With direct access to Northern Michigan University students (9,700), alumni, faculty/staff, fans and community members, advertising with NMU is a successful affiliation and great way to enhance your company’s exposure to targeted groups. Our world-class venues provide a stage for your business to be showcased in a multitude of sponsorship opportunities.

Since the Superior Dome first opened in the fall of 1991, the average yearly attendance has been 200,000 people. The Berry Events Center averages 150,000 people since opening in September of 1999. Combined with the visitors to the Vandament and Physical Education and Instructional Facility (PEIF), numbers reach upwards of 400,000 annually.

These figures represent potential customers to every business in Marquette County, the Upper Peninsula and the northern Midwest region. For your business to reach these potential customers in the most effective manner possible, let us help you and your business design a program that best serves your needs, marketing plan and budget. We look forward to working with you.

NMU is located in Marquette, Michigan, a city of 20,000 residents on the shore of Lake Superior.
The Superior Dome, the world’s largest wooden dome, has more than 200,000 annual visitors. The Dome is home to NMU staff offices, United States Olympic Education Center offices, and classrooms. It’s also host to numerous athletic events, regional specialty shows and conferences and is an impressive tourist attraction drawing visitors from across the Midwest and beyond.

**Daily activities:**
- NMU football practice
- NMU soccer practice
- NMU track and field practice
- Walking, community/recreation member activities
- NMU classes
- USOEC practices and events

**Scheduled events:**
- High school football games
- High school track meets
- Youth football weekends
- Regional football playoffs
- Christmas Craft Show
- Fall Craft Show
- Mother’s Day Craft Show
- U.P. Special Olympics
- Noquemanon Ski Race
- Kaleidoscope Children’s Fair
- Regional conferences
- Food Show
- Logging Congress
- Grand Finn Fest
- U.P. Bridal Show
- Softball tournaments (college, high school, and Special Olympics)
- Local area school events
- U.P. Builders Show
- Car Show
- Boat, Sport and RV Show
- Youth soccer tournaments
- NMU soccer games
- NMU track and field Meets
- NMU football games

**Other:**
- NMU graduation and commencement ceremony (2 annually)

*Note: Students have free entry to all sporting events.*
SUPERIOR DOME – MESSAGE CENTER and SCOREBOARD AD PANELS

The *message center* is located at the west end above the end zone. It is computer programmed to display messages throughout the course of an event. Surrounding the message center are four lighted ad panels. Each of these ad panels are 7’6” x 10’.

The *scoreboard* is located at the east end above the end zone. It is used for all athletic events held in the Superior Dome. Surrounding the scoreboard are four lighted ad panels. Each of these ad panels are 4’ x 8’.

These two lighted ad panel locations are sold as a package.

The message center and scoreboard ad panels are considered prime locations because they are located in elevated positions at the ends of the building where they can be seen from anywhere inside the playing arena. They are also effective for advertisers because these displays are focal points during all events and are still visible for Dome daily visitors.

SUPERIOR DOME – ACTION GRAPHICS ROTATING DISPLAY PANEL SIGN

The *action graphics* display is located in the southwest corner of the Superior Dome. The sign is an 8’ x 20’ three-sided rotating display board. The rotation of the panels occurs approximately every eight seconds. This sign has been placed in an elevated area and angled so it can be seen from the majority of the playing arena.

The action graphics display provides advertisers with a tremendous amount of exposure because of its size and location during Dome events.

SUPERIOR DOME – BILLBOARD DISPLAY SIGNS

The *billboard display* signs are located at the top of spectator seating on the walls surrounding the playing surface of the Superior Dome. The signs are 4’ x 12’ and are single-sided. Many preferred locations are available for outstanding client exposure and recognition.

Billboard display signs provide a great amount of publicity for the advertiser because of the physical size and location. The signs are visible during all events and activities that take place in the Superior Dome.
Opened in September 1999, the Berry Events Center is home to Northern Michigan University Wildcat hockey, men’s and women’s Wildcat basketball and USOEC short-track speedskating.

**Daily activities:**
- NMU hockey practice
- Hockey leagues practices and games
- USOEC speedskating practice and competition
- Ice rentals
- NMU classes

**Scheduled events:**
- NMU hockey and basketball games
- USOEC short-track speedskating training and competitions
- USOEC speedskating international events
- Intramural activities
- Marquette Junior Hockey practices and games
- Marquette Rangers hockey practices and games
- Area hockey tournaments

**Other:**
- Concerts
- Community and youth conferences
- NMU student-organized events and activities

*Note: Students have free entry to all sporting events.*
BERRY EVENTS CENTER – BILLBOARD DISPLAY SIGNS

The billboard display signs are located on the walls surrounding the seating area and above the suites of the Berry Events center. The signs are 4’ x 7.5’ and are single-sided. They are mounted above the ice surface and offer many preferred locations for outstanding client exposure and recognition.

Billboard display signs provide a great amount of publicity for the advertiser because of the physical size and location. They are visible during all events and activities that take place in the Berry Events Center and are seen by all daily ice users and visitors.

BERRY EVENTS CENTER – DASHER BOARDS

The advertisement is located on the boards that circle the ice surface. Each dasher board panel is 33” x 8’. There are 62 dasher board locations surrounding the ice surface. Your logo is in the game, located on the boards that circle the ice surface, with continuous static exposure to all fans in attendance and visible on news coverage. Any ice user, renter or visitor to the Berry Events Center will see your business logo near the ice, and in the action. Buy multiple dasher board locations and multiply your advertising space!

BERRY EVENTS CENTER – ZAMBONI SIGNS

Everyone watches the Zamboni clean the ice! Now you can show your company logo or brand names on the side of the Berry Events Center Zambonis. Your sign will be seen by audiences during NMU Wildcat hockey, Marquette Junior Hockey, NMU club and intramural hockey, USOEC speedskating, NMU physical education classes and general recreation and ice rentals. The sign is 6’ x 2.5’. We have two Zambonis, so there are multiple locations for advertisements.

BERRY EVENTS CENTER – ICE LOGO

Place your company logo in front of every fan by having it painted right into the Berry Events Center ice sheet. The ad is approximately 10’ x 6’ depending on the dimensions of your logo. The location of the logos are between the blue lines (neutral ice), and the diagonal sides of the NMU Wildcat logo at center ice.

Logo spots sold as a pair with limited numbers available. All logos are installed at one time only during the year, with artwork due annually by May 1.
Opened in 1997, this world-class volleyball center provides a great home court advantage to the NMU volleyball program. The arena is located in the Physical Education Instructional Facility (PEIF) between the Superior Dome and the Berry Events Center. This 1,500-seat arena features retractable bleachers on each side of the main court and has a sound system and lighting equipment truss used for concerts and lectures.

**Daily activities:**
- Northern Michigan University volleyball practice
- NMU classes
- Basketball on 3 courts –when not being used for volleyball

**Scheduled events:**
- NMU volleyball games and tournaments
- Intramural activities
- Community basketball and volleyball events

**Other:**
- Receptions and ceremonies
- Concerts
- Lectures
- NMU student-organized events and productions

**VANDAMENT ARENA – SIGNATURE SPONSOR**

This Signature Sponsorship is open to an exclusive advertiser in Vandament Arena. The Signature Sponsor sign would be in the most premium spot in the gym. Home to the perennial powerhouse NMU Wildcat volleyball team, Vandament Arena is always buzzing with activity from volleyball matches to concerts and intramural games to NMU physical education classes and special events. Vandament Arena is a great way to gain exposure to a variety of potential customers. The Billboard Display sign would be located beneath the scoreboard at the south end of the arena. The sign measures 12’ x 4’, and gets wonderful media coverage and exposure.

**PEIF SIGNAGE**

Signage in the Physical Educational Instructional Facility would be seen by thousands of students and visitors taking classes, attending events or exercising at the PEIF.

*Note: Students have free entry to all sporting events.*
More Opportunities

NMU ATHLETICS PROMOTIONS

Promotions:
Promotional advertising is a fun and interactive way to include the fans in your advertising plan. This is a custom advertising design that can take place during one game or run season long, at game/play breaks, media time-outs or during the play action. Various promotions occur during hockey, basketball, football, volleyball, and soccer games. Promotions can be in-game or an activity that helps build awareness before and after an event. By generating this positive-image advertising with NMU your team will always win.

Giveaway items:
Put your company’s name and preferred information in the hands of thousands of people by sponsoring a giveaway item. Giveaway items are a great way to get your business name into the homes of potential customers. The NMU Athletic Department will be happy to work with you on a unique item and design.

Key chains  Trading cards
Posters  Seat cushions
Tee shirts  Cheer sticks
Pens/pencils  Rally towels
Pompons  Bobble heads
Gift certificates/Coupons  Program inserts/Coupons

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Be a proud sponsor of special events that take place at NMU athletic events. As a full or partial sponsor, your company will be included in the marketing and advertisement of the event via NMU media outlets. Many of these different activities include local area youth attending athletic games and matches. This sponsorship provides the opportunity to showcase your business with all the participants as well as the fans and supporters.

Take a Kid to the Game Day
Pack the Place
Green & Gold/White-out Games
Young Wildcat Club
Homecoming
Band Day
NMU Student/Staff Day
National Pride Program Anthem Singers
Marquette Junior Hockey Skaters of the Game
Kids basketball and hockey games during the period/half-time breaks
Golf outings (major, presenting or hole sponsors)
SAAC Community Day
Girl Scout Day
Boy Scout Day
Ball kids
United Way “Seats from the Stars” tickets
Student-Athlete Academic Banquet
Invitational tournaments
GLIAC/CCHA events hosted by NMU

PRESQUE ISLE AVENUE– OUTDOOR MARQUEE SIGN

This tall and wide static sign is a great eye-catcher for daily Presque Isle Avenue traffic. The marquee sign is located at the end of the west entrance to the Superior Dome and is in a perfect spot for passersby to see your business’ name and information. The marquee changes event listings weekly and becomes a focal point for viewers to see upcoming Dome events. Two spots on two sides are available for signage.
Listed below are the opportunities for program advertising with NMU football and hockey. Ad space purchased includes participation in each home event program. The number of home events varies by sport.

**Football/Hockey:**

Available ad size:
- 1/8 page
- 1/4 page
- 1/2 page
- Full Page

### GAME PROGRAM FULL SPONSORSHIP

Become a full sponsor for one of the programs listed below, or for all three! This is a brand new opportunity to have exclusive advertising space on an athletic home event game program. Your company information, logo, coupon or advertisement of your choice will be printed on each program. This is a wonderful chance to have your business information given to every Wildcat fan in attendance at specific home sporting events.

- **Basketball Program Sponsor** 500-1,000 programs per game
- **Volleyball Program Sponsor** 500-1,000 programs per game
- **Soccer Program Sponsor** 250-500 programs per game
**Even More Opportunities**

**GAME SPONSORSHIP**

<table>
<thead>
<tr>
<th>Football</th>
<th>Ice Hockey</th>
<th>Basketball</th>
<th>Volleyball</th>
<th>Soccer</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 reserved game tickets</td>
<td>8 reserved game tickets</td>
<td>25 game tickets</td>
<td>25 game tickets</td>
<td>Special seating</td>
</tr>
<tr>
<td>PA announcement</td>
<td>PA announcement</td>
<td>PA announcement</td>
<td>PA announcement</td>
<td>PA announcement</td>
</tr>
<tr>
<td>Message Center ad</td>
<td>Message center ad</td>
<td>Message center ad</td>
<td>Message center ad</td>
<td>On-court autographed ball presentation</td>
</tr>
<tr>
<td>On-field autographed ball presentation</td>
<td>On-ice autographed stick presentation</td>
<td>On-court autographed ball presentation</td>
<td>On-court autographed ball presentation</td>
<td>Framed photo of appearance</td>
</tr>
<tr>
<td>Framed photo of appearance</td>
<td>Framed photo of appearance</td>
<td>Framed photo of appearance</td>
<td>Framed photo of appearance</td>
<td>Framed photo of appearance</td>
</tr>
</tbody>
</table>

Game sponsorships can be tailored into custom promotion packages. For an additional cost, premium games can be substituted for others or sponsorships can include promotions and/or activities as desired by the sponsor.

**TEAM SCHEDULE CARDS**

The NMU Athletic Department annually prints thousands of schedule cards. The schedule cards are distributed throughout campus and the central U.P. region. In addition, they are mailed to alumni and Wildcat fans nationwide. This is a great way to expose your company’s name to a large group.

<table>
<thead>
<tr>
<th>Sport:</th>
<th>Quantity:</th>
<th>Ad:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composite</td>
<td>15,000</td>
<td>Cover logo</td>
</tr>
<tr>
<td>Composite</td>
<td>15,000</td>
<td>Back logo</td>
</tr>
<tr>
<td>Hockey</td>
<td>10,000</td>
<td>Cover logo</td>
</tr>
<tr>
<td>Football</td>
<td>10,000</td>
<td>Cover logo</td>
</tr>
<tr>
<td>Men’s basketball</td>
<td>5,000</td>
<td>Cover logo</td>
</tr>
<tr>
<td>Women’s basketball</td>
<td>5,000</td>
<td>Cover logo</td>
</tr>
<tr>
<td>Volleyball</td>
<td>5,000</td>
<td>Cover logo</td>
</tr>
</tbody>
</table>

**TEAM SCHEDULE POSTERS**

Have your logo on our NMU team schedule posters or the composite home events schedule. These posters are highly popular and visible. These special print items display team, their schedules and sponsor information. These posters are distributed far and wide and can also be used as promo items and autograph items. They are a distinct way to advertise and create branding.

**Size:** 11” x 17”

**Teams:**

- Schedule (Composite)
- Home athletic events
- Football (Composite)
- Hockey
- Superior Dome events
- Volleyball (Composite)
- Basketball
- Recreational sports
- Soccer

*Other athletic teams are available as desired by the sponsor.*
About NMU

A four-year, public, coeducational university founded in 1899, Northern Michigan University offers learning opportunities to approximately 9,700 undergraduate and graduate students. Each incoming student is equipped with a notebook computer as part of tuition and fees. The campus is wired to state-of-the-art technology and the Internet, and also has wireless capabilities. NMU is large enough to offer scenic spaces and 50 learning facilities, but small enough to keep everything within walking distance. Northern is located in an environment unrivaled by any other, on the south shore of Lake Superior in Marquette, Michigan, a town with breathtaking vistas and 20,000 lucky residents. Marquette County is a proud recipient of an All-America County award—the nation’s most prestigious community recognition award.