



MONTANA STATE UNIVERSITY
NORTHERN
Athletics

Ticket Sponsor Information

Total cost = \$1000.00

Co-sponsors = \$500.00 each

- ❖ Businesses may choose to use their advertising in the form of a coupon, using their visibility to bring customers into their establishment.

OR

They may choose to use their advertising in the form of an ad only, exhibiting their logo or a trademark phrase.

- ❖ When Co-sponsors participate, every effort is made to solicit businesses who are not competitors of a similar product (example: two Mexican food restaurants or two fast-food hamburger-based restaurants).
- ❖ Sponsors' advertising is printed on the back of every ticket in the season ticket booklet. The season ticket booklet will include 20-24 tickets. Each reserve seat booster typically purchases two booklets.
- ❖ Tickets are distributed between mid-September and mid-October and are actively used throughout the playoffs during the first week of March. Nearly all ticket-holders keep their booklets until renewal time the following year. THEREFORE, sponsors' advertising is visible for a minimum of 6 months to a possible 12 months.
- ❖ Sponsors are billed when the MSU–Northern Athletic Department receives the ticket booklets and begins distributing them. Payment in full is due upon receipt of bill; however, payment schedules are available upon request.
- ❖ Sponsors who renew their sponsorship in consecutive years are not subject to price increases.