University of Southern Maine Athletics:
SPONSORSHIP OPPORTUNITIES
A Message from Al Bean:

I’m very pleased to present our updated marketing deck, which provides you with sponsorship opportunities associated with the University of Southern Maine Department of Athletics. The information contained in this document should give you a good look at many of the opportunities available to associate with our athletics program and gain visibility for your business or organization. I sincerely hope you will make time to review this document.

As a Department and University, we are very interested in partnering with local businesses and organizations. USM sponsors one of the finest NCAA Division III athletics programs in the nation with 22 programs and over 500 participants. We are very proud of the accomplishments of our student-athletes in the classroom, in competition and in the community. USM Athletics has a long history of partnering with the community and works intentionally to collaborate in ways that make a difference. As a result, USM has been honored on ten different occasions at the national level for outstanding community service and outreach programs.

At USM, we are committed to the overall growth and development of our student-athletes and work to provide opportunities for each student to develop in five major areas: academic achievement, athletic performance, personal development, career development and service to the community. These five core values are supported daily by our staff members and through our Full Potential program, a USM collaborative initiative to help support student-athlete success.

Many members of the local community contribute to the success of our student-athletes and individual athletic programs on a regular basis. I hope you will join our family of supporters and consider partnering with USM Athletics. Please feel free to contact me if you have interest, questions or suggestions. You can reach me directly at 207-780-5588 or by email at albean@maine.edu. Thanks very much for your time and support.

Sincerely,

Albert D. Bean Jr. 77’ 92’
Director of Athletics
University of Southern Maine: Quick Facts

- USM has three campuses: one in Portland, one in Gorham, and one in Lewiston/Auburn

- Maine students comprise 91.6% of the enrollment at USM, with 77.4% of these coming from Cumberland, York, and Androscoggin counties

- USM has 30,994 active alumni in all 50 states and numerous foreign countries, which are led by Canada (75) and the United Kingdom (19)

- 22,965 active alumni currently reside in Maine, with 11,361 in Cumberland County, 4,095 in York County, and 1,762 in Androscoggin County

The University of Southern Maine Athletics Department aspires to:
- Compete at the highest possible level
- Earn national recognition for program excellence
- Provide student-athletes with the knowledge, skills, and experience to prepare for a lifetime of success

USM competes primarily in the Little East Conference, widely regarded to be one of the most competitive NCAA Division III Conferences in the nation

- **22** varsity sports (11 women’s, 10 men’s, and 1 co-ed)
- **9** varsity teams have participated in NCAA National Championships
- **500** (approximately) student-athletes

**Baseball:** 1991 and 1997 NCAA National Champions and 8-time World Series participants

Women’s Basketball: 5-time NCAA Final Four participants and 20+ wins for 33 of the past 34 seasons

Women’s Indoor Track: 15 consecutive LEC and New England Alliance titles

Women’s Outdoor Track: 15 consecutive LEC and New England Alliance titles
Over 275,000 people pass through Costello Sports Complex as athletic participants and spectators annually.

Through sponsorship, your company will have a comprehensive presence at all events occurring within our athletic facilities. This includes summer sports camps, sports clinics, recreational activities and more.
Warren G. Hill Gymnasium

The 1,450-seat Hill Gym is the home venue for USM men’s and women’s basketball, wrestling and women’s volleyball. The gym serves as the hub of the Costello Sports Complex and links the athletic administrative offices and field house with the ice arena.

8’6” x 25” Scoring Table Sign
1 year: $1,500
3 years: $4,000
Quantity Available: 8

6’ x 6’ Wall Banner
1 year: $1,000
3 years: $2,700
Quantity Available: 9

7’ x 3’ Lobby Window Sign
1 year: $1,000
3 years: $2,700
Quantity Available: 10

Scoreboard Sign
Variable Pricing- Please Call
USM Ice Arena

The USM Ice Arena features an Olympic-size ice surface. It hosts USM men’s and women’s ice hockey, figure skating, open skate, as well as adult, high school, middle school, and youth hockey leagues. The facility includes a special events reception area, pro shop, and a refreshment area.

8’ x 32” or 16’ x 32” Dasher Board Sign
1 year: $1,000/$1,750
3 years: $2,700/$4,700
Quantity Available: 30

12’ x 8’ On-Ice Logo
1 year: $2,500  3 years: $6,750
Quantity Available: 4

6’ x 10’ Wall Banner
1 year: $1,500  3 years: $4,000
Quantity Available: 7

10’ x 32” Perimeter Wall Sign
1 year: $750  3 years: $2,000
Quantity Available: 18

Scoreboard Sign
Variable Pricing—Please Call
Completed in early September of 2011, Hannaford Field hosts USM men’s and women’s soccer, field hockey, men’s and women’s lacrosse, as well as regional sporting events, camps, and clinics. The Field Turf® surface at Hannaford Field is the first phase of a long-range project that includes lights and stadium seating for 500 as funds are acquired.
USM Field House

The USM Field House features a six-lane, 200 meter track with tennis courts, basketball courts, and practice areas for baseball and softball. The USM Field House hosts track meets at both the collegiate and high school level, USM tennis matches, USM wrestling matches, sports camps and clinics, scholastic fairs, fundraisers, and commercial shows.

14’ x 18” Entrance Sign
1 year: $750
3 years: $2,000
Quantity Available: 1

6’ x 32” Elevator Sign
1 year: $500
3 years: $1,350
Quantity Available: 1

10’ x 6’ Landing Sign
1 year: $1,500
3 years: $4,000
Quantity Available: 2
USM Baseball and Softball Fields

The USM Baseball Stadium is one of the finest in Division III and seats 500. A brand new softball field to seat 350 will be completed in the Fall of 2016 and is projected to be one of the best facilities at any level in all of New England.

Scoreboard Sign
Variable Pricing- Please Call

30’ x 8’ Top of Dugout Sign
1 year: $2,500
3 years: $6,750
Quantity Available: 8

Baseball and Softball Seat Sponsorship: $100

6’ x 10’ Outfield Banner
1 year: $750
3 years: $2,000
Quantity Available: 30
Fitness Center and Costello Center

Fitness Center Wall Sign
Sizes and Prices Vary - Please Call

Fitness Center Wall Sign
Sizes and Prices Vary - Please Call

2' x 4' Costello Lobby Sign
1 year: $500
3 years: $1,350
Quantity Available: 3

Main Entrance Video Board Sign
Variable Pricing - Please Call
Digital Media

Southern Maine Huskies have a dominant presence across many different types of media. Prices for promotional messages and advertisements vary. Please call for more information.

Promotional Messages on Facebook and Twitter

Website Advertising

Video Casting Commercials

Customizable Packages

For sponsors wishing to reach a broad range of customers across a variety of platforms, customizable and discounted packages are available.

The University of Southern Maine Department of Athletics is committed to working with the sponsor on a one-to-one basis in order to develop a package that aligns with individual needs and objectives. Multi-year packages are available at variable prices and provide deep discounts.
**William B. Wise Scholar-Athlete Awards**
The William B. Wise Scholar-Athlete Awards honor the outstanding academic achievements of USM student-athletes participating in intercollegiate athletics. A record number of 162 student-athletes received awards for their academic success during the 2014-2015 school year.

**Presenting Sponsor:** $3,000  
**Dinner Sponsor:** $1,500  
**Awards Sponsor:** $1,000  
**Program Sponsor:** Variable Pricing

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**Husky Hall of Fame**
Established in 1985, the annual Husky Hall of Fame Banquet and Induction Ceremony recognizes the accomplishments of graduates and staff of USM and its predecessor institutions.

**Presenting Sponsor:** $3,000  
**Dinner Sponsor:** $1,500  
**Awards Sponsor:** $1,000  
**Ring Sponsor:** $1,000  
**Program Sponsor:** Variable Pricing

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**Honors Night**
Honors Night recognizes departing senior student-athletes for their efforts in balancing academics and athletics. Non-senior student-athletes who achieved exceptional success in their sport and studies are also recognized.

**Presenting Sponsor:** $3,000  
**Dinner Sponsor:** $1,500  
**Awards Sponsor:** $1,000  
**Program Sponsor:** Variable Pricing
Full Potential
Full Potential is USM’s on-going initiative to provide student-athletes with the keys to success in five critical areas: personal development, academic achievement, athletic performance, career skills and service to community. The program includes activities and lectures across various dimensions of athletics. Topics have included mental toughness, hazing education, substance abuse, nutrition, leadership, and more.

Presenting Sponsor: $3,000
Shirt Sponsorship: $200
Individual Session Sponsor: $200

Husky Golf Classic
The Husky Golf Classic is held each year at one of the finest golf courses in the region. The Golf Classic is a great opportunity for friends, family, and alumni to come together in support of USM Athletics while enjoying great golf, food, prizes, and camaraderie.

Presenting Sponsor: $3,000
Dinner Sponsor: $1,500
Lunch Sponsor: $1,000
Breakfast Sponsor: $500
(2) Golf Cart Sponsor: $500 each
Hole In One Sponsor: $750
Putting Contest Sponsor: $500
(36) Hole Sponsors: $250 each ($200 if with a foursome)
UNIVERSITY OF SOUTHERN MAINE