



Eastern Wyoming College Advertising Proposal: 2024-25 Season

We are excited to present a unique advertising opportunity that combines forward-thinking marketing with significant exposure across our athletic events. By partnering with Eastern Wyoming College, your company can reach a new and engaged audience while supporting our vibrant athletic programs. Our electronic advertising packages offer an innovative way to showcase your brand during every home game of our Volleyball, Women's Basketball, and Men's Basketball teams throughout the 2024-25 season.

Advertising Options:

Option 1: *30-Second MP4 Video with Sound*

Cost: \$1,000.00 per season

Description: Engage your audience with a dynamic video advertisement that captures attention and delivers your message with impact. Your MP4 video will be displayed during every home game, ensuring consistent and memorable exposure.

Option 2: *15-Second Pop-Up Stationary Ad (No Sound)*

Cost: \$750.00 per season

Description: For a more streamlined approach, choose a pop-up stationary ad. This visually striking advertisement will pop up on the screen, delivering your brand message in a concise, effective manner.

Option 3: *Hanging Banner*

Cost: \$500.00 per season

Description: Gain prominent placement in the Lancer Gymnasium with a banner displayed throughout the entire season. This option offers consistent visibility, ensuring your brand is seen by every attendee at all athletic events.

Option 4: *Bundle Package*

Cost: \$2,000 per season

Description: Maximize your exposure with this exclusive bundle, which includes all three advertising options at a special discounted rate. This comprehensive package ensures your brand is featured across multiple platforms, providing exceptional visibility and engagement at every game.



Please note that there is a one- time Set-Up Fee:

If your company is not supplying a finished MP4 video or marketing asset, a one-time set-up fee of \$125.00 will apply. This fee ensures your ad is crafted to meet our high standards of presentation. Logos should be provided in JPG, PNG, and EPS formats for versatile digital and print applications. Video content should be supplied in MP4 format, and audio files in MP3 format, ensuring compatibility with standard marketing tools and channels.

Advertising Benefits:

Great Exposure: Your advertisement will play at every home game, with a minimum of 100 viewable cycles of playtime across at least 25 games.

Forward-Thinking Marketing: This modern approach connects your brand with a passionate audience, aligning your company with innovation and community support.

Great Consumer Reach: With consistent exposure throughout the season, your brand will be seen by a diverse and engaged crowd.

This is a fantastic way to showcase your company, build brand recognition, and support Eastern Wyoming College's athletic programs. A viewable sample and or further details can be found at friendsofewcf.org or by calling 307-532-8304.

Thank you for your continued support, and we look forward to partnering with you for the 2024-25 season.

Sincerely,

A handwritten signature in blue ink that reads "Lisa Johnson". The signature is fluid and cursive.

Lisa Johnson, *Executive Director*

Eastern Wyoming College Foundation



Eastern Wyoming College

2024-25 Season Advertising

Thank you for your interest in supporting Eastern Wyoming College's athletic programs. Please complete the form below to select your preferred advertising options for the 2024-25 season.

Advertising Option	Description	Select (✓)
Option 1: 30-Second MP4 Video with Sound	Cost: \$1,000 per season Engage your audience with a dynamic video ad that plays during every home game.	<input type="checkbox"/>
Option 2: 15-Second Pop-Up Stationary Ad (No Sound)	Cost: \$750 per season A visually striking pop-up ad that appears during all home games.	<input type="checkbox"/>
Option 3: Hanging Banner	Cost: \$500 per season Your banner displayed prominently in the Lancer Gymnasium for the entire season.	<input type="checkbox"/>
Option 4: Bundle Package	Cost: \$2,000 per season Includes all three advertising options (MP4 Video, Pop-Up Ad, and Hanging Banner) at a special discounted rate.	<input type="checkbox"/>
Set-Up Fee (if applicable)	A one-time set-up fee of \$125 will apply if you do not provide a finished MP4 or marketing asset.	<input type="checkbox"/>

Please provide your contact details:

Company Name: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Signature: _____

Printed Name: _____:

Thank you for supporting the Eastern Wyoming College Athletic Programs!

