.

Source: FY 2019 Economic Impact Report, Parker Phillips

Northern State University | 605-626-2544 | @northernstateu | [northern.edu](http://northern.edu)

# *Levels of Support*

**Champion: \$15,000+**

**All-American: \$10,000+**

**MVP: \$5,000+**

**Maroon & Gold: \$2,500+**

## **Corporate partnership benefits include:**

- ▶ All corporate partners at or above the “Maroon & Gold” level are showcased on Corporate Partners page on nsuwolves.com below the ‘Support’ tab. A link to the company website will also be included with the name and logo.
- ▶ Corporate partners at the MVP Level will be invited into the VIP Room during all home basketball games. VIP Room access includes complimentary hors d’oeuvres, beverages, beer, and wine.
- ▶ All Champion Level partners will be recognized during home athletic events via public address announcement or via videoboard graphic when applicable.
- ▶ Hotel, restaurant, and vehicle partners at or above the “Maroon & Gold” level are included in the new Visiting Team Guide.
- ▶ The NSU Foundation offers “Maroon & Gold” level partners and up the opportunity to use official Northern State University and Athletics logos. Any intended use of the Northern State University name or logos must be approved by the Communications and Marketing office.
- ▶ Opportunity to promote your business at over 100 home Wolves Athletic events a year, South Dakota State Boys and Girls State B Championships, NSU Camps, middle school and high school events, and various community and university functions.
- ▶ Special invites to exclusive corporate partner and Wolves Club events throughout the year.
- ▶ Personalized tour of Athletics facilities from the athletic director (upon request)
- ▶ Autographed team photos (team of choice upon request)
- ▶ Investment in the NSU student-athletes, enhancing the student-athlete experience
- ▶ Corporate Partner may claim to be an official sponsor of NSU Athletics.

# Join our Team!

## Help us provide a championship experience for our student-athletes!

Become an official member of the Northern State Wolves family by becoming a corporate partner. A partnership with the NSU Wolves enables you to participate in a program that provides valuable exposure for your company and products, and provides an association with a nationally competitive athletics program whose core goal is to produce champions In the CLASSROOM, in COMPETITION and in the COMMUNITY.

## Our goals for this collaboration include:

- ▶ To establish individually tailored partnerships that meet the objectives of both the partner and the NSU Athletic Department.
- ▶ To provide exposure opportunities for partners to present their products and services in an atmosphere of competitiveness, excitement, and entertainment at NSU athletic and social events.
- ▶ To develop a relationship with partners who can facilitate and enhance the ideals of excellence within the NSU Athletics program.



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# Attendance Leaders

NORTHERN STATE ATHLETICS · THE REGION'S PREMIER MARKETING OPPORTUNITY

## MEN'S BASKETBALL AVERAGE ATTENDANCE

Northern State University - 2,357

South Dakota State University - 2,299

North Dakota State University - 1,913

University of South Dakota - 1,659

University of North Dakota - 1,381



## WOMEN'S BASKETBALL AVERAGE ATTENDANCE

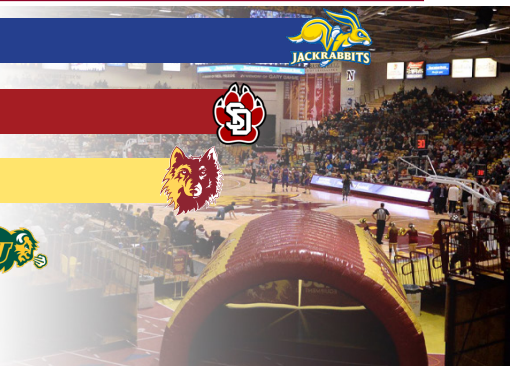
South Dakota State University - 2,251

University of South Dakota - 1,983

Northern State University - 1,967

North Dakota State University - 1,494

University of North Dakota - 1,171



## FOOTBALL AVERAGE ATTENDANCE

University of South Dakota - 5,816

Northern State University - 4,915

Minnesota State University - 4,749

University of St. Thomas - 4,739

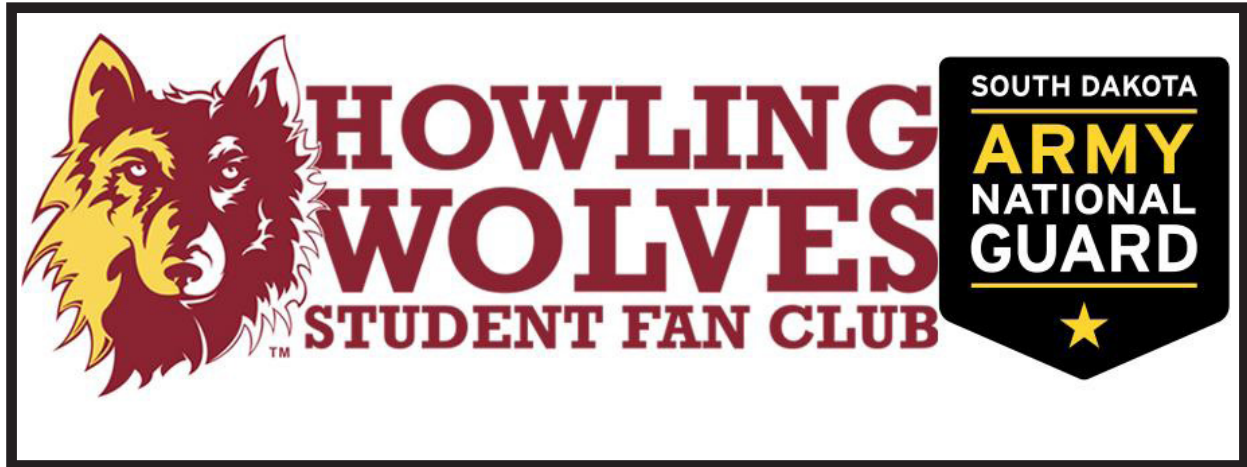
University of Minnesota Duluth - 3,465



**EXPOSE YOUR BRAND  
DEVELOP YOUR BUSINESS  
DRIVE YOUR REVENUES**

Attendance numbers shown are for the 2021-22 academic year.

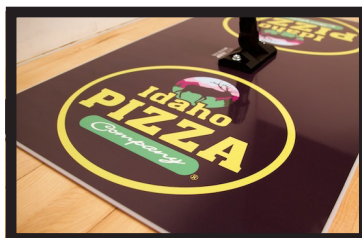
# Student Fan Club



## Help us grow and develop the best student section in Division II!

- ▶ Creating a great gameday atmosphere starts with the students!
- ▶ Sponsorship opportunities include giveaway prizes, t-shirt sponsors, logo on webpage, etc.
- ▶ Opportunity to market directly to student body at NSU
- ▶ Nearly limitless opportunities!!!

# Barnett Center/Wachs Arena



**Great options to enhance your visibility in front of thousands of fans each night!**

- ▶ Not only visible during all NSU events but also community events, state tournaments, etc.
- ▶ Custom options to fit your needs from bleacher banners, courtside chairback signage, stantion signage, etc.
- ▶ Nearly endless opportunities!!!



# Video Board & Scorers Table



## Premier options to enhance your visibility in front of thousands of fans each night!

- ▶ Four (4) new centerhung LED boards, LED video ring below centerhung, LED digital scorer's table, and current south wall ribbon board and east wall videoboard
- ▶ Custom in-game activations and promotions, with your brand on each of the above displays
- ▶ Connect your brand to signature in-game moments like 3-pointers, free throws, aces, and pins
- ▶ :30 commercials and dynamic ads on all LED signage
- ▶ :30 or 1:00 long sponsor roles on video ring and LED scorer's table
- ▶ Nearly limitless opportunities!!!

# Dacotah Bank Stadium



## Endless signage options in NEW Dacotah Bank Stadium!

- ▶ Padded sideline signage visible to fans in stands and on all webcasts and televised games
- ▶ Vomitory signage above main level concourse entrance to catch fan as they enter the game
- ▶ Directional wayfinders for high visibility as people look for seating sections, bathrooms, etc.
- ▶ Pillar warps or panels for prime main concourse signage
- ▶ On field retaining wall signage visible to fans in the stand and on all webcasts and televised games.
- ▶ Naming rights to tailgate lot, kid's zone, and other fan experience opportunities

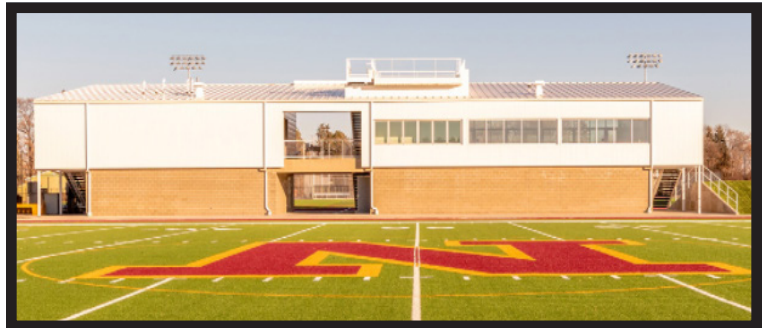
# Video Board



## **New premier option to enhance your visibility in front of thousands of fans!**

- ▶ 22' by 63' Video Board visible from State Street
- ▶ 30 second commercials and dynamic ads
- ▶ 8'3" x 6'8" Video board panel signage
- ▶ Custom in-game activations and promotions, with your brand on each of the above displays
- ▶ Connect your brand to signature in-game moments like touchdown, sacks, interception, etc.
- ▶ Nearly limitless opportunities!!!

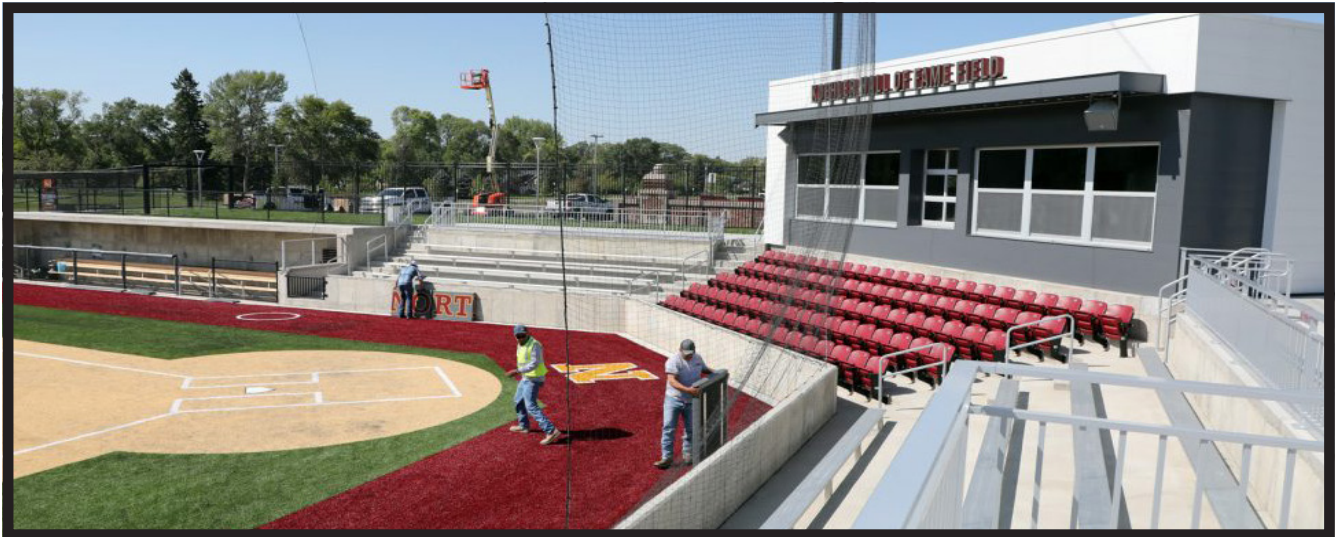
# Athletic & Rec Fields



## Opportunities at the Athletic & Recreation Fields

- ▶ Naming rights to press box/media suit, locker room, and more!
- ▶ Connect your brand to signature in-game moments like goals, starting lineups, etc.
- ▶ Countless more opportunities!!!

# *Koehler Hall of Fame Field*



## **Premier opportunities in NEW Koehler Hall of Fame Field**

- ▶ Naming rights to press box/media suit, bullpens, batting cage, and many more!
- ▶ Connect your brand to signature in-game moments like home runs, strikeouts, etc.
- ▶ Outfield signage attached to the padded fencing visible to fans in the stands and on the webcast
- ▶ Countless more opportunities!!!

# In Game Promotions



## Enhance the fan experience and grow your brand!

- ▶ Provide entertainment and prizes that fans will remember long after they leave the game
- ▶ Custom designed promotions and in game activations that will fit both your company and the sport(s) you select
- ▶ Connect your brand to signature in-game moments like touchdowns, dunks, aces, pins, etc.
- ▶ Activations include PA announcement, prizes, videoboard content, themed music, etc.
- ▶ Nearly limitless opportunities!!!

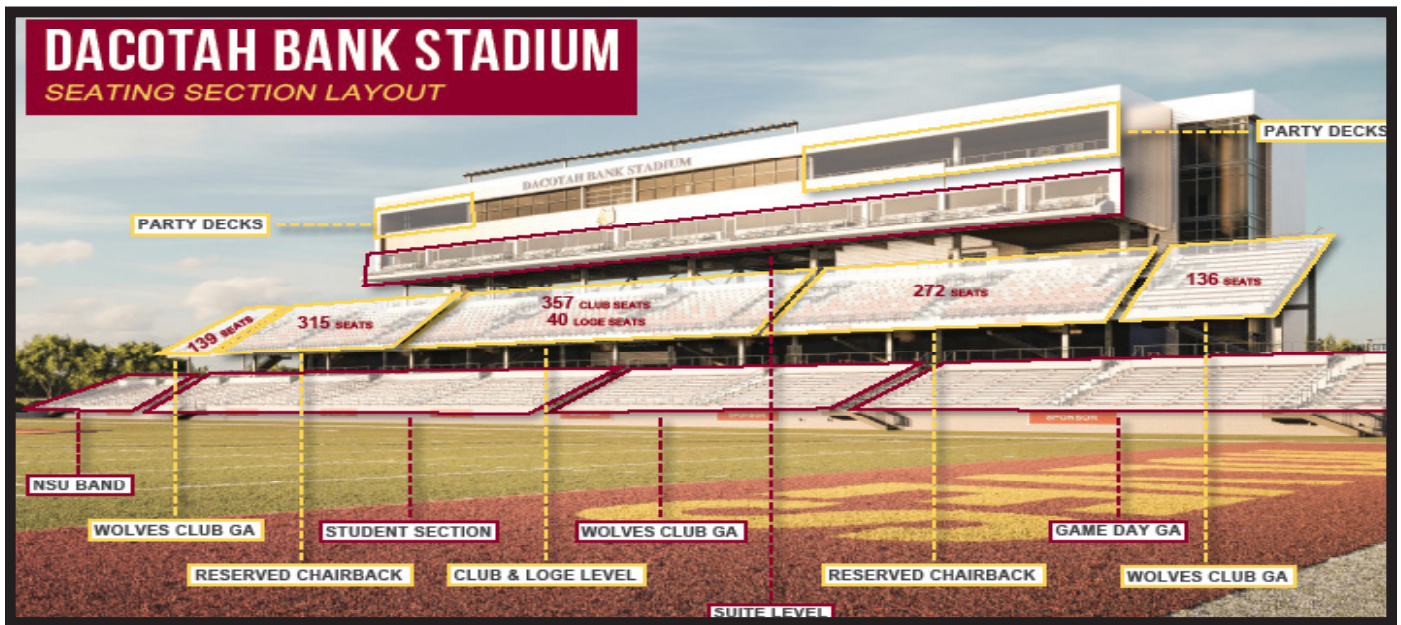
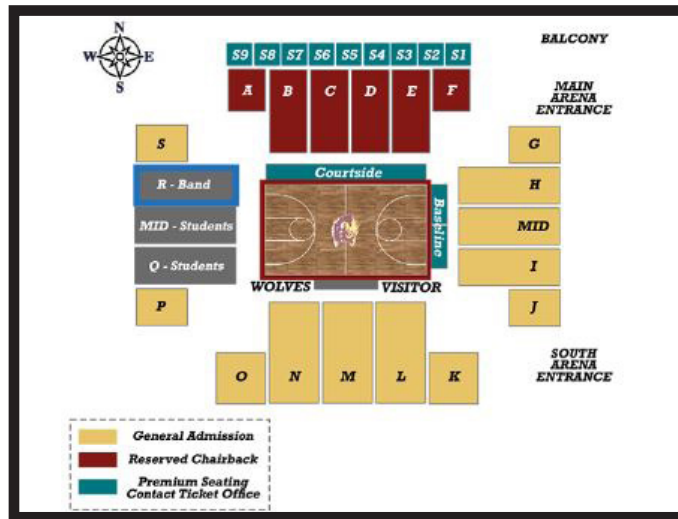
# Game Sponsorships



## Take our game and make it your own!

- ▶ Game sponsorships provide a great opportunity to increase brand exposure, showcase your partnership with the NSU Wolves, and even hold a company social or customer appreciation event
- ▶ Game sponsorships include a significant amount of game tickets, on-court/field recognition, videoboard ad spots, in-game promotion opportunities, room/space reservations for large group gatherings, and more!
- ▶ Nearly limitless opportunities! Let us do the hard work as you enjoy the game with your guests

# Tickets



## Don't miss the big game!

- ▶ Include tickets into your sponsorship package to use for yourself, to giveaway to staff or loyal customers, or to use as marketing giveaways for your business
- ▶ Barnett Center options include courtside seats to basketball games, matside seats to wrestling duels, reserved chairbacks, Wolves Buddies Kids Club memberships, and general admission.
- ▶ Dacotah Bank Stadium seating options include wolves club general admission, premium club seats, premium loge seats, Wolves Buddies Kids Club memberships, and general admission.
- ▶ Want to bring a large group to the game? We have special group options available as well such as the NSU team room in the Barnett Center and party deck options at Dacotah Bank Stadium.
- ▶ Premium Tailgate and priority parking options



# Premium Seating Options



## PREMIUM CLUB SEATS

Premium club seats provides fans with one of the most energized and unique premium experiences in the region. Located at THE prime viewing location within Dacotah Bank Stadium, you will have access to multiple premium amenities and exclusive club activities throughout game day and special club events each fall. This premier game-day experience includes:

- Extra-wide reserved chair back seats with arm rests and drink holders
- Access to private VIP Entrance and elevator at main grandstand
- Access to private serving stations featuring exclusive beverage options
- Access to private restrooms & concourse area with roof
- Access to the Kessler's Champions Club in the North end zone for pre-game and halftime festivities
- Invitation to exclusive premium seat holder event

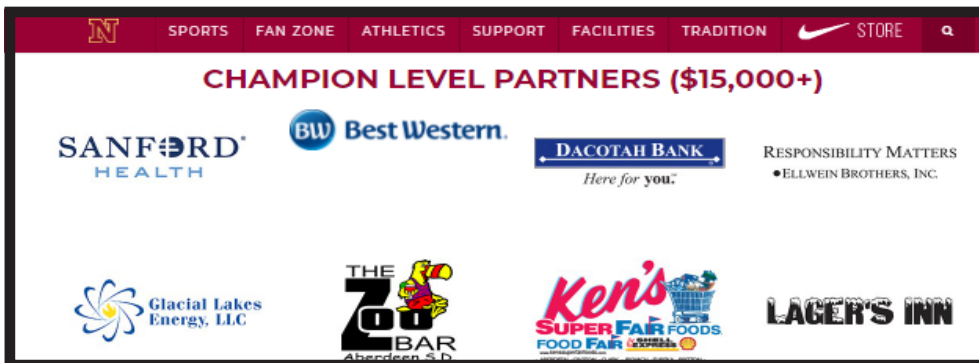
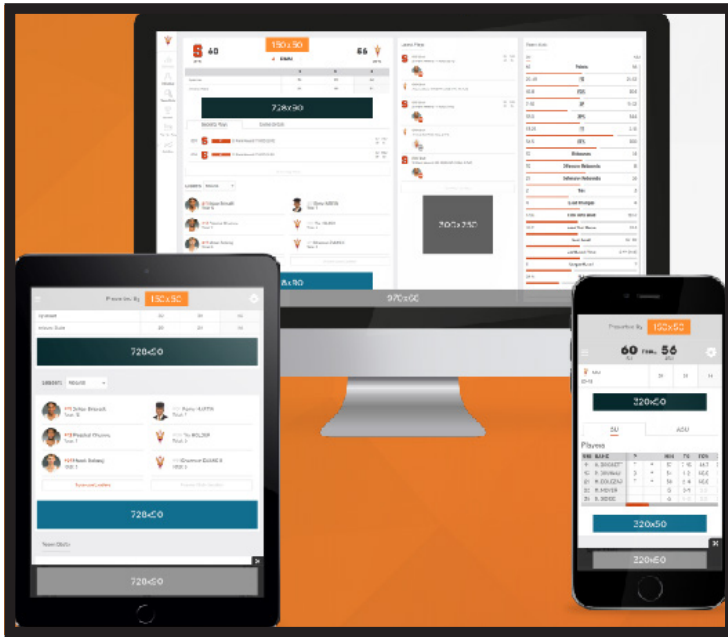
## PREMIUM LOGE SEATS

Premium loge level seats will offer a "best of both worlds" blend of a traditional club seat and private suite experience. Fans have the ability to enjoy the game outside, but away from the elements (protected by an overhang). Loge seating also offers a semi-private space to entertain and spend time with family and friends or clients while still remaining in the middle of the action. One of the best premium seating values Dacotah Bank Stadium, loge boxes include:

- All Club Seat amenities listed above
- Fans have the ability to enjoy the game outside, but away from the elements (protected by an overhang)
- Individual, flexible chair seating for maximum comfort
- Steps away from private restrooms & private serving stations featuring exclusive beverage options



# Digital & Print Media



## Market your brand in both print media and online!

- ▶ Print options include program ads, pocket schedules, etc.
- ▶ Advertise on nsuwolves.com, on the webcast, NSU Wolves Club and GoWolves twitter, and live stats pages, radio, etc.

# Special Events

*19th Annual*  
**NORTHERN NIGHT**  
*Saturday,*  
**NOV. 18, 2017 | DAKOTA EVENT CENTER**  
*Complimentary champagne hour begins at 5 p.m.*

**JOIN US AS WE REVEAL THE NEXT CHAPTER OF NORTHERN STATE UNIVERSITY.**

This special evening will feature a gourmet dinner, entertainment, and charitable auctions showcasing unique gifts and experiences. Proceeds support scholarships for NSU students. Black tie optional.

*24th Annual*  
**Northern State Football Golf Tournament & Auction**  
**July, 10th, 2020 | Lee Park Golf Course**



**NSU GOLF CLASSIC AUG 14 2020**  
**SAVE THE DATE**



**LEE PARK GOLF COURSE • 5-MEMBER TEAMS • 9 AM SHOT GUN START**  
**\$2,000 CASH (GROSS CHAMPION) • 2 NSU FOOTBALL SIDELINE PASSES (NET CHAMPION)**  
**NSUWOLVES.COM/WOLVESCLUB/EVENTS • AUSTIN.HIEB@NORTHERN.EDU**

NORTHERN STATE  
**WOLVES WRESTLING**  
 GOLF OUTING  
**August 7, 2020**

9 AM START • ROLLING HILLS GOLF COURSE  
 4-PERSON SCRAMBLE • \$125 A GOLFER  
 ONLINE SILENT AUCTION • REVERSE RAFFLE  
 MEAL INCLUDED • GAMES ON THE COURSE

**REGISTER AT**  
[nsuwolves.com/wr/golf/registration](http://nsuwolves.com/wr/golf/registration)




**WOLVES BASEBALL**  
**GOLF OUTING**  
**FRIDAY, SEPTEMBER 25**  
ROLLING HILLS GOLF COURSE • 10 AM REGISTRATION • 11 AM SHOT GUN START

**4-PERSON SCRAMBLE TOURNAMENT LIMITED TO THE FIRST 20 REGISTERED TEAMS**  
**NSUWOLVES.COM/BASEBALL/GOLF**  
**HOLE SPONSORSHIPS AVAILABLE**  
 CONTACT DEAN BERRY TO SPONSOR A HOLE AT [DEAN.BERRY@NORTHERN.EDU](mailto:DEAN.BERRY@NORTHERN.EDU)




## Increase your exposure by sponsoring a special event!

- ▶ NSU hosts different special events throughout the year to help raise money for scholarships.
- ▶ Events include Northern Night, Wolves on the Water, the NSU Golf Classic, NSU Soccer Trapshoot and more!
- ▶ Multiple sponsorship levels are available at each event.

***Thank you for supporting our  
student-athletes!***



 @nsuwolvesathletics

 @WolvesAthletics

 @nsuwolves

Northern State University  
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