



# Corporate Partnership Information





Delaware State's Athletics mission is to provide high quality, live entertainment and spread the value of Delaware State in the community.

## Who DSU Sports Marketing represents:

DSU Hornet Football

DSU Lady Hornet Basketball

DSU Hornet Softball

DSU Bowling

DSU Soccer

DSU Indoor Track

DSU Volleyball

DSU Hornet Basketball

DSU Hornet Baseball

DSU Wrestling

DSU Equestrian

DSU Men's Cross Country

DSU Outdoor Track

DSU Women's Cross Country





## *DSU Hornet Football*

### *Alumni Stadium*

**•Seating Capacity – 7,193**

- FUN, FUN, FUN:** The Delaware State Athletic Event experience is synonymous with fun and affordability. The Hornets take great pride in offering a family entertainment atmosphere at a reasonable price.. Whether it is 80 yard TD run or a wacky break in the action contest, the fans who attend our games are out to have a great time during their three hour stay with us!
- Market:** In 2007, 62% of Hornets fans' were from Kent County; 22% Sussex County; 14% New Castle County.
- Fans:** 73% were married; 65% had children ... 22% were between the ages of 26-39; 49% between 40-59 and 20% were 60+.
- Stadium:** In addition to the 6 Hornets home games, Alumni Stadium is host to both the Men's and Women's Division 1 Track and Field teams. In addition, Alumni Stadium hosts multiple additional events, tournaments and camps.





# *DSU Hornet Basketball Memorial Hall*



•*Seating Capacity – 1,600*

- Delaware State University Basketball:** Both Men's and Women's Hornet Basketball is exciting and entertaining. The Hornets/Lady Hornets take great pride in offering a family entertainment atmosphere at a reasonable price.. Whether it is a buzzer beating shot or a free throw shooting contest during a time out, the fans who attend our games are out to have a great time during their three hour stay with us!
- Market:** In 2007-08, 74% of Hornets fans' were from Kent County; 22% Sussex County; 4% New Castle County.
- Fans:** 66% were married; 58% had children ... 20% were between the ages of 26-39; 54% between 40-59 and 11% were 60+.
- Stadium:** In addition to the approximately 30 home games, Memorial Hall is host to the Delaware State University wrestling team, the Delaware State University Volley Ball Team, and various other events





## Mid-Eastern Athletic Conference (MEAC)



The Mid-Eastern Athletic Conference, an NCAA Division I Conference, is in its 39<sup>th</sup> year of operation heading into the 2008-09 academic school year. The MEAC is made up of 11 outstanding institutions across the Atlantic coastline : Bethune-Cookman College, Coppin State University, Delaware State University, Florida A&M University, Hampton University, Howard University, University of Maryland Eastern Shore, Morgan State University, Norfolk State University, North Carolina AT&T State University, and South Carolina State University.

The MEAC has enjoyed great success over the years in athletics. Currently the league has automatic qualifying bids for Post Season play in baseball (since 1994), men's basketball (since 1981), women's basketball (since 1982), I-AA Football (since 1996), softball (since 1995), men and women's Tennis (since 1998), and volleyball (since 1994).





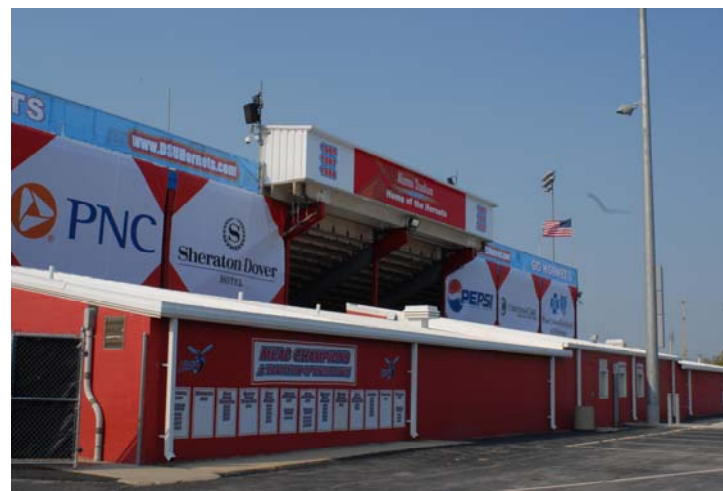
# Marketing Opportunities

Delaware State Athletics creates a great venue to brand your business in the local community. Each year over 500,000 people attend the facilities the campus has to offer. Our goal at Delaware State University is to create lasting partnerships that will provide ROI opportunities for our partners as well as becoming a part of the Hornet family you will be helping to define the legacy of Delaware State University Athletics.

## Signage

At Basketball Games

At Football Games





Scoreboards

End Zones

Stairs

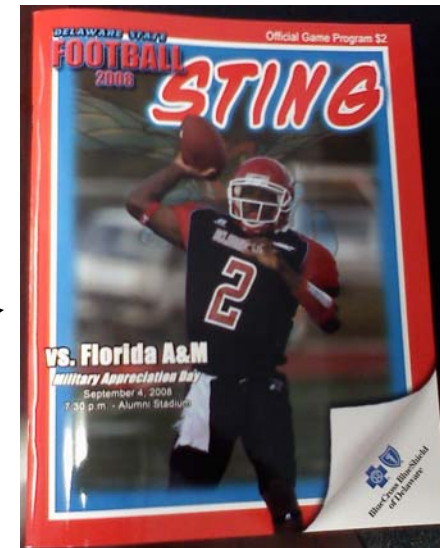
Walls





# Print

- Magnets
- Programs
- Schedule Posters
- Schedule Cards







# Promotional



You imagine it ... we can make it happen!



- Corporate Excitement
- VIP Day
- Put Your Business in Front of our Fans
- Giveaways



# Corporate Partners

Sponsorship with Delaware State Athletics organization is going to be a valuable marketing asset and community partnership for multiple businesses in Delaware. Below are a few of our great partners!

