Mission Statement
The mission of the Plymouth State and Little East Conference Student Athlete Advisory Committee (SAAC) is to enhance the total student-athlete experience by promoting opportunity for all student-athletes, protecting student-athlete welfare, fostering a positive student-athlete image, and providing a forum for student-athletes throughout the conference and the NCAA. Promotion of a spirit of camaraderie by modeling positive sportsmanship while maintaining the tenets of the Division III philosophy is also a priority.

LEC SAAC Guiding Principles
The Little East Conference SAAC will strive to develop a collective voice based on the following principles: ethics, athletic integrity, fairness, and a respect for sport and the tenets of diversity, which shall include race, culture, sexual orientation, ethnicity, language, gender, and disability.

Founded: 1871
Enrollment: 4,100 undergraduate students, 3,000 graduate students
Mascot: Panther    Colors: Green and white
Affiliations: NCAA Division III

BROADCASTING
Website: www.stretchinternet.com/plymouth
Viewers: Over 40,000

Every PSU home game/match is shown live with fans watching in 57 countries and 49 states during the 2017-18 season.

For more information: contact Dan Salzer at dsalzer1@plymouth.edu or call (603) 535-2779
FIELDS AND FACILITIES

PSU’s campus includes 40 acres of playing and practice fields, the ALLWell North athletics complex, and the PSU Ice Arena and Savage Welcome Center, which houses Hanaway Rink.

ALLWell North / Bank of NH Field House
Active Living, Learning, and Wellness (ALLWell) North is an advanced academic and athletic complex that strengthens the connection between classroom learning and hands-on experiences for students majoring in athletic training, adventure education, health, physical education, and exercise and sport physiology.

The 107,600-square-foot complex includes a large-scale, multi-use space that supports PSU’s Department of Health and Human Performance’s academic, research, and outreach activities, while providing students with safe, attractive, and modern athletics and recreational facilities, including an indoor track and tennis courts.

Paul E. Arold Field
This field is home to PSU field hockey in the fall and women’s lacrosse in the spring. Arold Field features permanent bleachers, an electronic scoreboard, and a public address system. The large, enclosed field has an adjacent practice area.

Charles L. Currier Memorial Field
Currier Field, home of Plymouth State football, has two renovated, two-level press boxes for both the home and visiting teams’ media and coaching staffs. The visiting press box is set up to accommodate a live television broadcast. Behind the visitors’ stands is a large lighted practice facility. A concession stand is adjacent to bleachers for both home and visiting fans.

D&M Park
The home of Plymouth State softball is a two-field facility. It is owned by Plymouth Athletic Club, Inc., and is used by both PSU and Plymouth Regional High School, as well as other youth and adult community leagues and PSU intramurals. Both softball fields are complete with dugouts, press boxes with public address systems, permanent bleachers, electronic scoreboards, lights for night games, and adjustable fences. There is also a batting tunnel and a bullpen area.

Hanaway Rink / Savage Welcome Center
Across the street from the PE Center is the PSU Savage Welcome Center & Ice Arena, which features Hanaway Rink, home to the Panther men’s and women’s ice hockey teams. The facility, which opened in 2010 and has 860 seats, serves the student body with academic and recreational opportunities as well as community programming. The arena is open approximately 10 months of the year, and private rentals are available.

John C. Foley Gymnasium
The home of PSU women’s volleyball, men’s and women’s basketball, and wrestling teams is a spacious 1600-seat gymnasium with electronic scoreboards at both ends and two elevated press boxes, including accommodations for live television broadcasts. Foley Gym hosts NHIAA basketball and volleyball tournaments and University and community assemblies, such as convocation, high school concerts, and graduations.

Sharon and Carleton Parish ’71 Field
Our baseball diamond is fully enclosed, with a well-groomed playing surface surrounded by spacious dugouts and two large press boxes. A large electronic scoreboard is in left field, with bullpens down each baseline, a batting cage down left field, and trees surrounding the outfield fence. The right field fence is 15 feet high, giving the field unique geometry. PSU’s baseball facilities are also home to various other state events, including the NHIAA state championships, Babe Ruth, and American Legion games.

PSU Natatorium
This 25-yard, six-lane pool is home to the PSU women’s swimming and diving team. The pool has a state-of-the-art electronic Colorado timing system with a large wall display, two pace-clocks, a full-wall PSU record board, Duraflex diving stands with Maxi-B one and three-meter diving boards, and a 300-seat spectator balcony. In addition to PSU and other competitive meets, such as YMCA competitions, the pool is used for swim and scuba classes and for recreational swimming.
ADVERTISEMENT OPPORTUNITIES

Corporate Sponsorship Packages

• Company logo and hyperlink on the Plymouth State athletic website
• Logo on the Plymouth State University broadcasting website (www.stretchinternet.com/plymouth)
• Company logo in every gameday program
• Logo and slogan (if available) will be a part of the 30-second Corporate Sponsorship commercial
• (See the next page for all the details)

Commercials

Commercials are 30-seconds in length and must be finalized video in .mp4 or .mov format. Each will be shown a minimum of one time during the broadcast, and up to a maximum of four times (depending on purchase). Commercials can be updated at any point during the school year, however new files must be submitted 48-hours prior to broadcast.

Panther Pre-Game Show

The pre-game show either lasts 1-hour (football, ice hockey) or 30-minutes (all other sports). During the show the commentators discuss the following:
• News/Headlines from around the PSU Campus and Athletics
• “Panther Nation” Scores and Upcoming Games
• In-depth analysis of both teams (statistics, style of play, headlines)
• Sport review in the LEC or MASCAC Conferences and Standings
• “X-Factors” (key players) and “Keys to the Game”

“Coaches Corner” / Player Interviews

At least once a week (for the next home game), our staff conducts video recorded interviews for our Panther Pre-Game Shows. Coaches and Players are asked to analyze previous games, to breakdown the weeks’ preparations and examine upcoming opponents. Athlete interviews, we discuss how they selected Plymouth State University as their school and life with their teammates.

Scoreboard/Game Sponsor

Have your company logo placed next to the scoreboard on our broadcasts for the duration of the game. In addition, your company’s logo (and/or slogan) will be announced by our commentators as the game sponsor.

Example—“Tonight’s Plymouth State men’s ice hockey game vs. Salem State is brought to you by, (Company Name) (Slogan) Find out more at (website or phone number)”

Ice Hockey (Men’s and Women’s)

Power Play and Penalty Kill advertisements are now available! During all PSU power plays and penalty kills, have your company logo placed on the scoreboard next to the PP or PK graphic.

Game Programs

Programs are published for every varsity home event. Your company logo will appear in over 10,000 programs for more than 200 home events throughout the athletics season.

Game Signage

Plymouth State athletic venues are a great place to advertise your business in full view of the crowd. Your company logo and slogan will be printed and hung out at the agreed upon venue on vinyl, and best of all, you are in control of your message.

For more information: contact Dan Salzer at dsalzer1@plymouth.edu or call (603) 535-2779
CONTACT INFORMATION

Name: ________________________________ Company: ________________________________
Address: ______________________________ City/State/Zip: ______________________________
Phone: ______________________________ Email: ______________________________

MEDIA ADVERTISING PACKAGES

**Platinum** $10,000
- Four season tickets- football, basketball, ice Hockey
- Full Page ad in football media guide
- Logo in game day programs
- Four 30-second ads on more than 100 broadcasts (400 total ads)
- Rotating logo on athletics.plymouth.edu and broadcast portal page
- Two “A-Frame” banners at Currier Field
- One 8’x3’ vinyl banner at all athletic events (excluding ice arena)
- Two dasher ad at Hanaway Rink (ice arena)
- PA announcement at all home games
- One foursome in the annual golf tournament
- “Silver Corporate Sponsor” Golf Tournament package:
  - Minimum of 1/8 page advertisement will be placed in all of Plymouth State University Athletic Media Guides
  - Your corporate sign or banner (supplied by you) displayed at the clubhouse during tournament
  - Two tee/green sponsorships
  - Program recognition
- Tax Benefit: $515.00

A savings of $3,300 if sold separately

**Gold** $7,500
- Four season tickets- football, basketball, ice Hockey
- Full Page ad in football media guide
- Logo in game day programs
- Rotating logo on athletics.plymouth.edu and broadcast portal page
- Three 30-second ads on all broadcasts (300 total ads)
- One “A-Frame” banner at Currier Field
- One 8’x3’ (or 4’x3’ indoors) at all venues (excluding ice arena)
- PA announcement at all home games
- “Award BBQ Sponsor” Golf Tournament package:
  - Name/company logo posted in tent area
  - Two tee/green sponsorships
  - Program recognition

A savings of $2,200 if sold separately

**Silver** $5,000
- Four season tickets- football, basketball, ice Hockey
- Half page ad in football media guide
- Logo in game day programs
- Rotating logo on athletics.plymouth.edu and broadcast portal page
- One 30-second ads on all broadcasts (100 total ads)
- One 8’x3’ (or 4’x3’ indoors) at all venues (excluding ice arena and PSU Natatorium)
- PA announcement at all home games
- “Choose Either” - “Long Drive Contest Sponsor” or “Closest to the Pin Sponsor” Golf Tournament package
  - Signage with your logo in contest area
  - Program recognition

A savings of $1,150 if sold separately

**Bronze** $2,000
- Four season tickets- football, basketball, ice Hockey
- Quarter Page ad in football media guide
- Logo in game day programs
- Rotating logo on athletics.plymouth.edu and broadcast portal page
- One 30-second ads on all broadcasts (100 total ads)
- PA announcement at all home games
- “Tee/Green Sponsor” Golf Tournament package:
  - Name displayed at one tee or green
  - Program recognition

A savings of $850 if sold separately
BROADCAST ADVERTISEMENT OPTIONS

COMMERCIALS (30 SECONDS LONG)
- One ad per broadcast: $500
- Extra Commercials: $500 Each (number)
- Additional Time: $125 (For each additional 30 seconds)

SCOREBOARD GRAPHIC
- Football/Men’s Ice Hockey: $1,000
- All Other Sports: $750

ICE HOCKEY
- Power Play: $250 per season
- Penalty Kill: $250 per season

EVENT SIGNAGE

A-FRAME
- Currier Field (Football, M-Lacrosse, Track): $1,500 each

TABLE SIGN
- Foley Gymnasium (Volleyball, Basketball): $1,000 each

BANNERS
- Arold Field: $1,000
- Foley Gym: $850
- PSU Natatorium: $500
- Sharon & Carleton Parish ‘71 Field: $850
- D&M Park: $500

GAME DAY

GAME PROGRAMS
- $500 (Full Color)

FOOTBALL MEDIA GUIDE
- $250 (Full Color 1/4 page)

PUBLIC ADDRESS ANNOUNCEMENTS
- $300

GAME SPONSORSHIP UNDERWRITER
- $100/game

COACHES CORNER
- PLAYER INTERVIEWS: $250/season

GENERAL INFORMATION
- Commercials must be completed ready-to-go videos in MP4 or MOV format
- Commercials can be changed out for a new commercial at anytime, but must be submitted 48 hours before broadcast.

TOTAL: ________________

PAYMENT INFORMATION

Check # __________

NOTE/COMMENTS

Signature: ____________________ Date: ____________