The NSU Athletics Sponsorship Program is a way for organizations to purchase targeted advertising space through our website, internet broadcasts, publications, athletic venues and more. Our sponsors are able to make the public aware of their product and/or service offerings, while supporting the NSU Department of Athletics.
Additional opportunities for our sponsors to make the public aware of their product and/or service offerings.

- Sponsor nights/tables at on-campus events such as athletic home games, pep rallies, tailgates, Shark-A-Palooza, Homecoming Game and more.
- Display cars on campus.
- Speaking engagements on the NSU campus.
- Participation in NSU’s Career and Internship Fair and recruiting opportunities.
Sponsor Nights allow a business to be the highlighted sponsor for a specific athletic event, by providing the promotional giveaway and the halftime contest prize. Coupled with electronic scrolling messages and public address announcements, the public will be saturated with the sponsor’s message.
The NSU Athletics Visitor’s Guide is an electronic document that is available to visiting opponents and fans on NSUSharks.com with over 6,000 annual page views. The packet includes information about our teams, facilities, amenities, local restaurants, shops and more for fans who are visiting the South Florida area.
Public address announcements made throughout select athletic events allow sponsor messages to reach the public and NSU Community.

Soccer  Volleyball
Basketball  Baseball
Softball  Swimming

SPONSORSHIP OPPORTUNITIES

• Pre-scripted public address announcements read at NSU Athletic home events, inclusive of men’s soccer, women’s soccer, volleyball, men’s basketball, women’s basketball, men’s and women’s swimming, softball, and baseball.
All NSU spectators must purchase a ticket for entry into each athletic contest. Sponsors have the ability to place a logo, advertisement or coupon on the back of each game ticket. NSU Department of Athletics prints more than 100,000 tickets over a three year period.
## DIGITAL MEDIA GUIDES

The NSU Department of Athletics produces 14 individual sport media guides in a season. Full-page ads are available as well as business recognition via logo placement. Guides are made available at NSUSharks.com for local and national media, opponents, Sunshine State Conference, NCAA administrators and the public.

### SPONSORSHIP OPPORTUNITIES
- Sponsor logo static on each individual page.
- Logo linked and routed to sponsor web site.

## ELECTRONIC MESSAGES

Electronic messages allow multiple messages to reach the public through one media source. Special messages of upcoming events, sales or deals allow the public to stay informed, while enjoying the athletic events that NSU has to offer.

### SPONSORSHIP OPPORTUNITIES
- One (1) electronic message to scroll throughout the entire length of NSU Athletics home game on the message board located in the middle of the scoring tables courtside at basketball and volleyball and on the main scoreboard at baseball.

## ONLINE COMMERCIALS FOR LIVE STREAMING

NSUSharks.com is the official website of NSU Athletics. We live stream on the site each home athletic event and can offer sponsor a commercial to be aired online.

### SPONSORSHIP OPPORTUNITIES
- Athletics Website Commercial or still graphic/logo placement (NSUSharks.com) for live streaming of home men’s basketball games.

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## SHARKS SPORTS UPDATE

Sharks Sports Update is the official electronic newsletter of NSU Athletics and gives a sponsor the opportunity to reach more than 4,000 students, faculty, staff, parents, and fans each week.

### SPONSORSHIP OPPORTUNITIES
- One (1) advertisement per week in Sharks Sports Update (August - May).
The Nova Southeastern University Men’s Basketball season, including post season games, are aired on WMEN 640 AM Sports. Radio affords sponsors an opportunity to embed their messages in the fabric of NSU’s exciting basketball games. Commercial messages of varying lengths (60, 30, and 10 seconds) are available for sale. On-air features that develop an interchangeable association between sponsor and NSU basketball can also be developed.

**SPONSORSHIP OPPORTUNITIES**

- Commercials in each of the Men’s Basketball home games.
- Live reads during each of the Men’s Basketball home games.
- Commercials in each of the Saturday morning Sharks Sports Wrap radio shows on 640 AM Sports
The NSU Department of Athletics prints game programs for each home event for fans in attendance. Sponsor logos are printed on the back side of each program. Between 10,000 - 12,000 game programs are printed and distributed each year.

SPONSORSHIP OPPORTUNITIES

• One (1) logo on game programs for men’s and women’s basketball, swimming, baseball, and softball.
NSU SCHEDULE POSTERS
The Department of Athletics produces three seasonal schedule posters a year. More than 3,000 posters are distributed throughout the NSU Campus and the surrounding community and also serve as giveaway items at the start of the season.

SPONSORSHIP OPPORTUNITIES
• One (1) logo on schedule posters for Soccer, Volleyball, Swimming, Basketball, Baseball, Softball and Tennis.

NSU SCHEDULE CARDS
The Department of Athletics produces three seasonal schedule cards a year. More than 7,000 cards are distributed throughout the NSU Campus and the surrounding community and also serve as giveaway items at the start of the season.

SPONSORSHIP OPPORTUNITIES
• One (1) logo on schedule posters for Soccer, Volleyball, Swimming, Basketball, Baseball, Softball and Tennis.
Sponsors are able to gain brand recognition by placing their logo on highly visible promotional items. Co-branding items, joining their logo with the NSU logo. These items are distributed during NSU Athletic contests reaching a vast community of individuals from the surrounding area.

A product for every promotion...
## ANNUAL ATHLETICS HONORS BANQUET

The NSU Athletics Honors Banquet is an annual event that recognizes all 350+ student-athletes and their teams. Awards for athletic and academic performance are given out, as well as recognition to all graduating seniors. Attendance caps off at 500 people, including prominent university administration, faculty, and staff.

### SPONSORSHIP OPPORTUNITIES
- Sponsor logo in program.
- Sponsor recognition during event.
- Sponsor Brochure on tables.

## ATHLETICS HALL OF FAME INDUCTION BANQUET

The NSU Athletics Hall of Fame is an annual event that honors NSU Athletic Alumni, former coaches, friends of the athletic department and program pioneers who are recognized for their outstanding athletic achievement and contribution to the NSU athletic program.

### SPONSORSHIP OPPORTUNITIES
- Sponsor logo in program.
- Sponsor logo on display screens.
- Sponsor recognition during event.

## CHAMPIONSHIP LUNCHEON EVENT

The championship luncheon at Grande Oaks Golf Club hosted by the President and the Chairman of the Board of Trustees honors National Championship teams and Sunshine State Conference Champions. Ring ceremonies for each team are conducted at this event.

### SPONSORSHIP OPPORTUNITIES
- Sponsor logo in program.
- Sponsor recognition during event.
NSUSharks.com is the official website of Nova Southeastern University Athletics and receives more than 350,000 visitors and more than 1.8 million page views each year. Our website is the only place to view game summaries, updated statistic, video features and photo galleries.

SPONSORSHIP OPPORTUNITIES

• Sponsor advertisement with active link logo on NSUSharks.com
With advertising space at our indoor and outdoor venues, signage will provide a sponsor the opportunity to advertise their business in highly visible location for extended periods.

SPONSORSHIP OPPORTUNITIES

• One (1) sign in the NSU Arena at the Don Taft University Center.
• One (1) sign at the NSU Soccer Complex.
• One (1) sign at the NSU Baseball Complex.