

# 2004-05 SPONSORSHIP OPPORTUNITIES

NORTHWEST ATHLETIC ASSOCIATION



OF COMMUNITY COLLEGES

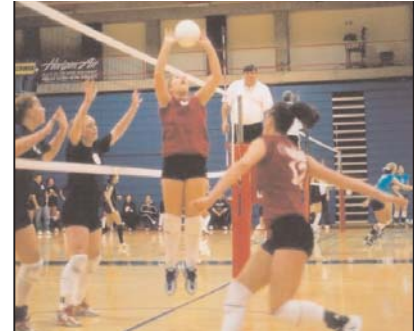


[WWW.NWAACC.ORG](http://WWW.NWAACC.ORG)

## ABOUT THE NWAACC

Established in 1972 with the merger of Washington and Oregon schools, the Northwest Athletic Association of Community Colleges (NWAACC) is dedicated to the support and development of student-athletes in the northwest. Proceeds from your partnership provide students with money for scholarships, unique experiences and fostering future leaders.

Many of our student-athletes attend community colleges to avoid the financial strain of a traditional four-year institution, to grow as an athlete and to participate in the sport they love. The NWAACC strives to improve the experience each student-athlete has during the time they spend in our athletic programs.



### NWAACC SPORTS

**Fall:** Cross Country, Soccer, Volleyball

**Winter:** Basketball

**Spring:** Baseball, Golf, Softball, Tennis, Track & Field

- 253 teams participated in 2003-04

Male: 115

Women: 138

- Nine (9) Championship Tournaments per year

- Established in 1972 with the merger of Washington and Oregon schools

### WEBSITE

Website Visits: 44,598\*

\*Since November 2003

### DEMOGRAPHICS

- 3,625 total athletes

Male: 55%

Female: 45%

- Most athletes are between the ages of 18-22

- 39 Member schools primarily in Oregon and Washington

- Total Community College enrollment is 753,252\*

Male- 44%

Female- 64%

\*Based on enrollment statistics published on the Washington State and Oregon state websites.

## WHY SUPPORT COMMUNITY COLLEGE ATHLETICS?



Community Colleges are a tremendous resource for students who choose not to attend a four-year college. Local area student-athletes from many of the top high school programs attend our schools to develop their skills physically while receiving a first-rate education. Funds received from sponsorship go directly to providing our student-athletes a positive college experience both on the athletic field and in the classroom.

We invite companies to experience the sales and marketing opportunities presented by becoming a NWAACC Partner. The NWAACC's events, loyal alumni, athletes and fans provide an excellent platform to market your company. Our Partnership Program puts sponsors front and center in a meaningful and memorable fashion. A partnership with the Northwest Athletic Association of Community Colleges delivers a strategic alliance:

### **Turn-Key Events:**

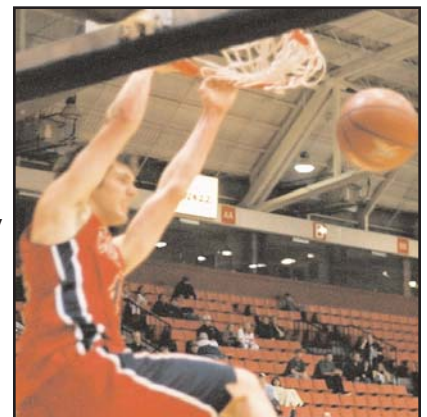
Leverage grassroots exposure and unparalleled positioning at nine (9) NWAACC championship events annually.

### **Targeted Audiences:**

Access the NWAACC membership, loyal parents, community leaders and community college supporters.

### **Relevant Marketing Platforms:**

Reach customers and prospects in meaningful and memorable ways.



**NORTHWEST ATHLETIC ASSOCIATION OF COMMUNITY COLLEGES**

# SPONSORSHIP OPPORTUNITIES

Sponsorship packages are divided into two categories, league sponsorship which receive benefits at all NWAACC regular season contests and tournament sponsorship which is specific to NWAACC Championship tournaments.

## NWAACC League Sponsorship

League sponsors will be visible at league games throughout the 36 schools of the NWAACC. There are approximately 3000 league contests per academic year.

**Platinum:** The leading supporters of the NWAACC. The Platinum Partner program is limited to two companies and receives benefits at league contests and tournament events.

**Silver:** Limited to six (6), these companies receive benefits at NWAACC League competitions, on the NWAACC website and in the monthly publication.

## NWAACC Tournament Sponsorship

Tournament sponsors will be visible at nine (9) NWAACC championship tournaments

**Title:** Numerous benefits include naming rights, dominant recognition and unique hospitality.

**Partner:** Tournament Partners provide added support to individual tournaments or invitational and receive excellent exposure and visibility at a minimal cost.

**Team:** Sponsor a team participating in a specific NWAACC Championship event.

2004 Racin' to the Basin\*  
NWAACC Basketball Championship  
February 27-  
March 1, 2004  
Tri-Cities Coliseum

The Northwest Athletic Association of Community Colleges (NWAACC), is hosting a four day tournament that will determine the 2004 NWAACC Champions for men and women.


Bring your family and friends to the Tri-Cities Coliseum to witness some of the most entertaining games in basketball.

\$11 One Day Pass  
\$31 4-Day Pass  
\$7 Seniors\*/Students/Staff/Military  
\$3 Ages 7-12  
Free 6 and under  
\*Seniors= 60 years and older

Group Rates are available, Call 360-992-2833  
Tickets are also available online at  
[www.ticketwest.com](http://www.ticketwest.com)

**WWW.NWAACC.ORG**

Sponsored by



Bring in this coupon and receive  
\$1.00 off  
ANY ONE DAY PASS

# SPONSORSHIP BENEFITS

## ON-SITE

### Public Address Announcements

Customized public address announcements will be read over PA systems at championship events.

### Signage

Signs are displayed along the court and at the Start/Finish line of NWAACC Championship events held throughout the academic year. Other types of signs and placement can be worked out as part of an additional promotional exposure plan.

### Promotional Exposure

The NWAACC staff will work with you to create an innovative program to boost your current marketing program, generate traffic for your website and/or retail location. Programs can include pre-championship promotion at your locations or local community colleges.

### Tickets/Passes

As a supporter of the NWAACC, you will be given a specified number of passes to local college games and/or NWAACC championship events.

## MEDIA

### Print

As an NWAACC partner, your company will be entitled to advertising space NWAACC print publications, including monthly and championship publications.

### Internet

The NWAACC website serves as the main source for information about stats, teams, league structure, history and more. Advertising opportunities on our website can be as flexible and creative as necessary. From static banners to flash presentations, our development staff will work with you to maximize your company's presence on the website.

### Radio

As part of the broadcast agreement, radio stations agree to air at least one thirty-second ad during the broadcast. These spots are limited to NWAACC premier and tournament title sponsors.



## SPECIAL OPPORTUNITIES

### Scholarships

Take your partnership one step further by sponsoring a customized scholarship.

### NWAACC Sports Night

Sports night is a community outreach program designed to reach kids age 8-20 and increase awareness of community colleges athletics and physical fitness.

## GENERAL

- Rights to NWAACC logo and marks
- Designation as the "Official Sponsor"
- Opportunity for cross-promotions



**Sponsorship packages are customized  
to maximize your partnership with the NWAACC.**

**Three-year contracts are given preferred pricing**

**For specific information about packages and pricing, please contact**

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