



**MEAN GREEN**™

MARKETING  
PARTNERSHIP  
OPPORTUNITIES

*University of North Texas Intercollegiate Athletics*

# NORTH TEXAS STADIUM & ARENA ADVERTISING OPPORTUNITIES

## fouts field

Each year Fouts Field hosts at least five Mean Green football games, as well as many other events, such as high school football games, a Fourth of July fireworks festival, fundraisers, and track and field events. Approximately 150,000 local and regional consumers visit Fouts Field each year.

### EXTERIOR CONCOURSE BILLBOARDS

These billboards are back-lit and visible from all directions on I-35 West and East. Not only do these signs reach fans on gameday or visitors for special events, but also 70,000 cars per day. **Available sizes:** 13'x11' and 10.5'x11'.

### PORTAL & CONCOURSE SIGNS

These advertising opportunities are available in a variety of stadium locations and sizes. These billboards are seen any time a visitor moves through the concourse area on the way to restrooms, concession stands, and entering and exiting the stadium. **Available sizes:** 5'x5' and 2'x9'.



### VIDEO SCOREBOARD

This is a terrific opportunity to display an interactive message or static sign on the interior or exterior of Fouts Field. Live messages run during the course of the game or events, surrounded by traditional signs.

### ADDITIONAL FOUTS FIELD ADVERTISING OPTIONS

- :: Temporary Banners
- :: Public Address Announcements
- :: Family Zone Naming Rights
- :: Promotional Giveaways
- :: Program Ads



## the super pit

The University of North Texas Coliseum - a multi-purpose arena nicknamed The Super Pit - hosts approximately 25-30 Mean Green and Lady Eagles basketball games, as well as many other university and community events each year. Tournaments, camps, graduation ceremonies, banquets, and seminars keep the Coliseum bustling nearly 300 days a year.

### COURTSIDE BILLBOARDS

On gamedays at the Super Pit, these billboards are back-lit and visible to fans, as well as television cameras. **Available size: 2'x8'**.

### CONCOURSE BILLBOARDS

These signs are seen by all fans and visitors that enter and exit the arena, and as they move about or congregate in the large, flowing concourses. **Available size: 2'x8'**.

### VIDEO SCOREBOARD AND HUSTLE BOARDS

During Mean Green and Lady Eagles games messages play on the state-of-the-art video boards alongside display signage. Sponsoring Hustle Boards are also a great way to advertise. Packages are available to take advantages of all signage opportunities. **Available Sizes: Scoreboard 5'x7', Hustle Board 2'x8'**.

### ADDITIONAL SUPER PIT ADVERTISING OPTIONS

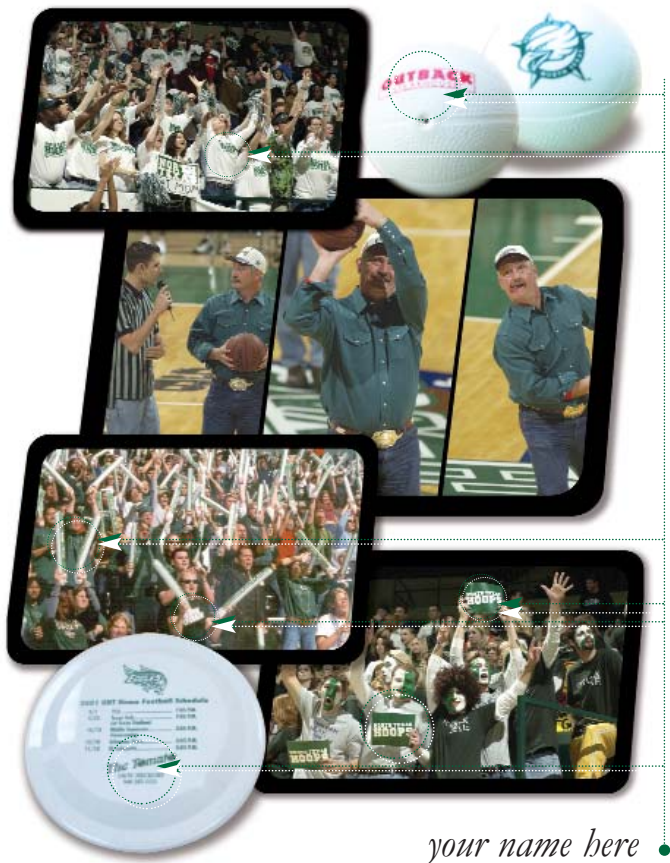
- :: Temporary Banners
- :: Public Address Announcements
- :: Family Zone Naming Rights
- :: Promotional Giveaways
- :: Program/Poster Ads



# promotions

Want people to sample your product? Turn potential customers into new and repeat customers? Increase traffic through your front door? As a Mean Green Business Club member you can make this happen. Take advantage a variety of promotional opportunities including:

- > Tailgating Tents
  - > Live music and family entertainment
  - > Fan Contests
  - > Half-time Promotions
  - > Half-court and Three-point Shots
  - > Field Goal Kicks
  - > Ticket Backs
  - > Junior Mean Green Club Events
  - > Group Nights.
- > Giveaways
    - :: Stadium Cups
    - :: Bumper Stickers
    - :: T-shirts
    - :: Pom Pons
    - :: "Bangers"
    - :: Towels/Bandanas
    - :: Signs
    - :: Schedule Magnets
    - :: Flying Disks
    - :: Miniature footballs, basketballs, soccer balls



## corporate tents

Attention HR and marketing directors! This is your chance to host the employee or customer appreciation event of the year! Choose from a variety of tent sizes and hospitality options including: tables and chairs, entertainment, catering and beverage services. Season tent scheduling is also available.

## wheel club

As a member of the Wheel Club, your business becomes synonymous with North Texas Athletics. North Texas relies heavily on local dealerships to provide vehicles for coaches and staff, team travel and special guests. Be a part of what keeps the Mean Green moving.

## kids' corner

Corporate citizenship is another way to boost your brand and help under-privileged youth in the North Texas area. Your investment is minimal and guarantees a local child a great day out: admission to the game, a soft drink and a hotdog. Kid's Corner ticket packages are available in increments of 10.



*Join the Mean Green Business Club and let North Texas help you plan your next company get-together.*

# RADIO & PRINT ADVERTISING

## radio network

The Mean Green Radio Network broadcasts North Texas football and basketball games on two 100,000 watt stations: KWRD-FM, 100.7 - The Word and KNTU-FM, 88.1, reaching the entire Metroplex, as far north as Oklahoma City, and in simulcast from Tyler-Longview spanning as far as Shreveport. Fans around the nation and the world can also follow the Mean Green and the Lady Eagles on the Internet, at [www.kntu.fm](http://www.kntu.fm). With pre-game and post-game shows in every broadcast, as well as individual coaches show, North Texas alumni and fans keep their "ear on the ball" thanks to the Mean Green Radio Network. Each broadcast Mean Green fans are informed and entertained as North Texas alumnus and top-rated sports talk show host, George Dunham of 1310-AM, KTCK - The Ticket, provides insightful play-by-play alongside Hank Dickenson.



### MGRN Sponsorship Packages - Football and Basketball

#### MEAN GREEN

- > Six :60 spots per game
- > Broadcast Open and Close Recognition
- > Segment Sponsorship
- > Game program acknowledgement as Network sponsor

#### EAGLE FLIGHT

- > Four :60 spots per game
- > Broadcast Open and Close Recognition
- > Segment Sponsorship

#### GREEN BRIGADE

- > Two :60 spots per game
- > Broadcast Open and Close Recognition

## print advertising

Game programs are a great take-away marketing opportunity for local and regional businesses. For the visiting members of the press and teams, Visitors' Guides and Media Guides serve as trusted handbooks chronicling the team and the area. Team posters and schedule cards are also a great media to promote your business, as they are dispensed via direct marketing initiatives and are distributed in Denton and widely throughout the Dallas-Fort Worth area.



# SPECIAL BENEFITS & OTHER INFORMATION

## mean green business club

Membership in the Business Club provides exclusive access to hospitality areas at all football and basketball games. The Ben E. Keith Hospitality Deck is located at the south end zone area at Fouts Field. It is open before each home game. The Mean Green Room, located near the north tunnel entrance of the Super Pit, is open before and after every Mean Green and Lady Eagles basketball game. Both areas offer beverages and catered meals exclusively for Mean Green Club and Business Club members.



## athletic center

Architectural development and land procurement is underway on a 55,000 square foot building that will serve as North Texas Athletics central office. The center will offer state-of-the-art training facilities rivaling any in college athletics. Included will be spacious locker rooms, weight rooms, team meeting rooms, as well as athletics administration and coaches' offices and conference rooms.

## end of season banquets

Football, basketball and an all-sports banquets are held each year to honor the members from their respective sports at the end of each season. Help support North

Texas athletics as a sponsor of a seat, a table, or underwriting a banquet.



## don january golf classic

Each year the Mean Green Club hosts an annual University of North Texas Don January Golf Classic benefiting the North Texas Athletic Scholarship Fund. Take part by underwriting the event, playing in the tournament, entering a foursome, or sponsoring hole or tee box sign.

**FOR MORE INFORMATION REGARDING NORTH TEXAS ATHLETICS  
MARKETING & PROMOTIONS OPPORTUNITIES, PLEASE CALL (940) 565-2662.**