BUILDING PARTNERSHIPS

BINGHAMTON UNIVERSITY ATHLETICS SPONSORSHIP PROGRAM
Since joining Binghamton University as the Director of Athletics, I have had the pleasure of observing the dedication and commitment of our student-athletes and I am proud of their ability to blend outstanding athletic performance with a high level of academic achievement. Intercollegiate athletics are a vital part of our campus culture, with more than 425 student-athletes representing Binghamton each year.

Our teams compete against flagship schools throughout the Northeast and regularly vie for conference championships and All-America status. Our success has garnered national attention and our teams have performed for millions of viewers on ESPN Networks, CBS, Fox Soccer Channel, Time Warner Sports and Madison Square Garden Networks.

Thank you for considering a marketing partnership with Binghamton University Athletics. We depend on the continued commitment and generosity of our partners to provide our student-athletes with the support they need to excel at the NCAA’s highest level. In exchange, we strive to deliver outstanding exposure to our fans, season ticket holders, faculty/staff, alumni and students, both locally and around the world.

Sincerely,

Patrick J. Elliott
Director of Athletics
Binghamton University has built a reputation as a world-class institution that combines a broad interdisciplinary, international education with one of the most vibrant research programs in the nation.

Binghamton’s academic culture rivals a first-rate private university — rigorous, collaborative and boldly innovative — while our campus culture exemplifies the best kind of public university experience: richly diverse students, an active social life and deep engagement with the community.

Our students work one-on-one with exceptional faculty that includes Pulitzer Prize winners and groundbreaking scholars, and they take advantage of special academic opportunities like combined degrees, foreign language study groups and an unparalleled international education program.

- Undergraduates: 11,861
- Graduate students: 2,885
- Average SAT score range: 1180–1380
- Average ACT score range: 26–30
- Top 25% of high school class: 85%
- Students of color: 25%
- International students: 15%
- Students come from all 50 states and more than 100 countries

Binghamton University is located in the Southern Tier of upstate New York, just one mile west of the city of Binghamton and a short drive from major urban centers in New York and neighboring states. The University is about 1 hour from Ithaca, 1.5 hours from Syracuse, 2.5 hours from Albany, 3 hours from Rochester and New York City, 4.5 hours from Buffalo and just a few hours from Boston, Philadelphia and Washington, D.C.
UNIVERSITY ACHIEVEMENTS AND ACCOLADES

Here’s what college guides and national magazines have been saying about Binghamton’s academics, programs and affordability:

- #2 best value among the nation’s public colleges for out-of-state students and #12 overall — Kiplinger’s Personal Finance
- #4 best value for public universities based on academics, cost of attendance and financial aid — The Princeton Review’s Best Value Colleges
- “It’s tough to beat Binghamton’s combination of ‘top-tier academics’ and palatable sticker price.” — The Princeton Review’s America’s Best 376 Colleges
- One of the nation’s top 50 public universities for the 15th consecutive year — U.S. News & World Report
- Among the top 25 schools nationally whose students graduate with the least amount of debt — U.S. News & World Report
- #79 based on social mobility, research and service — Washington Monthly’s College Guide (featuring 258 national universities)
- #63 among the top 100 U.S. institutions enrolling 1,000 or more international students — Institute of International Education’s annual census of international students in the U.S.
- #8 out of nearly 130 schools in New York state based on international student enrollment, and among the distinguished company of Columbia, New York University and Cornell — Institute of International Education
- One of only 16 colleges in the nation, and the only SUNY school, to receive the highest score on The Princeton Review’s “green rating” for campus environmentally related policies, practices and academic offerings

“Within the multiyear partnership between Coca-Cola and Binghamton I have found that Binghamton University Athletics has provided Coca-Cola an exceptional outlet to showcase our brand line up. Their ability to reach multiple demographics within the different sporting events enables us to maximize our marketing efforts not only on campus but also within the greater Binghamton, N.Y., area.”

ANTHONY MARCELLO
Key Accounts Development Manager
Coca-Cola Enterprises

“Supporting the Bearcats athletic programs is an ideal way for any firm or business to generate new clients or customers in the area. It is also a great way to show support for Binghamton University, which is an enormous asset to our area and a destination for sporting events that engage the entire community.”

DAVID M. GOULDIN
Senior Partner
Levene Gouldin & Thompson, LLP
Our student-athletes have maintained an overall grade-point average of 3.0 or higher for twelve consecutive semesters.

Binghamton has captured the America East Academic Cup twice and finished among the top 3 two other times since joining the conference.

17 Binghamton teams have advanced to NCAA tournament play.

Binghamton has had one student-athlete crowned national champion and 13 crowned All-Americans since 2001.

Community support for Binghamton athletics is strong: we have led the America East Conference in men’s basketball home-game attendance for a record nine straight years.

Binghamton’s women’s basketball team led the America East Conference in attendance for the second consecutive season.

Our 2008-09 men’s basketball team won the American East Championship and advanced to the NCAA tournament, where they played Duke.
Now in its third decade of operation, America East has evolved into one of the most comprehensive NCAA Division I conferences with a commitment to broad-based, competitive athletics programs, complementing the academic integrity and missions of the member institutions.

With a geographic footprint covering the Mid-Atlantic to Northeast regions of the United States, America East strives to develop champions in Academics, Athletics and Leadership at its nine member institutions: University at Albany, Binghamton University, Boston University, University of Hartford, University of Maine, University of Maryland-Baltimore County, University of New Hampshire, Stony Brook University and University of Vermont.

“Papa John’s partnership with BU Athletics has become a valuable asset to our growth as a company. They have gone out of their way to create new concepts which have opened many doors throughout the Binghamton community. Definitely a positive move.”

MATTHEW ZACCARDO
Regional Marketing Manager
Papa John’s

“As a lifelong resident of this area and a graduate of BU’s School of Management, I’m very proud of the way Binghamton University has continually given back to this community. With the obvious benefits of employment opportunities to the gracious support of our local youth athletes, I’m proud to say ‘Go Bearcats’!”

BRAD MANCHESTER
First Vice President –
Investment Officer
Wells Fargo Advisors

Erik van Ingen
2x Conference Academic Honor Roll
3x First Team All-American
BEARCATS IN THE COMMUNITY

- Staff, coaches and student-athletes are highly visible in the community, participating in school-assembly programs, speaking to service organizations, hosting clinics and camps, and fund-raising for local charities.
- University student-volunteers contribute more than 30,000 hours annually to area businesses, charitable organizations and governments each year.
- Community service endeavors are valued at more than $7 million annually and enable Greater Binghamton organizations to achieve goals and complete projects that would otherwise languish.
- Binghamton student-athletes raised in excess of $100,000 for the St. Jude Children’s Research Hospital during the past four years.

ACADEMIC EXCELLENCE

Binghamton is strongly committed to the academic and personal development of its 425 student-athletes, and proud of their ability to blend outstanding athletic performance with a high level of academic achievement.

- Bearcats student-athletes have collectively averaged 3.0 or better in 18 of 21 semesters since the University turned Division I.
- Since 2006, more than 180 student-athletes have been inducted into the National Athlete Honor Society with a GPA of 3.4 or above.
- Our student-athletes are highly recruited by national businesses due to their strong work ethic and leadership skills.

In 2006 we opened our Student-Athlete Success Center. This center houses the student-service branch of athletics. With a staff of five full-time employees, one part-time staff member, many peer interns, and the tutorial program, the center delivers a variety of support services to help student-athletes achieve excellence in their academic, athletic and personal pursuits.
BINGHAMTON ATHLETES IN THE CLASSROOM

RECENT ACCOMPLISHMENTS

- 3.07 cumulative GPA for fall-semester student-athletes
- 3.17 cumulative GPA for spring-semester student-athletes
- 3.13 cumulative GPA for all student-athletes
- 65% of fall student-athletes earned Academic Honor Roll distinction
- 67% of spring student-athletes earned Academic Honor Roll distinction
- 15 of 19 teams earned cumulative 3.00 GPA or higher
- 12 consecutive semesters with cumulative GPA of 3.00 or higher
- Cumulative GPA of 3.00 or higher in 18 of 21 semesters since moving to Division I
- 132 student-athletes on Commissioner’s Honor Roll (minimum 3.30 GPA)
- 28 student-athletes inducted into National Collegiate Honor Society
- 132 student-athletes America East Conference All-Academic selections (the most in Division I)
- 14 student-athletes earned a 4.00 or higher GPA

HISTORICAL PERSPECTIVE

- National Team Academic Awards — 47 since 2002
- National Collegiate Honor Society Student-Athletes — 182 since 2006
- America East Scholar-Athlete of the Year Awards — 4 since 2007
- America East Scholar-Athletes Awards — 26 since 2007
- America East Top Sports GPAs — 33 teams since 2002
- America East All-Academic Selections — 171 since 2006
- America East Honor Roll — 2,213 since 2002
- America East Commissioner’s Honor Roll — 1,110 since 2002
- SUNY Chancellor’s Awards* — 41 since 2003

*Combination of Honor Roll student and All-Star athlete

HISTORY: The Student-Athlete Success Center is a student-oriented resource center designed with the overall success of the student-athlete in mind. The student services staff is committed to integrating the student-athlete fully into the college environment in order to maximize the educational benefit of the entire collegiate experience. We operate under the central tenet that college is a place for intellectual discourse and that students should engage actively in the academic life of the University.

Andrea Holmes
Conference Academic Honor Roll
4x All-Conference Player
Conference Rookie of the Year

“Hinman, Howard & Kattell, LLP is a proud sponsor of Binghamton University Athletics. Our sponsorship of BU Athletics has afforded us another great opportunity to express our commitment to Binghamton University. Support of Binghamton University is truly an investment in the future of the Greater Binghamton community.”

JAMES W. ORBAND
Managing Partner
Hinman, Howard & Kattell, LLP

“Roberts Eyecare values our relationship with the University. Our personal commitment is giving back to and investing in the community we live in. We have taken great pleasure in witnessing the transformation of the University to Division I, the expansion of the campus, and its increasing national academic reputation. Our partnership allows us to make new personal and professional friendships within the University. It is a relationship that we look forward to continuing through the upcoming years.”

KATHI J. ROBERTS
Practice Administrator
Roberts Eyecare Associates
**WEST GYM**

- Venue for the nationally ranked Bearcats wrestling team and women’s volleyball
- Home of the Patricia A. Saunders Aquatic Center — men’s and women’s swimming and diving
- Location of the Student-Athlete Success Center (details on previous page)
- Daily health and physical education classes
- Campus recreational services and club sports

**BEARCATS SPORTS COMPLEX**

- New home for men’s and women’s soccer and lacrosse opened in the fall of 2007
- Hosted events during the Empire State Games and numerous outdoor events and camps
- A 120’ x 75’ synthetic-turf field can accommodate up to 2,500 fans; lights enable nighttime play
- Equipped with press box, concession stands and restrooms
- Soccer has ranked in the top 25 in attendance nationally (of 220 Division I schools)

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Former Binghamton pitching ace *Scott Diamond* became the University’s first Major Leaguer when he took the mound for the Minnesota Twins against the Cleveland Indians on July 18, 2011.

Binghamton wrestling has been among the nation’s top-25 teams for two years and has crowned four All-Americans in the last three seasons. The Bearcats finished a program-best 14th in the country at the 2012 NCAA Championship.
EVENTS CENTER

- Completed in 2004, the 156,000-square-foot Events Center is the largest sports facility of its kind within 75 miles of Binghamton.
- Accommodates 5,000 to 10,000 people depending on the event; seating capacity for men’s and women’s basketball is 5,142.
- Hosts a variety of programs including the University’s Commencement, as well as track meets, high school graduations, banquets, summer camps, sports clinics, car/antique/boat trade shows and concerts.
- The 2005, 2006 and 2008 America East Men’s Basketball tournaments and 2007 America East Women’s Basketball Tournament were held at the Events Center.
- Binghamton housed, fed and provided athletic facilities for more than 6,000 athletes during the 2000, 2004 and 2008 Empire State Games.
- Hosted the opening and closing ceremonies for the Special Olympics in 2005 and 2008, bringing more than 4,000 people to campus each year.

BASEBALL AND SOFTBALL COMPLEXES

The Binghamton University athletics department is proud to introduce the next phase of our sports facilities enhancement. Beginning in spring 2013, our baseball and softball teams will compete in brand new stadiums. Based on the outstanding fan support our basketball teams have enjoyed since the Events Center opened, and that our soccer and lacrosse teams have experienced at the Bearcats Sports Complex, we fully expect our community to embrace these new opportunities to watch high-quality NCAA Division I sports.

“Every Season Starts at Dick’s Sporting Goods.”

“Our sponsorship with Binghamton University and the Bearcats athletic program is very important and special to Dick’s Sporting Goods. Our company started here in Binghamton, N.Y. by Dick Stack, and it’s important for us to be an active part of this community. Partnering with the Bearcats allows us to accomplish our goal and helps support the goals of the Bearcat student-athletes, coaches and administration. As a company, we understand how important the University and its athletic department is to the Binghamton, N.Y. area and we’re proud to partner with such a great group of administrators, coaches and student-athletes.”

MARK MACKISOCE
Community Marketing Manager
Dick’s Sporting Goods

“William H. Lane Incorporated are pleased to support Binghamton University Athletics. Many of us are lifelong residents of the area. The transformation of the entire campus—in every aspect of life—is absolutely inspiring to us and future generations of Bearcats. We look forward to helping BU build into the future.”

MARK MUSHALLA
Vice President & CFO
W.H. Lane Inc.
SPONSORSHIP OPPORTUNITIES

BEARCATS SPORTS COMPLEX
(MEN’S AND WOMEN’S SOCCER AND LACROSSE)

SIGNAGE:
- Field wrap ad panel (6 ft. x 15 ft.)
- End zone ad panels (6 ft. x 20 ft. in four locations)
- Scoreboard Ad Panel (3 ft. x 6 ft.)

WEST GYM
(WRESTLING, VOLLEYBALL, SWIMMING AND DIVING)

SIGNAGE:
- Hanging ad banners (3 ft. x 9 ft.)
- Scoreboard ad panel (2 ft. x 6 ft.)

EVENTS CENTER
(MEN’S AND WOMEN’S BASKETBALL)

SIGNAGE:
- Façade backlit ad panel (4 ft. x 8 ft.)
- Suite façade backlit ad panel (3 ft. x 10 ft.)
- Scoreboard three-side rotating panel (6 ft. x 8 ft.)
- Scoreboard LED panel (15-second rotations)
- Scoreboard corner displays (2½ ft. x 2½ ft. in four locations)
- North-end section banners (3 ft. x 24 ft.)
- Concourse section signs (24 in. x 60 in.)
- Garbage can wraps (four courtside, 18 on concourse)
- Stair-riser aisle section ads (3½ in. x 36 in. on 19 steps)
- Events Center welcome sign (2 ft. x 6 ft.)
- Events Center main directional sign (2 ft. x 5 ft.)

COURTSIDE:
- On-court custom logos (12½ ft. x 19½ ft.)
- Scrolling scorer’s table (30 in. x 10 ft., four panels)
- Static scorer’s table (30 in. x 8 ft.)
- Courtside two-side chair-back seat covers (12 in. x 18 in., 78 seats)
- Basket support arm padding (2) (2 ft. tall x 3 ft. wide)
- Basket base padding (2)
- Exclusive naming of members-only Bearcats Den
- Time clock in Bearcats Den (pre-game and halftime countdown)

BASEBALL/SOFTBALL COMPLEXES
(NEW IN 2012)

SIGNAGE:
- Corporate sponsorship opportunities available

Kyle Kucharski
4x Conference Academic Honor Roll
All-Conference Player
BROADCAST MEDIA
(MEN’S AND WOMEN’S HOME AND ROAD BASKETBALL GAMES, 55–60 PER SEASON)
■ Radio: Two spots per game plus billboard (live on WNBF-AM)
■ In-Game: Live messages throughout broadcasts
■ Exclusive: Pre-game, halftime and post-game
■ Live Audio: On bubeearcats.com website
■ Television: Two spots per game plus billboard
■ Streaming Video: All home games simulcast and streamed over the Internet
■ Monday Night Coach’s Show: Exclusive sponsorship (November through March)

IN-GAME:
■ Contests and promotions
■ Giveaways
■ Game-day sponsors with concourse tabling
■ Game-day basketball program ads (full-page to business-card size)
■ Public address announcements
■ Starting lineups and player-of-the-game
■ Game-ball delivery
■ Ticket backs
■ Schedule magnets and pocket schedules
■ Team posters and team photos
■ Exclusive dance and cheer team sponsorships

ELECTRONIC MEDIA
■ BU Athletics Website: The bubeearcats.com website offers interactive features, student-athlete profiles, streaming video and game action, sponsored contests and in-depth Bearcats sports news and articles. 7,000+ page views per day, average of 83,000+ visitors per month
■ Website Ads: Deliver your message directly to our fans, season ticket holders, students and their families, University faculty/staff and alumni
■ e-Newsletter: Banners ads on our informative e-newsletter, Bearcats Bulletin, which is delivered to 10,000 registered recipients roughly 30 times per year
■ West Gym Marquee: Game-day sponsors’ logos on LED marquee, which is visible to all campus traffic

SPECIAL EVENTS
■ Homecoming Weekend (soccer)
■ BU Hall of Fame Dinner
■ Late Nite Madness (basketball)
■ Winter Madness (basketball)
■ National Girls and Women in Sports Night (basketball)
■ Celebrating Women’s Athletics Luncheon
■ Take-a-Kid-to-the-Game (basketball)
■ Breast Cancer Awareness Pink Campaign (soccer, volleyball, basketball, tennis, softball)
■ Athletic awards banquet (all sports)

“Retailers throughout the Greater Binghamton area have taken a strong interest in selling Bearcats merchandise, and we anticipate continued growth in 2011 and beyond. The hard work by the Binghamton staff and great community support for the Bearcats are making it an exciting time to be part of the Binghamton University licensing program.”

BRIAN YOUNG
SMA Works
HUNDREDS OF LOCAL AND NATIONAL BUSINESSES ALREADY ADVERTISE WITH THE BEARCATS.
ARE YOU READY TO JOIN OUR TEAM?

REACH
Partnering with the Bearcats is a powerful and cost-effective way to meet your company’s marketing objectives — offering your business access to more than:

- 14,700 students
- 2,400 full- and part-time faculty and staff
- 8,000 local alumni, 47,000 in NYS, 100,000+ total
- 250,000 visitors to the University’s Events Center and Bearcats Sports Complex each year
- An average of 1,000,000 visitors annually to our website: bubearcats.com

- Our teams have competed in front of millions on ESPN Networks, CBS, Fox Soccer Channel, Time Warner Sports and Madison Square Garden Networks.

SPONSORSHIP
We are proud of our accomplishments on and off the playing field, and we are fully aware that our continued success depends on support from our corporate partners. We want to work with you to develop a sponsorship package that addresses your marketing goals. At the same time, your partnership will have a profound effect on the success of our student-athletes.