SBU-TV Sports  
2013 Spring and Fall Sports Productions Rate Card

Thank you for your interest in sponsoring SBU-TV Sports productions and, in doing so, 
gleaning brand exposure before the Bona Nation for your company or organization. Your 
sponsorship will help us to continue to provide an unparalleled free service to fans of The Bonnies, as all 
revenues will support both the Bonaventure Athletics Fund and the operations of SBU-TV Sports.

SBU-TV Sports is an initiative of the Russell J. Jandoli School of Journalism and Mass Communication at St. 
Bonaventure University. Its mission is to provide real-life live sports production experience for St. 
Bonaventure students while also producing professional-quality live sports productions that feed the athletics 
interests of St. Bonaventure University constituents, including alumni, parents, students, and other fans of 
St. Bonaventure University Athletics.

During the 2011-12 Men’s and Women’s Basketball seasons, SBU-TV Sports productions had more than 
60,000 subscribers to our video streams. In the 2013 Spring and Fall sports seasons, we will Web stream as 
many Basketball games as possible, that is, those that are not televised by national (CBS Sports; NBC Sports) 
or regional (Time Warner Cable; Cable Sports Network) production companies. In addition to Men’s and 
Women’s Basketball, SBU-TV sports will produce live video streams of selected spring and fall field sports, 
including Baseball, Lacrosse, Soccer, and Softball. All sponsors will be guaranteed at least one placement in 
all Spring 2013 and Fall 2013 SBU-TV Sports productions.

There are three rate tiers:

1) **The Wolfpack**
   30-Second Commercial and 10-Second Spot Sponsorship Tier  
   **Cost for the 2013 Spring and Fall Sports Seasons:** $500

   This tier is for sponsors who provide SBU-TV Sports with a produced 30-second commercial. In 
   addition to guaranteeing at least one run of your commercial per production, we will also list you as a 
   program sponsor in the credits at the start and conclusion of each production. In addition, we will 
   create for you (or you may provide) a 10-second spot, which would be composed of a still image 
   (graphics over still image or graphics only) with voice-over copy. This 10-second spot will run in 
   tandem with two other advertisers’ 10-second spots, and will be played at least once during each 
   production. There is no fee for our production of 10-second spots for sponsors at this level.

2) **The Brown and White**
   30-Second Commercial Only Sponsorship Tier  
   **Cost for the 2013 Spring and Fall Sports Seasons:** $350

   This tier is for sponsors who provide SBU-TV Sports with a produced 30-second commercial. In 
   addition to guaranteeing at least one run of your commercial per production, we will also list you as a 
   program sponsor in the credits at the start and conclusion of each production.

3) **The Bona Wolf**
   10-Second Only Sponsorship Tier  
   **Cost for the 2013 Spring and Fall Sports Seasons:** $200

   This tier is for sponsors who wish to have a 10-second spot (graphics over still image or graphics only, 
   both with voice-over) presented at least once in each SBU-TV Sports production. Sponsors may 
   provide the 10-second spot or, for a fee of $50, we can produce the spot for you.

We are eager to work with you to present your brand to the Bona Nation. Please contact Dr. Emily 
Sinsabaugh, Vice President for University Relations (esinsaba@sbu.edu; 716-375-4000), to arrange the details 
of your sponsorship. Go Bonnies!

---

*St. Bonaventure University is the nation’s premier Franciscan university. We reserve the right to reject sponsorship requests based upon editorial judgment in relationship to the Catholic mission of St. Bonaventure University or the production quality of the materials presented for the sponsorship.*