



EDGAR ALLEN
DIDDLE
CLASS OF
1923
Western Kentucky University



HILLTOPPER
SPORTS MARKETING 



WKU Athletics Marketing Portfolio

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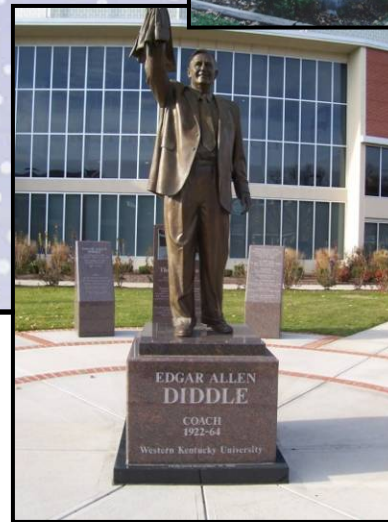


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- 🏈 WKU educates 20,712 students from 46 states and 56 countries
- 🏈 WKU employs 3,197 Faculty and Staff
- 🏈 There are over 84,730 WKU Alumni in all 50 States
- 🏈 Western Kentucky University was established in 1906 as the Southern Normal School
- 🏈 There are 66 major buildings on the approximately 200 acre main campus, with an additional 785 acres off campus

Economic Impact of WKU

Overall Direct Student Expenditure Impact

 The off-campus expenditure of students was estimated to be \$124.4 million of direct expenditures during 2005-06 academic year

Student Food/ Restaurant Impact

 The WKU student body collectively spent an estimated \$3.4 million *per month* off-campus food during 2005-06 academic year.

Student Vehicles

 Over 91 percent of WKU students indicate that they have a car on campus.

YEARLY SPENDING OF WKU STUDENT BODY:

\$124,394,954

YEARLY SPENDING OF WKU FACULTY/STAFF:

\$54,396,473

Source: [The Impact of Western Kentucky University on The Bowling Green/ Warren County Economy: 2006 Preliminary Findings.](#)

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Houchens Industries – L.T. Smith Stadium

Almost \$50 million has been spent in the renovation and expansion of Houchens Industries-L.T. Smith Stadium. Renovations included new and refurbished locker rooms, meeting rooms, weight rooms and training rooms along with an expanded academic advising center. Seating capacity has expanded to 23,500 and the stadium also features club seats, a \$1.5 million video replay scoreboard and a state-of-the-art playing surface.



Diddle Arena

WKU completed a \$33 million renovation of E.A. Diddle Arena in 2003, that featured the addition of state of the art video replay scoreboards and 16 luxury suites. The renovation also included new men's and women's basketball locker rooms, team rooms and two practice courts.



Nick Denes – Field

Since 2002, WKU has put nearly \$2.2 million into significant renovations of Nick Denes Field. Additionally, the \$1 million Paul C. Orberon Baseball Clubhouse will be linked to the indoor batting facility and will feature a spacious locker room, player lounge and Coach's offices

"I'll never leave Western. I like it here. I hope to die here. No amount of money could ever tempt me to leave."

(E. A. Diddle, 1948)

When Coach Diddle retired in 1964 he had won the most games in NCAA history and he still ranks fifth on the all-time list today.

TRADITION.



EXCELLENCE.



PRIDE.



Championship Effort

- 🏆 WKU has won the Bubas Cup, on account of the school gaining the most cumulative points in the leagues 19 sponsored sports, for the fourth time in the last seven years.

Men's Basketball

- 🏆 E. A. Diddle is ranked the 5th –winningest college basketball coach all- time
- 🏆 The WKU Hilltopper Basketball program is 3rd all-time in conference titles (with 41 and only 2 behind Kentucky's total of 43), 14th all-time in total wins and 8th all-time in NCAA history in winning percentage
- 🏆 The Hilltopper Basketball program has 21 NCAA tournament appearances, 7 "Sweet 16" appearances and a Final Four appearance in 1971
- 🏆 Orlando Mendez-Valdez was named to the 2009 All-American Basketball team; Courtney Lee to the 2008 All-American team as honorable mention selection

Football

- 🏆 The WKU Football program won the 2002 Division 1-AA National Championship and is now a full fledged Division 1 FBS, formerly Division 1-A program
- 🏆 In November, Willie Taggart, the all-time WKU rushing leader, was announced as the 17th Hilltopper Head Football Coach
- 🏆 Average season attendance of 83,483 during the 2008 season

Baseball

- 🏆 2009 Hilltopper Baseball team won 42 games, the Sun Belt Conference Regular Season Title and 3 games in the NCAA Regional's to advance to the Regional Finals for the first time in program history
- 🏆 Back-to-back NCAA tournament appearances
- 🏆 Six players drafted from the 2009 team

Women's Basketball

- 🏆 The Lady Topper Basketball program has advanced to post season tournaments in 24 of the last 26 times. The Lady Toppers played in Three Final Fours in 1985, 1986, and 1992 also the 1992 advanced to the National Championship

Testimonials

“ We would highly recommend IMG and specifically the WKU Sports Marketing Team as a group to assist you in getting your message out to a very committed and dedicated audience.”

-Sam Lawson, Hartland Equipment

“US Bank’s partnership with WKU and Hilltopper Sports Marketing has been a great investment for us over the years. I encourage any small business and corporation to contact Hilltopper Sports Marketing to ask about their advertising opportunities. It is a partnership that works!”

- Craig Browning, US Bank

Football Signage



The Hilltoppers set a football attendance record in 2009 with an average of 16,021 fans at Houchens L.T. Smith Stadium/Feix Field.

The future of WKU Football is bright with the hiring of Willie Taggart as the new head coach and home contests against BCS schools Indiana University, Arkansas State and Florida International.

Advertising Opportunities in L.T. Smith Stadium Include:

Rotational LED Signage
(18' x 7.5') X 2

Video Features and Elements include:
Replays (opening/closing placement), Starting Lineups, Big Red Trivia, Student Athlete of the Week, Quarter Statistics, Halftime Highlights, Player of the Game



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Basketball Signage

More than 180,000 fans visit Diddle Arena each year for WKU Basketball, WKU Volleyball, High School Basketball and special events. There are approximately 75 events held on the Diddle Arena Main floor in a year. Permanent signage is visible for all events held in Diddle Arena.

Advertising Opportunities in Diddle Arena Include:

Permanent Signage

Table Signs	9' x 3'
Video board Permanent	8' x 8'
Video board Rotational	8.5' x 4.5'
Portal Signage	9' x 3'
Corner Banister	4' x 1'
Arena Entrance Naming	50' x 5'
Lower Entrance Portals	10' x 0.5'
Goal Standards	

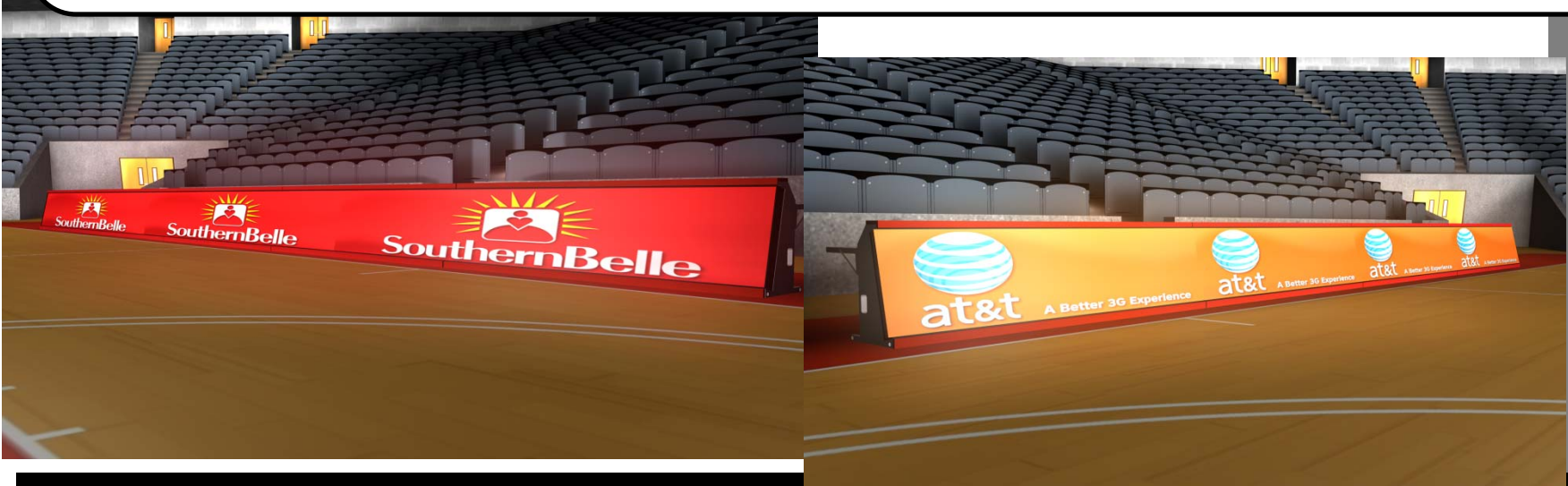
Variable Signage

- Game Day Sponsorships
- Video Replays
- Video Features



LED Basketball Signage

Last year, WKU Men's basketball drew 80,000 fans, WKU Women's basketball drew 36,000 fans, and Volleyball drew 14,000 fans. Scorer's Table and Press Row Table packages are available for all Men's Basketball, Women's Basketball and Volleyball games in E.A. Diddle Arena. The signs are highly visible during the game and typically seen on television and in newspaper photographs.



National TV Coverage

The Hilltopper Sports Satellite Network has a partnership with Fox College Sports to distribute all HSSN broadcasts. This is a very unique arrangement as it allows Hilltopper basketball to be consistently showcased to a national audience.

FCS is available to approximately 54 million digital homes and is seen by viewers in the nation's 25 largest cities. In addition to the 54 million cable subscribers, FCS has a relationship with DirecTV. Through this partnership, all HSSN broadcasts air on DirecTV Channel 617. This increases the number of potential households by another 12 million.

Portal Signage

These signs are 10' x 3' and are available on each side of the vomitories in E.A. Diddle Arena and are visible for all events.



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Basketball Padding Signage

The basketball padding sign will be visible on both sides of the basketball goal.



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Sun Belt Conference Standings Board

Sitting above each home concessions stand, the Sun Belt Conference Standings Board is a great way to get your name in front of thousands of Hilltopper fans!



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Baseball Signage

Last year more than 40,000 fans visited Nick Denes Field for Hilltopper Baseball, High School Baseball, and Youth League Baseball events. Signage is available on the scoreboard, along the outfield walls, and in the bullpens. The permanent signage on the scoreboard is also reflected on the opposite side of the scoreboard that faces the intersection of University Drive and Russellville Road. This intersection sees more than 24,000 cars daily.

Advertising Opportunities at Nick Denes Field Include:

Outfield Wall Sign

12' x 6'

Bullpen Signs

64' x 7.67'

Scoreboard Signage Top

7.25' x 4'

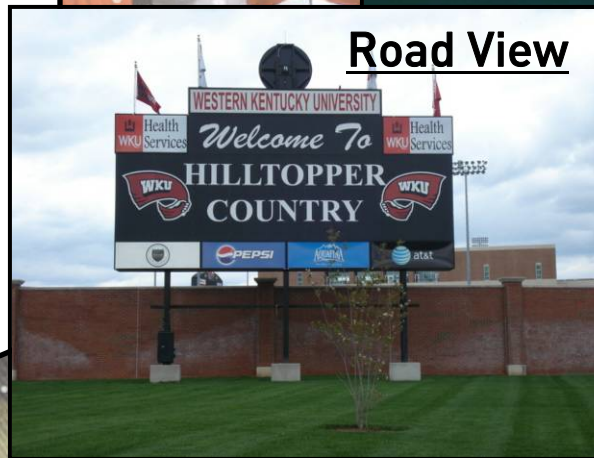
Scoreboard Signage Bottom

8.75 x 3'

In Stadium View



Road View



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BIG RED RADIO


WESTERN'S SPORTS NETWORK

WKU Football is carried on the Big Red Radio Sports Network which covers the western half of the Commonwealth of Kentucky and reaches over 1.5 Million potential listeners. The stations that carry all WKU Football games make up the list below. The coverage map gives you an idea of how many people are being reached by each station.

BIG RED RADIO FOOTBALL NETWORK AFFILIATES

WPTQ (103.7-FM) - Bowling Green
 WWKU (1450-AM)- Bowling Green
 WTCO (1450-AM) - Campbellsville
 WIEL (1400-AM) - Elizabethtown
 WEKT (1070-AM) - Elkton
 WFKN (1220-AM)- Franklin
 WCDS (1230-AM) - Glasgow
 WSON (860-AM) - Henderson
 WXAM (1430-AM) - Hodgenville
 WJRS (104.9-FM/1060-AM) - Jamestown/Russell Springs
 WKJK (1080-AM) - Louisville
 WHAS (840-AM)- Louisville
 WTTL (1310-AM) - Madisonville
 WLME (102.9-FM) - Owensboro
 WPKY (1580-AM) - Princeton
 WTLO (1480-AM) - Somerset

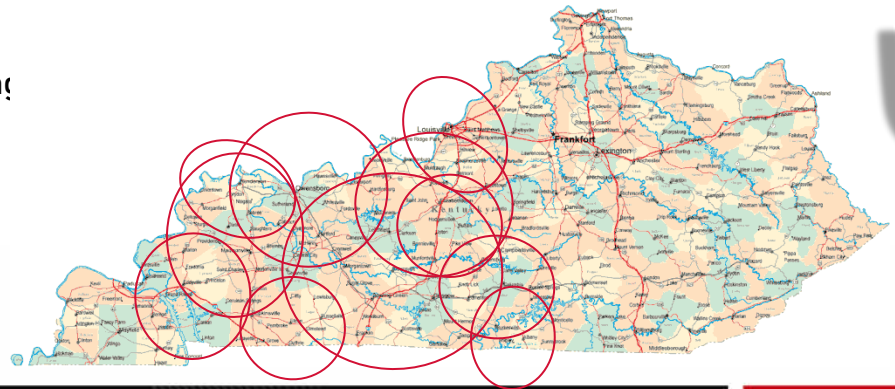
Advertising Opportunities:

 Commercials - Local & Network

 Feature Sponsors

 Live Reads

 Segment Sponsors



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BIG RED RADIO





WESTERN'S SPORTS NETWORK

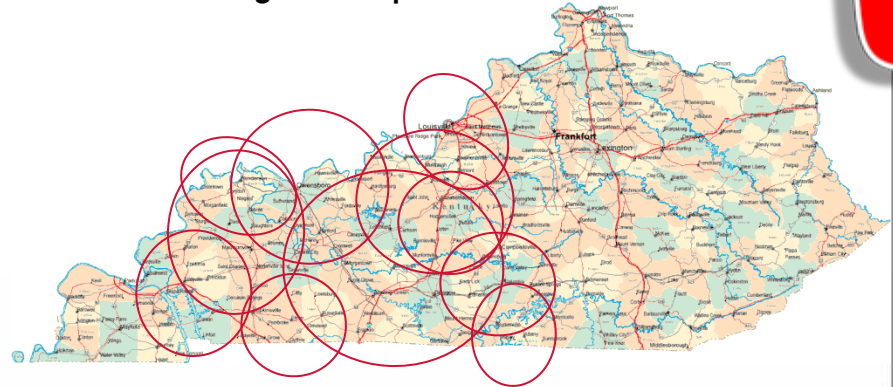
Men's Basketball games are carried by the Big Red Radio Network, which covers the western half of the Commonwealth of Kentucky reaching over 1.5 Million potential listeners. The stations that carry all WKU Men's Basketball games make up the list below.

BIG RED RADIO NETWORK BASKETBALL AFFILIATES

- WKLX (100.7-FM) - Bowling Green - Flagship
- WANY (106.3-FM/1390-AM) - Albany
- WOVO (105.3-FM) - Glasgow
- WTCO (1450-AM) - Campbellsville
- WIEL (101.5-FM/1400-AM) - Elizabethtown
- WEKT (1070-AM) - Elkton
- WFKN (1220-AM)- Franklin
- WCDS (1230-AM) - Glasgow
- WXAM (1430-AM) -Hodgenville
- WJRS (104.9-FM/1060-AM) -Jamestown/Russell Springs
- WKJK (1080-AM) - Louisville
- WHAS (840-AM)- Louisville
- WTTL (1310-AM) - Madisonville
- WAMB (99.3-FM/1200-AM) - Nashville, TN**
- WLME (102.9-FM) - Owensboro
- WPKY (1580-AM) - Princeton
- WTLO (1480-AM) - Somerset

Advertising Opportunities:

-  Commercials - Local & Network
-  Feature Sponsors
-  Live Reads
-  Segment Sponsors





BIG RED RADIO

WESTERN'S SPORTS NETWORK

Big Red Radio Sports Network carries all the Lady Hilltopper action every time they are on the court. The station that carries all WKU Women's Basketball games is listed below, as well as a coverage map that gives an idea of how many people are being reached by the station.





WKU WOMEN'S BASKETBALL COACH'S SHOW

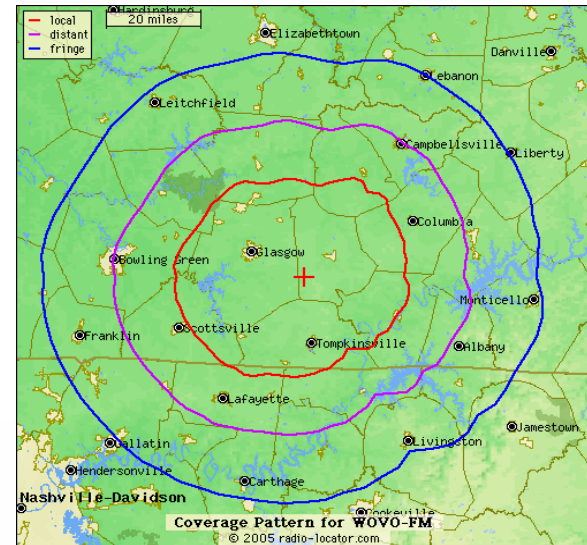
The Coach's Show is broadcast weekly from November through March and originates on location in and around Bowling Green, KY. During each show Coach Cowles will analyze the past week's games, discuss upcoming opponents, and highlight other aspects of her program. These shows are well attended and listened to on location and in the local Bowling Green market and provide an excellent way to connect to our most loyal fans.

BIG RED RADIO WOMEN'S BASKETBALL FLAGSHIP STATION

WOVO (105.3-FM) - Bowling Green

Advertising Opportunities:

-  Commercials – Local & Network
-  Feature Sponsors
-  Live Reads
-  Segment Sponsors

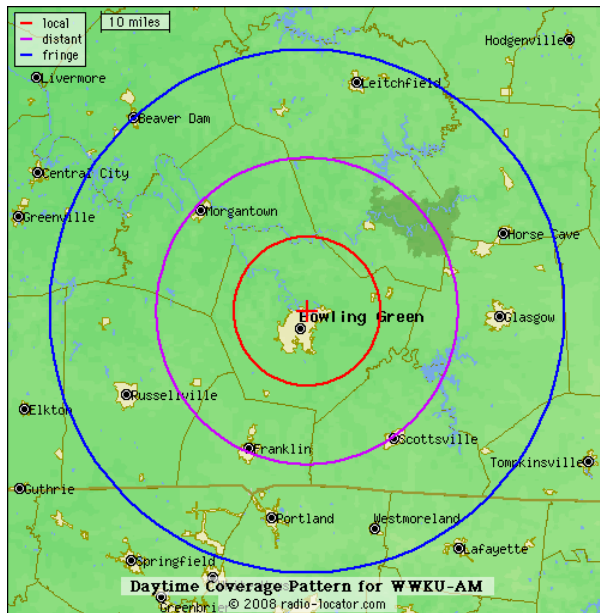




BIG RED RADIO

WESTERN'S SPORTS NETWORK






Big Red Radio Network carries Hilltopper Baseball action all season long. A coverage map and station information for our Baseball Flagship station is below.



BIG RED RADIO NETWORK BASEBALL FLAGSHIP STATION

WWKU (1450 AM) - Bowling Green

Advertising Opportunities:

-  Commercials – Local & Network
-  Feature Sponsors
-  Inning Sponsors
-  Live Reads
-  Segment Sponsors





BIG RED RADIO

WESTERN'S SPORTS NETWORK





WKU FOOTBALL COACH'S SHOW

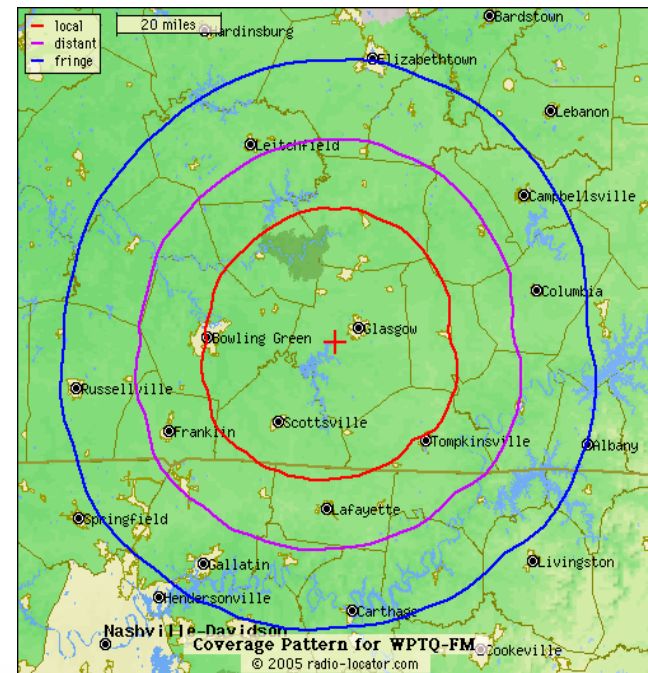
The Coach's Show is broadcast weekly from late August through early December and originates on location in and around Bowling Green, KY. During each show, Coach will analyze the past week's games, discuss upcoming opponents, and highlight other aspects of the Hilltopper program. These shows are well attended and listened to on location and in the local Bowling Green market and provide an excellent way to connect to our most loyal fans.

FLAGSHIP STATION

WPTQ (103.7 FM) – Bowling Green

Advertising Opportunities:

-  Commercials – Local & Network
-  Feature Sponsors
-  Live Reads
-  Segment Sponsors





BIG RED RADIO

WESTERN'S SPORTS NETWORK





WKU MEN'S BASKETBALL COACH'S SHOW

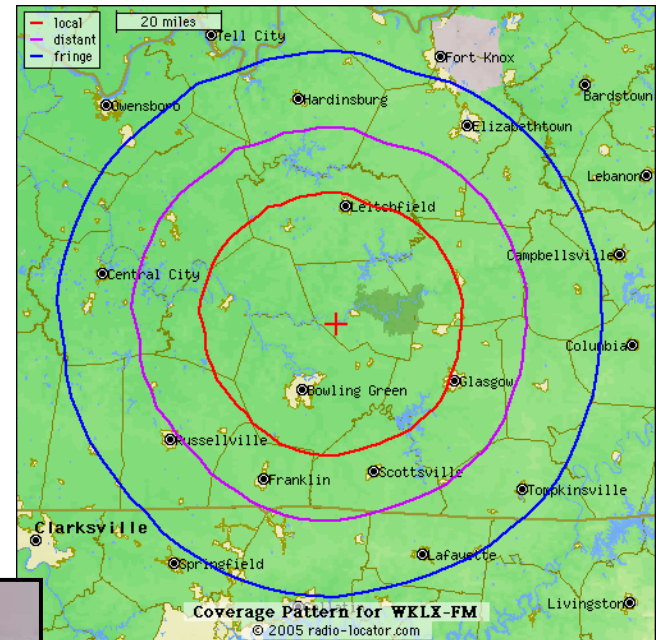
The Coach's Show is broadcast weekly from November through March and originates on location in and around Bowling Green, KY. During each show, Coach McDonald will analyze the past week's games, discuss upcoming opponents, and highlight other aspects of his program. These shows are well attended and listened to on location and in the local Bowling Green market and provide an excellent way to connect to our most loyal fans.

FLAGSHIP STATION

WKLX (100.7 FM) - Bowling Green

Advertising Opportunities:

-  Commercials – Local & Network
-  Feature Sponsors
-  Live Reads
-  Segment Sponsors



Football Coach's Show

WKYU carries the weekly coach's show for Head Football Coach. The show airs Thursdays at 6:30 PM and Saturdays at 10:30 PM, for 14 weeks, from August through December. WKYU has an audience of more than 250,000 people in 11 counties.

Hilltopper Sports Satellite Network

The Hilltopper Sports Satellite Network (HSSN) broadcast WKU men's and women's basketball games. HSSN broadcasts can be seen locally, throughout the Commonwealth, and in the nation's 25 largest markets.

Local and Regional Distribution

Channels- WYKU-Bowling Green, WBKI-Louisville and Channel 19- Louisville



Local Area Coverage

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WKU Television

National Coverage

The Hilltopper Sports Satellite Network has a partnership with Fox College Sports to distribute all HSSN broadcasts. This is a very unique arrangement as it allows Hilltopper basketball to be consistently showcased to a national audience.

FCS is available to approximately 54 million digital homes and is seen by viewers in the nation's 25 largest cities, including New York, Los Angeles, Chicago, San Francisco, Dallas and Atlanta, Houston, Seattle, Minneapolis and Tampa. In addition to the 54 million cable subscribers, FCS has a relationship with DirecTV. Through this partnership, all HSSN broadcasts air on DirecTV Channel 617. This increases the number of potential households by another 12 million.



Hilltopper Sports Satellite Network

2009-10 Men's and Women's Basketball TV Schedule

December

- 06 (SUN) Men vs. Tulane Bowling Green, KY 2:00pm
- 08 (TUE) Men vs. Evansville Bowling Green, KY 7:00pm
- 22 (TUE) Women vs. Pittsburgh Bowling Green, KY 5:30pm
Men vs. Murray State 8:00pm
- 31 (THU) Men vs. UL-Lafayette Bowling Green, KY 5:00pm

January

- 07 (THU) Men @ South Alabama Mobile, AL 7:00pm
- 14 (THU) Men vs. Florida Atlantic Bowling Green, KY 7:00pm
- 16 (SAT) Men vs. Florida Int'l Bowling Green, KY 7:00pm
- 18 (MON) Men @ MTSU Murfreesboro, TN TBA
- 21 (THU) Men @ Troy Troy, AL 7:00pm
- 25 (MON) Men @ Southern Illinois Carbondale, IL TBA
- 28 (THU) Men vs. North Texas Bowling Green, KY 7:00pm

February

- 04 (THU) Men @ LA-Monroe Monroe, LA TBA
- 06 (SAT) Women vs. Troy Bowling Green, KY 4:00pm
(SAT) Men vs. Troy Bowling Green, KY 7:00pm
- 09 (TUE) Men vs. Houston Bowling Green, KY 7:00pm
- 11 (THU) Men vs. Arkansas State Bowling Green, KY 7:00pm
- 13 (SAT) Men @ UALR Little Rock, AR TBA 17941.25
- 17 (WED) Women vs. South Ala. Bowling Green, KY 7:00pm
- 18 (THU) Men vs. South Alabama Bowling Green, KY 7:00pm
- 20 (SAT) Women @ Arkansas State Jonesboro, AR TBA
Men @ Arkansas State TBA
- 25 (THU) Men @ Florida Atlantic Boca Raton, FL 6:00pm
- 27 (SAT) Women @ Florida Int'l Miami, FL TBA
Men @ Florida Int'l TBA



Game Day Programs

Hilltopper Sports Marketing designs and produces the official souvenir game program for every home game at L.T. Smith Stadium and Diddle Arena. These printed pieces provide in-depth features, rosters, reports and up-to-date information about the Hilltoppers and their opponents.

Advertising Opportunities in Game Day Programs Include:

Covers (Inside Front, Back, Inside Back)

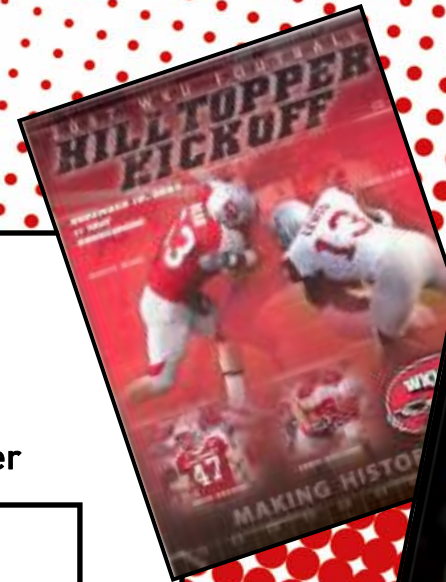
Full Page

Half Page

Quarter Page

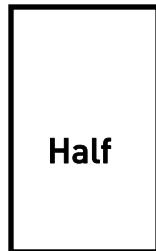
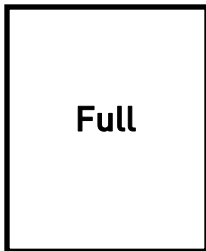
Features

Front Covers



Football Program Sizes (8.5 x 11)

Readership = 29,700



Quarter

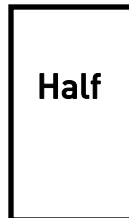
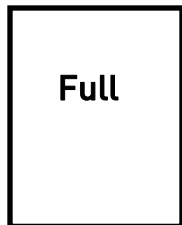


Quarter



Men's & Women's Basketball / Baseball Program Sizes (5.5 x 8.25)

Readership = M Basketball-52,800 / W Basketball-19,800 / Baseball-11,550



Quarter



Quarter



WKU Football Game Day Sponsorship:

- 🚫 Recognition on the front of the game program
- 🚫 Recognition as a presenting sponsor on WKU promotional materials, where available (WKUSports.com, print ads, etc.)
- 🚫 Video board recognition and pa 4 times during the game ' Today's game is Presented by....plus tag'
- 🚫 Opportunity to set up a 10' x 10' display at the entrances of L.T. Smith Stadium to distribute premium items and promotional information
- 🚫 Opportunity to hang 4 banners in the stadium
- 🚫 Opportunity for an in venue promotion and/or corporate presentation (i.e. presentation of scholarship check, etc.)
- 🚫 Four (4) :15 live reads during the Big Red Radio Network Broadcast
- 🚫 50 reserved chair tickets, 50 general admission tickets, and 4 parking passes

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WKU Basketball Game Day Sponsorship:

- 🚫 Two (2) – 48” x 32” banners with logo to be displayed under each goal
- 🚫 Opportunity to set up tables at all entrances of E.A. Diddle Arena to distribute premium items/promotional information
- 🚫 Recognition as a presenting sponsor on WKU promotional materials, where available (WKUSports.com, print ads, etc.)
- 🚫 Video board recognition and pa’s 2 times during the game ‘ Today’s game is Presented by....plus tag’
- 🚫 Opportunity for an in venue promotion and/or corporate presentation (i.e. presentation of scholarship check, etc.)
- 🚫 Four (4) :15 live reads during the Big Red Radio Network Broadcast
- 🚫 100 General Admission tickets

WKU Baseball Game Day Sponsorship:

- 🚫 50 Tickets to the game
- 🚫 Opportunity to hang 2 banners (one at each entrance)
- 🚫 Four (4) Public Address Announcements
- 🚫 Two (2) :15 live reads during the radio broadcast\
- 🚫 Opportunity to be interviewed on air by Randy Lee, Voice of the Toppers!
- 🚫 Receive the opportunity to throw out the first pitch of the game
- 🚫 Use of one of our party decks for a function (Catering for function is an additional cost)
- 🚫 Game Day Sampling/pass out a premium item

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Hilltopper Sports Marketing also provides advertising opportunities with WKU Olympic Sports including Softball, Soccer, Tennis and Men's and Women's Track and Field. These options are affordable and offer great exposure to a very loyal and excited fan base.

Advertising Opportunities in Olympic Sports Include:

- Outfield Wall Signs
- Fence Signs
- Back of Bleachers
- Program Advertising
- Posters
- Schedule Cards







WKU Athletics

Official Website

Place your logo or ad prominently on the WKU Athletics Official Website at www.wkusports.com. The WKU Athletics website receives 406,570 hits per month with 76,000 being unique visitors.

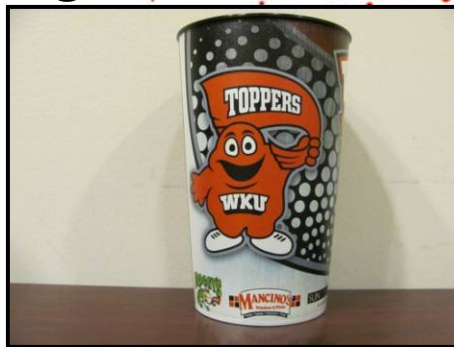
Opportunities on the website include:

-  Rotational ads (Skyscraper, Leader board and Box)
-  Permanent Buttons
-  Title Sponsorship of website elements (Premium Content Area, Polls, Upcoming Events, News Stories, and more)
-  All elements include clickable links right back to your website to drive traffic to your locations.



Corporate Marketing

-  Cups
-  Stadium Club
-  Cup holders
-  PA's
-  Promotions
-  Tabling
-  Sampling



Coaches' Endorsements

Hilltopper Sports Marketing can boost your marketing efforts by providing the endorsement services of the WKU Football Head Coach and Men's and Women's Basketball Head Coach's for advertising and promotional purposes.

Endorsement support of a WKU head coach instantly associates your products and services with excellence and prestige.



Additional Print Advertising Opportunities:

T-Shirts

We produce t-shirts for dunks and three pointers, touchdowns and extra points, home runs, and other promotions. Have your logo and slogan on the back of one of our popular t-shirts and have WKU fans wearing your name all over Bowling Green.

Posters

Football, Men's and Women's Basketball, Baseball and Softball have schedule posters. Have your logo placed in a prominent location on the poster. The posters are placed in businesses around town and handed out at each game.

Schedule Cards

Schedule Cards are designed for each sport. Football, Men's and Women's Basketball, Baseball and Softball all have double cards; the remainder of the sports are single cards. On a double cards, businesses will have a whole panel advertisement; on single cards a smaller logo will be placed on the card.

Schedule Magnets

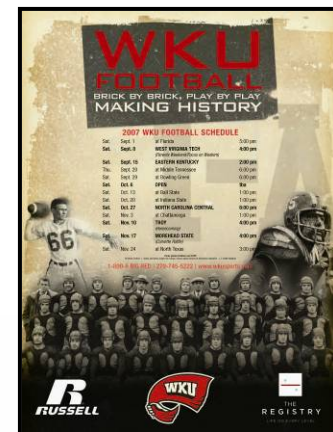
Schedule Magnets are produced for Football, Men's and Women's Basketball and Baseball.

Ticket Backs

We offer the opportunity to put a coupon or special offer on the back of 280,000 Football, Men's and Women's Basketball season and stock tickets and watch your business grow.

Parking Passes

We issue 2,500 Football, 12,000 Men's and Women's Basketball parking passes each season. Your logo will be placed on the back of a parking pass that faces your customer all season long.



Houchens Industries/ L.T. Smith Stadium

Naming Opportunities

Opportunities:

As a part of our partnership with WKU, we are able to offer the unique opportunity for your company to brand your name through unique naming rights opportunities at Houchens Industries/L.T. Smith Stadium.



- Stadium Club
- Stadium Plaza
- Student Athlete Academic Center
- Football Practice Field
- Stadium Club Entrance
- WKU Football Locker Room
- Head Coach's Office Suite
- Press Box
- Strength and Condition Center
- Player's Lounge
- Recruiting Foyer
- Team Meeting Room
- HAF Donor Room
- Head Coach's Conference Room
- Offensive Coordinator's Office
- Defensive Coordinator's Office
- Men's Track Locker Room
- Women's Track Locker Room
- West Stadium Food Court
- Men's Soccer Locker Room
- Women's Soccer Locker Room
- Visiting Team Locker Room
- Media Room
- Football Equipment Room
- Assistant Coach's Office
- Spectator Stadium Entrances (4 available)