





Combining broadcast and internet options, our corporate sponsorship packages offer three levels of broadcast and Internet exposure opportunities.

CORPORATE PURPLE SPONSOR PACKAGE

-- PACKAGE: \$8,000 --

NAMING RIGHTS

- Five Brought to you by: designations in opening remarks of games of your choosing.
- Company logo printed on crew t-shirts worn during all games and Lufkin Panther TV events.

BROADCAST

- Four thirty-second spots run during the course of each game, adding up to 160 spots broadcast during the season.
- On-air commercial promotions during the game that will run over 150 times during the course of the season on area access channels.

- Three on-air interviews with your company representative during half-time of selected games.

INTERNET

- Large (300x250px) Web Sponsor Banner on both LufkinPantherTV.com AND LufkinPantherSports.com websites posted for the football season (generally three months).
- One social media designation per game each week.

CORPORATE GOLD SPONSOR PACKAGE

-- PACKAGE: \$6,000 --

NAMING RIGHTS

- Company logo printed on crew t-shirt worn during all games and Lufkin Panther TV events.

BROADCAST

- Two thirty-second spots run during the course of each game, adding up to 80 spots broadcast during the season.
- One on-air interview with your company representative during half-time of selected game.

INTERNET

- Medium (300x125px) Web Sponsor Banner on both LufkinPantherTV.com AND LufkinPantherSports.com websites posted for the football season (generally three months).

CORPORATE WHITE SPONSOR PACKAGE

-- PACKAGE: \$4,000 --

NAMING RIGHTS

- Company logo printed on crew t-shirt worn during all games and Lufkin Panther TV events.

BROADCAST

- One thirty-second spot run during the course of each game, adding up to 40 spots broadcast during the season.

INTERNET

- Small (200x90px) Web Sponsor Banner on both LufkinPantherTV.com AND LufkinPantherSports.com websites posted for the football season (generally three months).



DIGITAL SPONSORSHIP PACKAGES

LufkinPantherSports.com and **LufkinPantherTV.com** keep fans in the know with digital broadcasts and updates on game action and news throughout the season. This opportunity allows you to reach Panther fans on the go with the convenience and availability of Internet access and mobile platforms.

At **LufkinPantherTV.com**, put your company in front Panther fans who come to the site to order on-demand copies of the latest game in HD or use the media library to find highlight packages and so much more!

LufkinPantherSports.com showcases your logo as Panther fans get easy access to news, photos and updates on the team throughout the season.

[Web Banner Design is available upon request and is made with your company/brand in mind. Packages start at \$75.]

PURPLE DIGITAL SPONSOR PACKAGE

-- PACKAGE: \$1,500 --

WEB

- Large Banner (300X250) on both websites (**LufkinPantherTV.com** AND **LufkinPantherSports.com**) throughout the football season.

GOLD DIGITAL SPONSOR PACKAGE

-- PACKAGE: \$800 --

WEB

- Mid-size Banner (300X125) on both websites (**LufkinPantherTV.com** AND **LufkinPantherSports.com**) throughout the football season.

WHITE DIGITAL SPONSOR PACKAGE

-- PACKAGE: \$600 --

WEB

- Small Banner (200X90) on both websites (**LufkinPantherTV.com** AND **LufkinPantherSports.com**) throughout the football season.

LUFKINPANTHERSPORTS.COM WEB SEASON SPONSORSHIP

| | | |
|--------|-----------|-------|
| LARGE | (300X250) | \$800 |
| MEDIUM | (300X125) | \$550 |
| SMALL | (200X90) | \$400 |

LUFKINPANTHERTV.COM WEB SEASON SPONSORSHIP

| | | |
|--------|-----------|-------|
| LARGE | (300X250) | \$800 |
| MEDIUM | (300X125) | \$550 |
| SMALL | (200X90) | \$400 |

GAME DAY SPECIAL FEATURES

These features can be added on to any of our available sponsorship packages to maximize advertising platforms, generating the highest level of name recognition with Panther fans.

REPLAY SPONSOR.....\$750

- Panther fans get to see the play again and hear your company name mentioned in a **Brought to you by:** designation when you become a Replay Sponsor.

ATHLETE OF THE WEEK SPONSOR.....\$750

- **Brought to you by:** designation during highlight reel of featured player.

SCORE BOARD SPONSOR.....\$500

- Let fans know you back the pack! Post your company name beside the scoreboard on video broadcasts.

:30 SECOND COMMERCIAL PRODUCTION.....\$500

- Need help getting your company on the air with Lufkin Panther Sports? We can provide excellent production with a quality design team.

:30 SECOND ON-SITE SPOT PRODUCTION.....\$500

- We come to your company, record a commercial spot with your representative, AND thank you for backing the Panther Nation.

HALF-TIME SPONSOR.....\$500

- Help Panther fans keep current with stats and scores and game analysis from the first half of the Lufkin Panthers home games.

COMMUNITY SPONSOR (MENTION AT GAME OPEN AND ON AIR)....\$500

T-SHIRT SPONSOR (CREW SHIRT).....\$100

- Shirts are worn by Lufkin Panther Sports crew during each home game and during Lufkin Panther special events and are a great display space for your business.

SOCIAL MEDIA DESIGNATION.....\$100

- Game updates and highlights posted on Facebook and Twitter feeds with **Brought to you by:** designation.

LUFKIN PANTHER TV EXCLUSIVE NAMING

-- EXCLUSIVE NAMING RIGHTS PACKAGE: \$25,000 --

With our exclusive naming rights package, your company is able to generate brand and service recognition through various platforms and exposure opportunities. Our highest sponsorship level gives you the most coverage with Panther fans, and provides the maximum media exposure that includes broadcast, Internet and display opportunities.

THE PACKAGE INCLUDES

NAMING RIGHTS

- **Brought to you by:** designation for every game during opening remarks and returns from breaks.
- Five Replay **brought to you by:** designations per game each week.

BROADCAST

- Production of TV spots and graphics.
- Eight thirty-second spots run during the course of each game and rebroadcasts. That's about 32 spots run per week and there are approximately 10 games in the season, adding up to a minimum of 320 spots over the course of the season.
- On-air commercial promotions that will run over 150 times during the course of the season on area access channels.
- Five on-air interviews with your company representative during half-time of selected games.

DISPLAY SPACE

- Your company's logo placed on the production trailer that will be present at each game.
- Company logo prominently printed on crew t-shirts worn during all games and Lufkin Panther TV events.

INTERNET

- Leaderboard Web Sponsor Banner on **LufkinPantherTV.com** website AND **LufkinPantherSports.com** website posted for six months.
- 2 social media designations per game each week, including Facebook and Twitter feeds.

4200 + FOLLOWERS ON
FACEBOOK &
1200 + ON TWITTER



2016 LUFKIN PANTER SPONSORSHIP AGREEMENT

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

SPONSORSHIP LEVELS

CORPORATE SPONSORSHIP

- EXCLUSIVE NAMING RIGHTS - \$25,000**
Brought to you by: designations in every game | Five Replay **Brought to you by:** designations per game | Company's logo on production trailer | Company's logo prominently printed on shirts | Production of TV spots and graphics | Eight thirty-second spots | On-air commercial promotions | Five on-air interviews | Leaderboard web sponsor banner on LufkinPantherSports & LufkinPantherTV.com | 2 social media designations per game.
- PURPLE SPONSOR PACKAGE - \$8,000**
 Five **Brought to you by:** designations in opening remarks | Company's logo printed on shirts | Four thirty-second spots run during each game | On-air commercial promotions during game | Three on-air interviews with company representative | Large web banner on LufkinPantherSports & LufkinPantherTV.com | One social media designation per game.
- GOLD SPONSOR PACKAGE - \$6,000**
 Company's logo printed on crew shirts | Two thirty-second spots during each game | One on-air interview with your company | Medium web banner on LufkinPantherSports & LufkinPantherTV.com
- WHITE SPONSOR PACKAGE - \$4,000**
 Company's logo printed on crew shirts | One thirty-second spot each game | Small web banner on LufkinPantherSports & LufkinPantherTV.com

DIGITAL SPONSORSHIP

- PURPLE SPONSOR PACKAGE - \$1,500**
- GOLD SPONSOR PACKAGE - \$800**
- WHITE SPONSORSHIP PACKAGE - \$600**

LUFKINPANTHERSPORTS.COM ONLY

- Large (300X250) \$800
- Medium (300X125) \$550
- Small (200X90) \$400

LUFKINPANTHERTV.COM ONLY

- Large (300X250) \$800
- Medium (300X125) \$550
- Small (200X90) \$400

GAME DAY SPECIAL FEATURES

- REPLAY SPONSOR.....\$750
- ATHLETE OF THE WEEK SPONSOR....\$750
- SCORE BOARD SPONSOR.....\$500
- HALF-TIME SPONSOR.....\$500
- COMMUNITY SPONSOR.....\$500
- :30 SECOND COMMERCIAL PRODUCTION....\$500
- :30 SECOND ON-SITE SPOT PRODUCTION....\$500
- SOCIAL MEDIA DESIGNATION.....\$100
- T-SHIRT SPONSOR.....\$100

PAYMENT METHOD:

__ Bill Me __ Charge My Credit Card: __ Visa __ MasterCard__ AMEX __ Discover
 Name on Card: _____
 Card Number: _____ Expiration Date: _____

2016 LUFKIN PANTHER FOOTBALL SCHEDULE

| DATE | OPPONENT | VENUE | TIME |
|------------|--------------------|----------------------|------|
| Aug. 19th | Huntsville | Abe Martin Stadium | TBA |
| Aug. 26th | Longview | Abe Martin Stadium | 7:30 |
| Sept. 2nd | Nacogdoches | Dragon Stadium | 7:30 |
| Sept. 10th | Parkway | Independence Stadium | 4:00 |
| Sept. 16th | Monterrey Tech | Abe Martin Stadium | 7:30 |
| Sept. 23th | College Park* (HC) | Abe Martin Stadium | 7:30 |
| Sept. 30th | The Woodlands* | Woodforest Stadium | 7:30 |
| Oct. 14th | Westbrook* | Abe Martin Stadium | 7:30 |
| Oct. 21st | Oak Ridge* | Woodforest Stadium | 7:30 |
| Oct. 28th | Conroe* | Abe Martin Stadium | 7:30 |
| Nov. 4th | Montgomery | Bear Stadium | 7:30 |

PLAYOFF SCHEDULE

| DATE | PLAYOFF |
|------------|---------------------|
| Nov 10-12 | Bi-District |
| Nov. 17-19 | Area |
| Nov. 24-26 | Regional |
| Dec. 1-3 | Quarterfinals |
| Dec. 8-10 | Semi-Finals |
| Dec. 15-17 | State Championships |

KEY STAFF

| POSITION | NAMES |
|---------------------------|---------------------------------------|
| Announcers: | Ricky Gay Cary Deal Bobby Baker |
| Director/Camera/Graphics: | Kellie Ramsey Charles Roberds |
| Photographer: | Misty Boggs Bethany Baldwin |
| Editor: | Stewart Haas |

PAST SPONSORS

CONSOLIDATED COMMUNICATIONS

WHATABURGER

ANGELINA COLLEGE

FLOORS UNLIMITED

EASTTEXASENERGY.COM

OUTDOOR CONNECTION ONLINE

REAL GRAPHICS

TEXAS TIMBERJACK

CHICK-FIL-A

HOLIDAY TRAVEL AGENCY

POLK OIL COMPANY

ANGELINA ARTS ALLIANCE

ALEXANDER ELECTRIC

DOMINO'S PIZZA

STEPHEN F. AUSTIN STATE UNIVERSITY

WOODLAND HEIGHTS

HARMONY HILL BAPTIST CHURCH

LUFKIN SIDELINER'S CLUB

NACOGDOCHES AC AND HEATING

MARRIOTT COURTYARD



QUICK FACTS

In 2014, MSGPR REACHED AN AUDIENCE OF OVER 250,000 FANS who attended games, read stories or updates online, or watched rebroadcasts of the game.

All sponsor spots remain on the game broadcast, available for purchase through Vimeo VOD

Games are aired on:
Consolidated Communications VOD
SuddenLink Cable
City of Lufkin website
LufkinPantherTV.com

CONTACT INFO

All on-air interviews must be scheduled in advance with the project coordinator. Please contact Lee Miller at 877-537-8780 for more information or email advertising@LufkinPantherTV.com.

Your advertising dollars help not only fuel locally produced news for the Lufkin Panthers and thereby build interest and support for youth athletics, it now has the opportunity to support high school students seeking hands-on experience in media through journalism, broadcast, photography and web.

877.537.8780

ADVERTISING@LUFKINPANTHERTV.COM