

Come Enjoy the  
"Suite Life" with WPAOG!



West Point Association of Graduates presents the

2019

# ARMY NAVY



Tailgate

The 120th Army-Navy Game ★ December 14, 2019

Lincoln Financial Field, Philadelphia, PA

***We are proud to announce new and exclusive sponsor perks for the 2019 Army-Navy Game!***

For the first time, for select packages only, we are providing access to our private suite at Lincoln Financial Field. Come enjoy the game from the comfort and luxury of our suite, featuring complimentary food and beverages with the added option to attend the Army/Navy Gala the night before the game! We will also continue to bring you a broad reach through related promotional opportunities for months prior to the event, as well as during the Tailgate on gameday!

Use this forum to showcase your product or services to over 1,500 Army fans & United States Military Academy alumni! The location of the Tailgate will be at the Wells Fargo Center at the Philadelphia Sports Complex. The 2018 Tailgate sold out prior to the event, so be sure to get your desired package ASAP!

***Quantities are limited and some packages are first come, first served only.***  
***For more information contact:***

**JESS SCHEULER** | Advertising & Sponsorship Sales Representative  
West Point Association of Graduates | 698 Mills Road, West Point, NY 10996  
845.446.1574 Email: [jess.scheuler@wpaog.org](mailto:jess.scheuler@wpaog.org)





## Game Day "Suite Life" Packages

### \$40,000 | PLATINUM SUITE LIFE PACKAGE\*\*

#### Table:

- ★ Table provided for your business promotion literature and giveaways at Tailgate

#### Tickets:

- ★ 10 All Inclusive Suite Army-Navy football game tickets. Enjoy the excitement of the game from the comfort of our toasty suite. Suite perks include complimentary snacks and beverages \*\*\*
- ★ 2 Game Day Parking Passes \*\*\*
- ★ Up to 10 VIP WPAOG Tailgate tickets\*\*\*
- ★ 5 Army/Navy Gala tickets. Including a Pre-Gala cocktail reception, open bar, sit-down dinner, dancing and remarks from City and Academy officials the night before the game. Academy bands and cheerleaders will be in attendance to entertain guests\*\*\*

#### Signage:

- ★ Your provided corporate logo featured on LED displays in the welcome area of Wells Fargo Center\*
- ★ Your provided banner (1) with corporate logo at Tailgate\*

#### Online Acknowledgement:

- ★ Your corporate logo displayed on the Army Tailgate website
- ★ Logo recognition in all email broadcasts promoting the event (2x broadcast sent to over 57,000 constituents prior to event)
- ★ Logo recognition in 6 issues of *First Call* eNewsletter in three months prior to event (circ. 44,000 alumni and other opt-ins)
- ★ Your logo and sponsorship info noted on our Facebook page

#### Print Acknowledgement:

- ★ Logo Recognition in *West Point* magazine (56,000 circulation) "Sponsor Thank You" Ad
- ★ Logo recognition in the Tailgate program

### \$25,000 | GOLD SUITE LIFE PACKAGE\*\*

#### Table:

- ★ Table provided for your business promotion literature and giveaways at Tailgate

#### Tickets:

- ★ 6 All Inclusive Suite Army-Navy football game tickets. Enjoy the excitement of the game from the comfort of our toasty suite. Suite perks also will include snacks and beverages\*\*\*
- ★ 1 Game Day Parking Pass\*\*\*
- ★ Up to 8 VIP WPAOG Tailgate tickets\*\*\*
- ★ 3 Army/Navy Gala tickets. Including a Pre-Gala cocktail reception, open bar, sit-down dinner, dancing and remarks from City and Academy officials the night before the game. Academy bands and cheerleaders will be in attendance to entertain guests\*\*\*

#### Signage:

- ★ Your provided corporate logo featured on LED displays in the welcome area of Wells Fargo Center\*
- ★ Your provided banner (1) with corporate logo at Tailgate\*

#### Online Acknowledgement:

- ★ Your corporate logo displayed on the Army Tailgate website
- ★ Logo recognition in all email broadcasts promoting to the event (2x broadcast sent to over 57,000 constituents prior to event)
- ★ Logo recognition in 6 issues of *First Call* eNewsletter in three months prior to event (circ. 44,000 alumni and other opt-ins)
- ★ Your logo and sponsorship info noted on our Facebook page

#### Print Acknowledgement:

- ★ Logo Recognition in *West Point* magazine (56,000 circulation) "Sponsor Thank You" Ad
- ★ Logo recognition in the Tailgate program

\*Sponsor signage subject to WPAOG approval.

\*\*All packages & benefits will be allocated on a "first-come, first-served" basis. Quantities are limited.

\*\*\* Sponsor may waive this benefit to increase the tax-deductible portion of the sponsorship.



## Game Day "Suite Life" Packages

### \$15,000 – SILVER SUITE LIFE PACKAGE\*\*

**Table:**

- ★ Table provided for your business promotion literature and giveaways at Tailgate

**Tickets:**

- ★ 4 All Inclusive Suite Army-Navy football game tickets. Enjoy the excitement of the game from the comfort of our toasty suite. Suite perks include complimentary snacks and beverages.\*\*\*
- ★ 1 Parking Pass
- ★ Up to 8 VIP WPAOG Tailgate tickets\*\*\*
- ★ 2 Army/Navy Gala tickets. Including a Pre-Gala cocktail reception, open bar, sit-down dinner, dancing and remarks from City and Academy officials the night before the game. Academy bands and cheerleaders will be in attendance to entertain guests.\*\*\*

**Signage:**

- ★ Your provided corporate logo featured on LED displays in the welcome area of Wells Fargo Center\*
- ★ Your provided banner (1) with corporate logo at Tailgate\*

**Online Acknowledgement:**

- ★ Your corporate logo displayed on the Army Tailgate website
- ★ Logo recognition in 4 issues of *First Call* eNewsletter in two months prior to event (circ. 44,000 alumni and other opt-ins)
- ★ Logo recognition in all email broadcasts promoting the event (2x broadcast sent to over 57,000 constituents prior to event)
- ★ Your logo and sponsorship info noted on our Facebook page

**Print Acknowledgement:**

- ★ Logo Recognition in *West Point* magazine (56,000 circulation) "Sponsor Thank You" Ad
- ★ Logo recognition in the Tailgate program

## The Spirit Mission Packages

### \$10,000 ALPHA LEVEL\*\*

**Table:**

- ★ Table provided for your business promotion literature and giveaways

**Tickets:**

- ★ 4 Army-Navy football game tickets\*\*\*
- ★ 4 Tailgate Tickets\*\*\*
- ★ 2 Parking Passes

**Signage:**

- ★ Your provided banner (1) with corporate logo at Tailgate\*

**Online Acknowledgement:**

- ★ Your corporate logo displayed on the Army Tailgate website
- ★ Logo recognition in 2 issues of *First Call* eNewsletter in month prior to event (circ. 44,000 alumni and other opt-ins)

**Print Acknowledgement:**

- ★ Logo Recognition in *West Point* magazine (56,000 circulation) "Sponsor Thank You" Ad
- ★ Logo recognition in the Tailgate program

### \$5,000 BRAVO LEVEL\*\*

**Tickets:**

- ★ 2 Army-Navy football game tickets\*\*\*
- ★ 2 Tailgate Tickets\*\*\*
- ★ 1 Parking Pass

**Signage:**

- ★ Your provided banner (1) with corporate logo at Tailgate\*

**Online Acknowledgement:**

- ★ Your corporate logo displayed on the Army Tailgate website
- ★ Logo recognition in 1 issue of *First Call* eNewsletter in month prior to event (circ. 44,000 alumni and other opt-ins)

**Print Acknowledgement:**

- ★ Logo Recognition in *West Point* magazine (56,000 circulation) "Sponsor Thank You" Ad
- ★ Logo recognition in the Tailgate program

\*Sponsor signage subject to WPAOG approval.

\*\*All packages & benefits will be allocated on a "first-come, first-served" basis. Quantities are limited.

\*\*\* Sponsor may waive this benefit to increase the tax-deductible portion of the sponsorship.



## Ads à La Carte

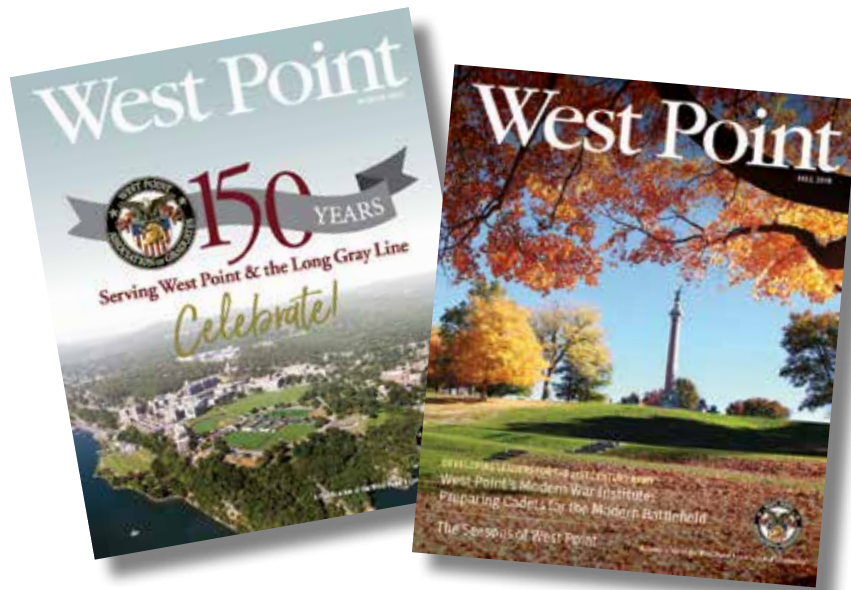
**West Point Magazine Ads-25% off!**

***Add on a specially discounted advertisement in West Point magazine!***

**\$3,150 Full page Ad**

**\$2,265 Half Page Ad**

Purchase of this advertisement option must be separate from sponsorship package, and is not tax deductible.



**West Point magazine** is the official alumni magazine of the United States Military Academy at West Point, the world's premier leader development institution, ranked by the *U.S. News & World Report* as the #1 Top Public School in its 2019 Best Colleges list. We welcome you to leverage the reach of *West Point* magazine to raise your visibility among more than 58,000 graduates, parents, and friends.

- ★ All living graduates of the United States Military Academy, the world's premier leader-development institution
- ★ Cadet parents (The U.S Corps of Cadets numbers around 4,400)
- ★ Widows/widowers of deceased graduates
- ★ Faculty & staff at West Point
- ★ Placement at the Academy in high traffic areas

In addition to the quarterly print edition, a digital edition is also offered online. View past issues of *West Point* magazine at: [WestPointAOG.org/WestPointMagazinepastissues](http://WestPointAOG.org/WestPointMagazinepastissues)



**West Point | ASSOCIATION OF GRADUATES**

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