

Promote Your Brand to Army Football Fans!



Six Army WPAOG Football Game Open Houses— One Inclusive Price

Promote your brand to hundreds of Army football fans, USMA grads, cadet parents, and even some cadets each game, as they check out our gift shop and enjoy a free snack!

Sponsor at historic West Point, New York— Just 55 Miles north of NYC!

Our all-new sponsorship packages give you a broad reach via the event website & email marketing promotional opportunities for the entire fall season that these events run (over six games!). For the first time, select packages now include Army football season passes, parking, and exclusive sponsorships of snack & beer stations, building-wide public WIFI, and game streaming.

Each year, The West Point Association of Graduates opens its doors to the public during home football games. Our building, Herbert Hall, is located just a stone's throw from historic Michie Stadium, which was named by *Sports Illustrated* as on the Top Ten college sports venues of the 20th Century.

Bonus: Your sponsorship is viewed as a charitable (tax-deductible) gift!

For more information contact:

JESS SCHEULER

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WPAOG Fall Football Open House Sponsorships

6 games for 1 package

\$15,000 LEVEL

Tickets:

- 4 Season passes to all six home football games- attend the games of your choice! ***
- 2 Dedicated parking spots behind WPAOG building for one vehicle each, at all six open houses

Signage:

- Your provided banner (1) with corporate logo at each of the six open houses***
- Tent signs on each of the attendee tables with your provided corporate logo

Online Acknowledgement:

- Your corporate logo displayed on the Football Spirit Events page on WPAOG website
- Your corporate logo displayed in marketing emails to 150-mile radius of West Point

Table:

- Table provided for your business promotion literature and giveaways at each of the six (6) open houses
- 4 Open house meal voucher tickets for each of the six (6) open houses***

Exclusive Sponsor of:

- Sponsor sign featuring your corporate logo at Beer Station at each of the six (6) open houses**
- Your corporate logo featured on 600 clear plastic stadium bags, given to the first 100 people each of the six (6) open houses.

\$10,000 LEVEL

Tickets:

- 2 Season passes to all six home football games- attend the games of your choice! ***
- 2 Dedicated parking spots behind WPAOG building for one vehicle only at each of the six open houses

Signage:

- Your provided banner (1) with corporate logo at each of the six open houses*

Online Acknowledgement:

- Your corporate logo displayed on the Football Spirit Events page on WPAOG website
- Your corporate logo displayed in marketing emails to 150-mile radius of West Point

Table:

- Table provided for your business promotion literature and giveaways at each of the six (6) open houses
- 2 Open house meal voucher tickets each open house***

Exclusive sponsor of Game Day Streaming:

- Exclusive sponsor of Game Day Streaming at each of the six (6) open houses—banner at the bottom of the game stream projection**

\$5,000 LEVEL

Parking:

- 1 Dedicated parking spot behind AOG building for one vehicle only at each of the six open houses

Signage:

- Your provided banner (1) with corporate logo at each of the six (6) open houses*

Online Acknowledgement:

- Your corporate logo displayed on the Football Spirit Events page on WPAOG website
- Your corporate logo displayed in marketing emails to 150-mile radius of West Point

Table:

- Table provided for your business promotion literature and giveaways at each of the six (6) open house events

Choice of one of the two (options are first come- first served):

- Exclusive sponsor of public gameday Wi-fi. Company name as Network name for each of the six (6) open houses**
- Sponsor sign featuring your corporate logo at Snack Stations at each of the six (6) open houses**

A La Carte Option:

Sponsorship of West Point Association of Graduates Alumni Leaders Conference—August 2019

Expand your brand promotion across West Point by purchasing this additional sponsorship at a special low price. Attendees of this exclusive event include up to 300 West Point Alumni, Parent Community Leaders, and USMA Regional Admission Officers. Your brand will reach a unique audience of key volunteer alumni and parent leaders/influencers from the U.S. Military Academy, the world's premier leader development institution.

\$2,500 LEVEL

- (2) invitations to conference- An exclusive opportunity to network & engage with key leaders of the extended West Point family
- Logo recognition on conference event page & WPAOG e-Newsletters
- Logo recognition in all conference email promotions
- Logo recognition in conference program
- Sponsor collateral available in welcome bags

*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. Season ticket availability is time sensitive and cannot be guaranteed after the start of the season.