



KEISER UNIVERSITY, 501C3 Tax Deductable Company

# 2022 SPONSORSHIP DECK

2600 NORTH MILITARY TRAIL  
WEST PALM BEACH, FL





# Keiser Athletic History

**2020-2021 SEASON** - Keiser University captured its first ever Learfield Directors' Cup Championship and added three National Championships (women's soccer, women's lacrosse, women's golf), raising the program total to 11. The Seahawks had 12 teams appear in national tournaments with seven advancing to the final four. KU brought home seven SUN Tournament Championships and six SUN Regular Season Championships. Keiser had 120 All-Conference athletes, 91 NAIA All-Americans, and 13 teams ranked in the final NAIA Top 25 poll. In the classroom, the department had an overall GPA of a 3.00 with 115 Academic All-Conference athletes, 76 NAIA Scholar Athletes, and 14 NAIA Scholar teams.

**2019-20 SEASON** - Keiser University won two NAIA National Championships (women's soccer, men's swimming), raising the program total to eight, captured 10 individual and six relay NAIA National Championships, claimed eight conference championships, two tournament championships, and six teams appeared in the national tournament. In the classroom, 118 athletes earned Academic All-Conference honors and 63 were named NAIA Scholar Athletes. The season was cut short in the spring due to COVID 19.

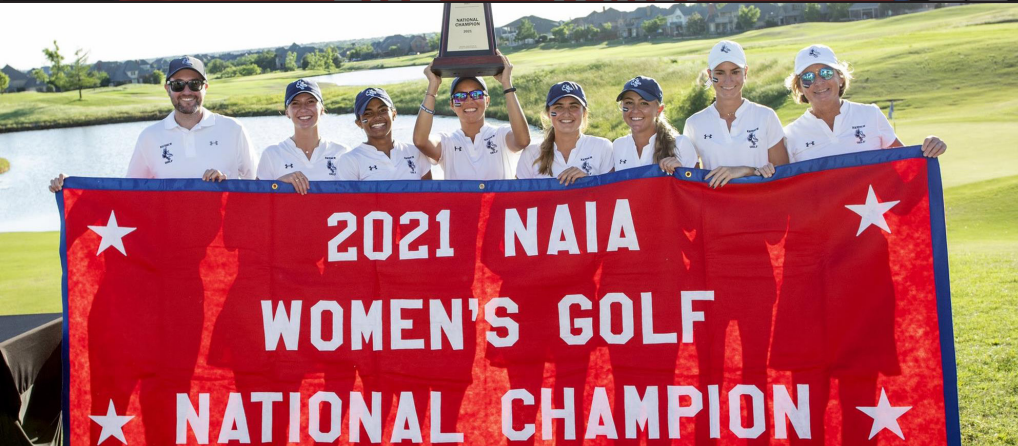
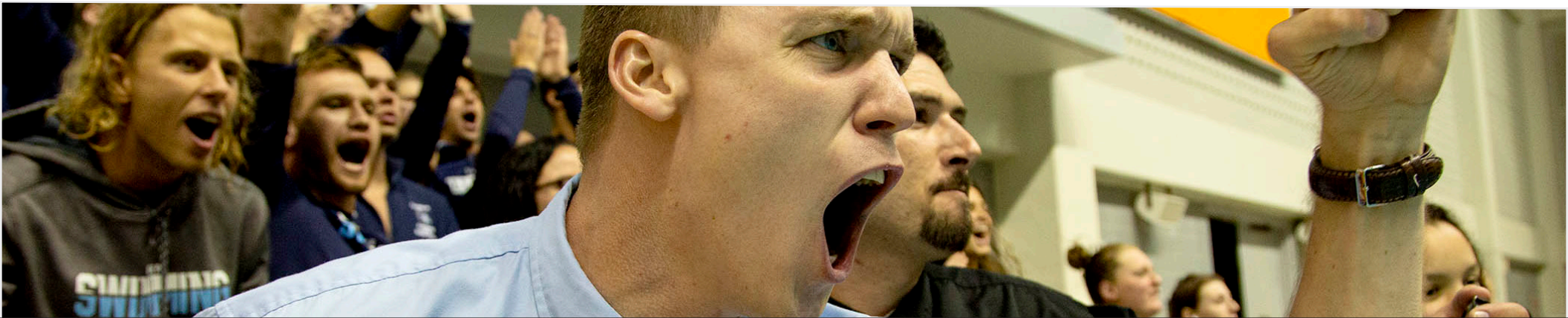
**2018-2019 SEASON** - The Seahawks finished fourth for the second straight year in the Learfield Cup standings, win eight conference championships, claimed a sixth NAIA National Championship (men's swimming), captured nine individual and seven relay NAIA Championships (swimming and indoor track & field), 11 teams make the NAIA National Tournament, including nine teams ranked nationally at the end of the year. In addition, 74 Seahawks received Academic All-Conference

honors and 34 earn NAIA Scholar Athlete recognition.

**2017-2018 SEASON** - Keiser University captured its third consecutive TSC Commissioner's Cup, finished fourth in the Learfield Cup standings, announced the addition of men's wrestling, competed in its inaugural football season (6-4 record and a top 25 ranking during the season), won a fifth NAIA National Title (men's swimming), captured seven individual and four relay NAIA individual National Championships (swimming and indoor track and field), and had 14 teams make a NAIA National Tournament appearance, including seven teams that finished ranked nationally in the top five or higher.

**2016-2017 season** - Keiser University captured its second consecutive TSC Commissioner's Cup, secured the highest finish in the Learfield Cup standings in program history (#3), added four NAIA Varsity sports (men's lacrosse, women's lacrosse, men's swimming, women's swimming), and had 12 teams make a NAIA National Tournament appearance, including five teams that finished ranked nationally in the top 5 or higher. In addition, Swogger was named the TSC Athletic Director of the Year.

**2015-2016 season** - Keiser University captured its first ever TSC Commissioner's Cup Trophy, its 4th NAIA National Title (women's golf), secured a top 25 finish in the Learfield Cup standings (#22), and had 9 teams make a NAIA National Tournament appearance.





# Keiser Athletic Teams

As of June 2022

26 VARSITY TEAMS - 5 DEVELOPMENTAL TEAMS - 2 CLUBS

Baseball  
Basketball  
Cross Country  
Esports  
Football  
Golf  
Lacrosse  
Track & Field  
Lacrosse

Soccer  
Softball  
Spirit Squad  
Swimming  
Tennis  
Wrestling  
Volleyball  
Fishing



16  
National  
Championships



3.10  
Athletic Department  
GPA



750  
Student Athletes





“Each day, those of us at Keiser are awarded the opportunity to get to watch our student-athletes grow and develop into exceptional people. Now is the time for you to be apart of the journey with us. ”

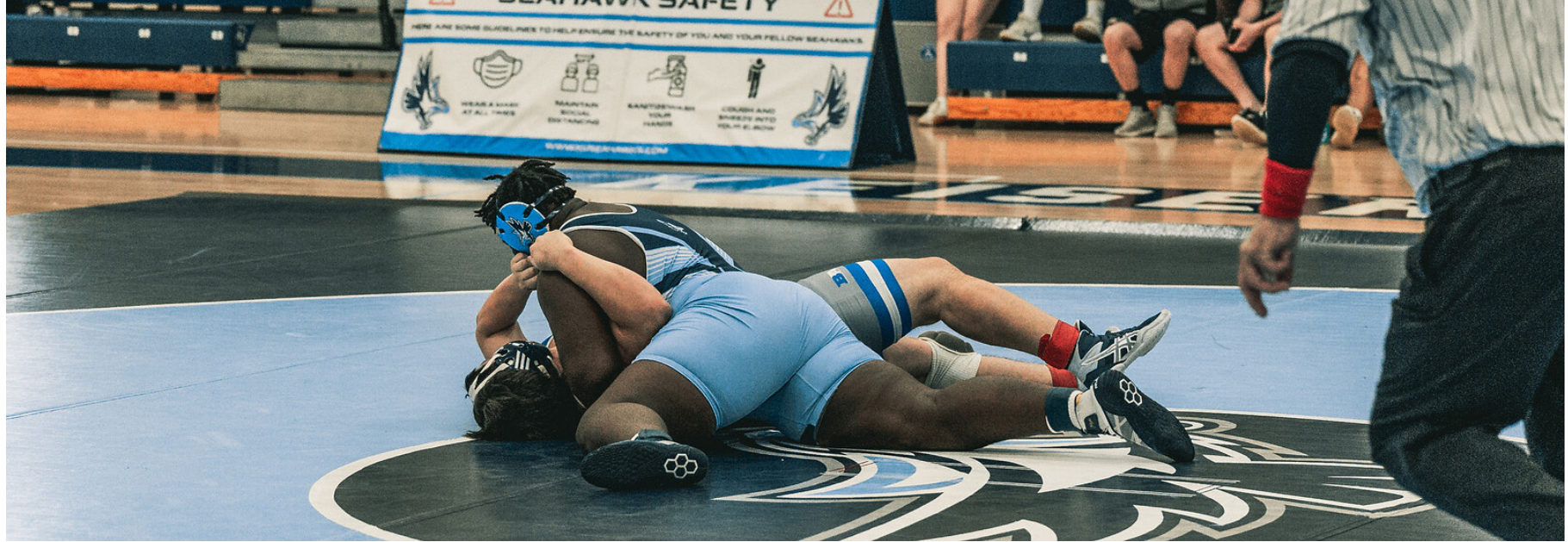
-- Athletic Director Kris Swogger

# CURRENT & PAST PARTNERS

Just a glance at some of our impactful sponsors.

We thank our current and past sponsors. Whether for events, tournaments, or yearly sponsorships, they make an immediate and lasting impact on our department, fans, and athletes.





## Big Ideas, Big Projects

Some of our bigger sponsor projects for those that really want to make a difference.

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### Soccer Press Box - \$10,000

The soccer press box is in desperate need of a replacement. Buying this replacement, also gives you a lifetime signage on the building. This building is seen by every passing student, fan, and worker on campus.

### Naming Rights

Current facilities that have the option to be named:

- Soccer Field
- Football/Lacrosse/Flag Football Field
- Gymnasium - Basketball, Volleyball, Wrestling
- Tennis Courts
- Fishing Lake - This would help stock the lake
- Softball Field
- Baseball Field

For naming rights, please contact Jamie Shoemaker for more information.



# Community Service

Seahawks success is not only determined by what you do on the court and on the field but also how much of a difference you make in the community.

Keiser University Athletics participated in over 100 different community service projects over the past couple years. Just to name a few, Keiser has completed events at: Tree of Life, Helping Hands, American Cancer Society, Habitat For Humanity, Fitness Festival, Compassion Games, Peggy Adams, and various Beach Clean ups.



Tree of Life



Habitat For Humanity



Helping Hands



Beach Clean Up





# Stats

Let's take a look at our fast growing fan base

We take a look at our tickets, social media, and website numbers below. Examining our tickets, we launched a ticket based program during covid to help with capacity issues. 2021 was our first year allowing fans at most games, but in limited capacity. Our social media numbers have steadily grown over the years, up to 60,000 now. Our website has been a much larger focus, pushing viewers to it, as we increased 48% in pageviews to 1,731,318 from 2020 to 2021.

## Tickets - 2021



Total tickets sold in 2021 was over 12,000 for the games we took tickets at.

## Social Media - 2021



Our Athletic programs have over 60,000 followers across Twitter, Instagram, and Facebook.

## Website Visits - 2021



In 2021, KUSeahawks.com netted 1,731,318 pageviews. A 48% increase to 2020.

## Live Stream - 2021



In 2021, 57,000 plus fans viewed into our live streams to watch events live.







# TOTAL PACKAGE

# \$10,000



#### ALSO INCLUDED:

- Website ad placement
- Preferred partner in athletics visitor guide
- Ability to provide flyers/coupons
- Sport posters for your business
- Official sponsor of one item out of the Seahawk Nest
- Keiser University Newsletter and Updates.

**The Nitty Gritty:** Can only be sold once, availability may be limited.

\$7,500.00 renewal for year two and beyond. \$15,000 for a two year deal.

## What's Included?

1. Official first down sponsor for football. That's a "your business" First Down! Said on every Keiser first down.
2. The official tailgate party tent at all football games. A tailgate tent can be setup at any other game events.
3. A banner at every facility!
4. Priority seating at events, on field for Football.
5. \$250 to spend on Under Armour through our online store.
6. Touchdown T-Shirt Sponsor - Logo on the shirt
7. \$150 to spend in our KU Seahawk Online Store.
8. All Keiser Season Ticket Holder - Free admission to all home games for six.
9. (2) A Frame sponsor that will be used at all athletic sporting events.
10. Feather Flag at outside events that sticks in the ground.
11. (2) Keiser University Polo and T-Shirt.
12. A social media sponsor post four times a month on our main Twitter and Facebook page. We will also tag your business.
13. Option to produce commercial spots to be streamed on live broadcast of all Keiser home games. Keiser will produce if one isn't supplied. You must provide the commercial in order to do so or we can create a commercial for \$500.
14. Full press release announcing partnership.
15. Lunch with the Athletic Director.
16. Lunch with a Coach of your choice.
17. In Game Entertainment Opportunities.





# PLATINUM PACKAGE

# \$7,000



**The Nitty Gritty:** Nothing says a winner than buying a platinum package for Keiser Athletics. Welcome to the winner circle!

\$6,000.00 renewal for year two and beyond. \$12,000 for a two year deal.

## What's Included?

1. A banner at every facility! See banner options page for examples.
2. Sponsor - Tailgate Tent at all home football games and 10 additional games at any sport. An opportunity for you to bring a tent and setup a table of games or information to speak with our fans.
3. Priority seating at events, on field for Football.
4. \$100 to spend on Under Armour through our online store.
5. Touchdown T-Shirt Sponsor - Logo on the shirt
6. \$100 to spend in our KU Seahawk Online Store.
7. All Keiser Season Ticket Holder - Free admission to all home games for four.
8. A-Frame sponsor that will be used at all athletic sporting events.
9. Keiser University Polo and T-Shirt
10. A social media sponsor post four times a month on our main Twitter and Facebook page. We will also tag your business.
11. Option to produce commercial spots to be streamed on live broadcast of all Keiser home games. You must provide the commercial in order to do so or we can create a commercial for \$500.
12. Lunch with the Athletic Director.
13. Lunch with a Coach of your choice.
14. In Game Entertainment Opportunities

### ALSO INCLUDED:

- Website ad placement
- Preferred partner in athletics visitor guide
- Ability to provide flyers/coupons
- Sport posters for your business
- Official sponsor of one item out of the Seahawk Nest
- Keiser University Newsletter and Updates.





# GOLD PACKAGE

# \$5,000

**The Nitty Gritty:** We're basically exclusive at this point. Let me introduce you to our family.

\$4,000.00 renewal for additional years, if paid annually. \$8,500 for a two year deal up front.

## What's Included?

1. Pick five from the Banner Options.
2. Sponsor - Tailgate Tent at 10 home games for any sport. An opportunity for you to bring a tent and setup a table of games or information to speak with our fans.
3. \$100 to spend on Under Armour through our online store.
4. Touchdown T-Shirt Sponsor - Logo on the shirt
5. \$100 to spend in our KU Seahawk Online Store.
6. All Keiser Season Ticket Holder - Free admission to all home games for four.
7. A-Frame sponsor that will be used at all athletic sporting events.
8. Keiser University Polo and T-Shirt
9. A social media sponsor post four times a month on our main Twitter and Facebook page. We will also tag your business.
10. Option to produce commercial spots to be streamed on live broadcast of all Keiser home games. You must provide the commercial in order to do so or we can create a commercial for \$500.
11. Lunch with the Athletic Director.
12. Lunch with a Coach of your choice.
13. In Game Entertainment Opportunities



### ALSO INCLUDED:

- Website ad placement
- Preferred partner in athletics visitor guide
- Ability to provide flyers/coupons
- Sport posters for your business
- Official sponsor of one item out of the Seahawk Nest
- Keiser University Newsletter and Updates.





# SILVER PACKAGE

# \$3,000



**ALSO INCLUDED:**

- Website ad placement
- Preferred partner in athletics visitor guide
- Ability to provide flyers/coupons
- Sport posters for your business
- Official sponsor of one item out of the Seahawk Nest
- Keiser University Newsletter and Updates.

**The Nitty Gritty:** The next step up, now we're talking.

\$2,000.00 renewal for year two and beyond. \$4,500 for a two year deal.

## What's Included?

1. Pick THREE from the Banner Options.
2. Touchdown T-Shirt Sponsor - Logo on the shirt
3. Sponsor - Tailgate Tent at three home games for any sport, except football. An opportunity for you to bring a tent and setup a table of games or information to speak with our fans.
4. \$100 to spend in our KU Seahawk Online Store.
5. All Keiser Season Ticket Holder - Free admission to all home games for four.
6. A-Frame sponsor that will be used at all athletic sporting events.
7. Keiser University Polo and T-Shirt
8. A social media sponsor post four times a month on our main Twitter and Facebook page. We will also tag your business.
9. Option to produce commercial spots to be streamed on live broadcast of all Keiser home games. You must provide the commercial in order to do so or we can create a commercial for \$500.
10. In Game Entertainment Opportunities
11. Lunch with a coach of your choice.





# BRONZE PACKAGE

# \$1,500

**The Nitty Gritty:** So, you want to get a little more serious? This has a blend of our first customizable level.

\$1,000.00 renewal for additional years, if paid annually. \$2,500 for a two year deal up front.

## What's Included?

1. All Keiser Season Ticket Holder - Free admission to all home games for two.
2. Pick one from the Banner Options page.
3. A-Frame sponsor that will be used at all athletic sporting events.
4. Keiser University Polo and T-Shirt
5. A social media sponsor post two times a month on our main Twitter and Facebook page. We will also tag your business.
6. Option to produce commercial spots to be streamed on live broadcast of all Keiser home games. You must provide the commercial in order to do so or we can create a commercial for \$500.
7. In Game Entertainment Opportunities



### ALSO INCLUDED:

- Website ad placement
- Preferred partner in athletics visitor guide
- Ability to provide flyers/coupons
- Sport posters for your business
- Official sponsor of one item out of the Seahawk Nest
- Keiser University Newsletter and Updates.





# SEAHAWK PACKAGE

# \$1,000



**The Nitty Gritty:** Our most common package, but you already knew that.

\$750.00 renewal for year two and beyond. \$1,500 for a two year deal.

## What's Included?

1. A-Frame sponsor that will be used at all athletic sporting events or replace for a banner on a facility.
2. A full-page ad in the football game day program.
3. A social media sponsor post **two** times a month on our main Twitter and Facebook page. We will also tag your business.
4. Option to produce commercial spots to be streamed on live broadcast of all Keiser home games. You must provide the commercial in order to do so or we can create a commercial for an additional \$500.
5. In Game Entertainment Opportunities.

### ALSO INCLUDED:

- Website ad placement
- Preferred partner in athletics visitor guide
- Ability to provide flyers/coupons
- Sport posters for your business
- Official sponsor of one item out of the Seahawk Nest
- Keiser University Newsletter and Updates.





# BLUE PACKAGE

# \$500

**The Nitty Gritty:** Our basic package, just a starter to get your feet wet.

\$500.00 renewal for additional years, if paid annually. \$750 for a two year deal up front.

## What's Included?

1. Keiser will place a website link and/or ad placement on KUSeahawks.com.
2. In Game Entertainment Opportunities
3. Keiser will list your business as a preferred partner in athletics visitor guide.
4. Your business will have the ability to provide Keiser with flyers/coupons to home games and to all visiting teams.
5. Keiser will provide sports posters throughout the year of each sport for your business to use, if wanted.
6. Keiser University Newsletter and Updates.
7. Official sponsor of one item out of the Seahawk Nest.
  - Official Game Sponsor for one game of any sport but football.
  - Athletic image of the week for one time.
  - Athletic player of the week for one time.



# Sponsor A Team

# \$250

**The Nitty Gritty:** Let's get to know you and you can get to know us. The package has a blend of a starter pack and you'll get updates throughout the year on the department or team of choice. This is an excellent start.

## What's Included?

1. Autographed poster from the team to put up in your business.
2. Keiser University T-Shirt.
3. Keiser University Newsletter and Updates.





# FACILITIES





# Sponsorship Form

Purchase online or by check.  
Submit this form with your check!

Mail Checks to:  
Athletic Department  
Attn: Jamie Shoemaker  
2600 North Military Trail  
West palm Beach, FL 33409

Pay Online Here: [KeiserAthletics.com](http://KeiserAthletics.com)  
or scan the code below:



Name:

Company:

Today's Date:

Date request to start:

Phone Number:

Email Address:

How did you find us?

Sport to allocate funds:

Please list sports in order for banners:

Shirt and Polo Size:

Social Media Account Usernames:

Notes:

Package Type:

Total Amount

- Team Sponsor     Blue             Seahawk
- Bronze             Silver             Gold
- Platinum         Total\*\*

Please email [Jshoemaker@keiseruniversity.edu](mailto:Jshoemaker@keiseruniversity.edu)  
when you mail this form or to secure your spot.

Complete Name/Title



# Keiser University Flagship Campus

