Mustangs Advertising Opportunities
Outline

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Western University

Western combines academic excellence with athletic success, as one of Canada’s largest research-based academic institutions and one of the largest athletic programs.

- **4,000** Faculty and Staff
- **38,300** Students
- **85,000** Local Western Grads
- **100,000** Event Attendees
- **46** Varsity Teams
- **1,100** Student-Athletes
A STANDARD OF EXCELLENCE
A Standard of Excellence

Western combines academic excellence with athletic success, as one of the largest research-based academic institutions and one of the largest athletic programs

- **423 Student Athletes with 80%+ Average**
- **Most Academic All Canadians 3 of past 4 years**
- **7 National Championships**
LOCAL RELEVANCE
Local Relevance

As Canada’s 11th largest market and one of the largest cities without a professional sports team, London provides the Mustangs with a unique and uncluttered backdrop for our partners to shine.

- Mid-Large Sized Market
- Winning Tradition
- Strong Brand
- Media Support
- Uncluttered Environment
- Engaged Local Alumni
- Large Student Body
Local Relevance

As one of the largest schools in the country, Western provides the scale, reach and local relevance that few other institutions can offer, equating to a meaningful marketing platform for your business.

**PRINT**
Over 800 Print Articles worth a total of $1.27M
42M+ Impressions

**TV**
75+ Games Streamed on MustangsTV

**DIGITAL**
3M + Annual Visitors to westernmustangs.ca

**SOCIAL**
Twitter – 16,000 followers
Facebook – 12,000+ followers
Total Social Media Followers – 37,000+

**ENGAGEMENT**
100,000+ Event Attendees
900K+ Campus Rec traffic
16,335 intramural users
The Western Mustangs offer a year round marketing platform for your brand via our 46 varsity sports and campus recreation programs.

<table>
<thead>
<tr>
<th>Month</th>
<th>Western Offers Year Round Activation</th>
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<tbody>
<tr>
<td>Aug</td>
<td>Football, Soccer</td>
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<td>Sep</td>
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<tr>
<td>Oct</td>
<td>Hockey, Basketball, Volleyball</td>
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<td>Nov</td>
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<td>Dec</td>
<td>Wild Western Days, SportWestern Summer Camps</td>
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<td>Jan</td>
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<tr>
<td>Feb</td>
<td>Campus Recreation, Facility Bookings</td>
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<td>Mar</td>
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<td>Jul</td>
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Adaptable to Your Marketing Objectives

The Western Mustangs offer a variety of marketing benefits that can be tailored to your business.
Jersey Patch

The jersey patch is one of the most iconic and prominent assets available, generating substantial local, regional and national impressions via paid and earned media. Available for football, hockey, basketball and volleyball.

Visible on All Broadcasts
Visible at All Games
Visible in All Game Photographs
Visible at All Community Events
Picked Up in Earned Media / Editorial – Local, Regional and National
On Field Signage TD Stadium

TD Stadium plays host to all Mustang home football games and 500+ community events each year.

80,000
Fans Attend Events
Annually

500+
Events Annually

ALL
Mustang Games
Televised on either
MustangsTV, Rogers
or CHCH

Football On Field Logos
TD Stadium Branding Opportunities

TD Stadium plays host to all Mustang home football games and 500+ community events each year. The sideline signatures are 5’ x 16’ (one camera visible, one non-camera visible) on the East and West Grandstand façade.
TD Stadium Branding Opportunities

TD Stadium plays host to all Mustang home football games and 500+ community events each year.
Alumni Hall Branding Opportunities

Alumni Hall plays host to Forty Eight (48) Western Mustang Men’s and Women’s Basketball and Volleyball games each year.
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Thompson Arena Branding Opportunities

Thompson Arena is the home of Men's and Women's Hockey, Figure Skating, Ringette, Indoor Track and Field teams, intramural and community programs.
Branding Opportunities

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Zamboni Signage
Branding Opportunities

Showcase your brand front and center during post-game press interviews for Football, Men’s and Women’s Hockey, Basketball and Volleyball.

Media Backdrop Signage – 100,000+ Social Media impressions
Experiential Opportunities

The Student Recreation Centre is one of the busiest buildings on campus housing all Campus Recreation programming including weight rooms, cardio, gyms, pool and offices for Sports and Recreation Services.

913,472 Member Visits

16,346 Intramural Participants

3,678 Sport Western Participants
Experiential Opportunities

Showcase your brand via digital, static and experiential marketing opportunities at the Western Student Recreation Centre with annual traffic exceeding 900,000/year.
Experiential Opportunities

Right to have company logo on all intramural shirts and to coupon/provide special offer for all 16,000+ intramural participants
Digital / Social Opportunities

Western Mustangs social channels have some of the largest followings amongst USPORTS schools and provide a compelling engagement opportunity for your brand.

Meet the Mustangs Web Series – 40,000 + Impressions

Presenting Sponsor All Videos – 500,000+ Impressions

Custom Content Relevant to Your Brand
Digital / Social Opportunities

Westernmustangs.ca features up-to-date information on all things Mustangs and generates substantial traffic and impressions.

Presenting Sponsor of Website – 3M+ Impressions

Logo Inclusion – 3M+ Impressions
TV Opportunities

The Western Mustangs are leaders in online live streaming via MustangsTV with over 100 games broadcast

Billboards, :15 commercials
Print Opportunities

¼, ½ and Full Page Advertisements in the Official Game Day Program of Western Football. Logo inclusion in Mustang Hockey, Basketball and Volleyball Programs.
Scholar-Athlete Luncheon

Presenting Sponsorship of The Scholar-Athlete Luncheon. The Scholar-Athlete Luncheon recognizes student-athletes who have excelled on the field and in the classroom by exceeding an 80% average. Student-athletes are recognized for this achievement at the annual luncheon in the Great Hall.
Athletic Gala

Presenting Sponsorship of the Annual Athletic Awards Gala where we celebrate the accomplishments of our 46 Varsity teams and over 1,000 student-athletes. The Gala takes place each April at the London Convention Centre.

✔ Logo Lock-up Incorporated Into All Event Collateral (Program, Agenda, Social Media, Presentations)
  ✔ Ad in Gala Program
  ✔ Ability to Present Award
  ✔ Opportunity to set up a booth
  ✔ Tickets to Host Employees, Clients
Elementary School Day Games

The Western Mustangs hosted 3 School Day Games in the 2018-19 season, with over 5,000 local elementary school children in attendance. Tickets to this event are free for the students.
Sport Western March Break / Summer Camps

Sport Western is a premier summer day camp located at Western University. There are over 40 different camp options for the 4,000+ kids that attend each summer.
Mustangs Care – Community Outreach

Mustangs Care is a dedicated group of student athletes who are committed to making a long term impact in London and the surrounding communities. In the last few years we have facilitated more than 2,500 Mustang interactions with secondary school students and 10,000+ interactions with elementary schools in addition to other community partners.

Student-Athletes Participate in After School Programming
Over 600 lbs of food collected for Christmas Food Drive
Collection of Toiletries for Crash Bed Program
Student-athlete / Department Awareness Campaign

Recess Guardians
Student Athletes visit Elementary Schools and mentor grade 6, 7, 8 students
Allies On Campus is a committee dedicated to creating safe spaces for Lesbian, Gay, Bi-sexual, Transgender, Queer, Intersex, and Asexual individuals and their Allies (LGBTQIA+) on the campus
SAMHI executive and campus team new for 2018-19. Host events to bring awareness to mental health issues and support for student-athletes
Student Athlete Academic Mentorship Program – 38 upper year mentors who mentor first year students

SAAMP
We Would be Happy to Customize a Proposal to Suit Your Objectives and Budget

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