



**2024/2025**

# **SPONSOR GUIDE**

**JUDSON**  
*Eagles*



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# WHY SPONSOR?



**Rick Williams**  
Athletic Director  
Class of 2002

Judson University is committed to its mission of "Shaping lives that Shape the world." By becoming a corporate sponsor of Judson Athletics, your company will actively support this mission, demonstrating your alignment with our vision of developing future leaders on and off the field.

Your sponsorship will provide your business with valuable exposure to our student body, local community, visiting teams, local youth sports organizations, and a global audience through our streaming platforms. Your brand will be prominently recognized and appreciated in our events and communications, ensuring that your support is acknowledged across multiple touchpoints.

In addition, the funds from your sponsorship will go directly to improving the student-athlete experience. Contributions help to facilitate safer travel, update equipment, cover playoff travel expenses, enhance our facilities and much more!

As a proud alumnus of Judson University, I know first-hand, the impact a great student athlete experience can have on a life. Returning to my alma mater to serve in the role of Athletic Director has been the best career decision in my life. I look forward to partnering with you to facilitate the mutual growth of our student athletes and your business success!

Thank you,  
Rick Williams

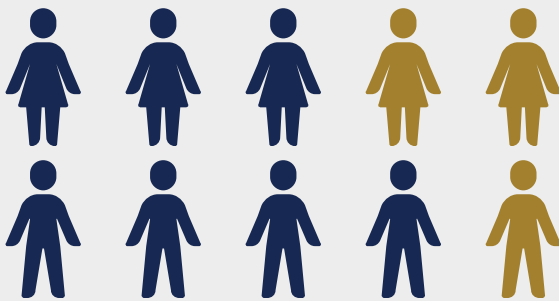


# DATA & STATS

Partnering with Judson University Athletics offers a unique opportunity to connect with a dedicated fanbase, support student-athletes, and increase your brand's visibility. Together, we can create a winning partnership that drives success both on and off the field.

# 70%

of the students that attend Judson University are student athletes.



**3,000**

JUDSONEAGLES.COM PAGE VIEWS PER MONTH

**100+**

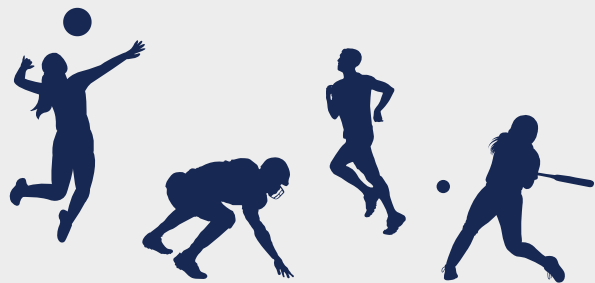
AVERAGE BROADCAST VIEWERS PER GAME

**10,000+**

SOCIAL MEDIA FOLLOWERS

# TWENTY

Intercollegiate Athletic Programs



**Men's Soccer**   
13 CCAC Championships

**Baseball**   
6 CCAC Championships

**Women's Basketball**   
6 CCAC Championships

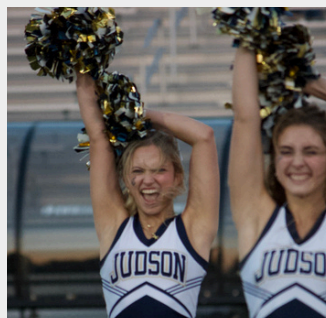
**Women's Volleyball**   
2 CCAC Divisional Championships



# A LA CARTE

<b>Sponsor Item</b>	<b>Amount</b>
T-Shirt Sponsor	\$500
Digital Logo Promotion	\$750
Score Table Sponsor	\$750
Homecoming Sponsor	\$1,000
Streaming Sponsor	\$1,000
Physical Banner Sponsor*	\$1,500

\*The sponsoring business is responsible for providing the physical banner, which must meet the size and design specifications provided by Judson University.





# SPONSOR LEVELS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BLUE \$5,000	WHITE \$2,500
SCOREBOARD LOGO PLACEMENT			-	-	-
PHYSICAL BANNER	ALL LOCATIONS	3 LOCATIONS	2 LOCATIONS	1 LOCATION	-
DIGITAL ADVERTISING				-	-
SOCIAL MEDIA SHOUT OUT					-
LOGO ON STREAMING					
DIGITAL LOGO PROMOTION					
LOGO ON SCORE TABLE					
PROMOTION ON ATHLETICS WEBSITE					
LOGO ON T-SHIRT					
INVITATIONS TO ALL JUDSON ATHLETIC EVENTS					



# STUDENT ATHLETES



*"I consider it a privilege to have the opportunity to be at Judson and play the sport I love. Too often we are too caught up in where we COULD be, that we never appreciate where we are right now. The Lord is at work at Judson, and I find myself very lucky to be able to be a part of it."*

**Elijah Wrobel**

Men's Volleyball  
Class of 2025



*"Being a Judson Athlete gives me the opportunity to not only have a community but a family away from home. I love the support and encouragement we all give each other and the unforgettable memories we make along the way."*

**Yoma Gonzalez**

Women's Volleyball  
Class of 2025

# LETTER OF COMMITMENT



In support of the 2024 – 2025 academic year for Judson University, I/We commit to the following sponsorship:

- Platinum Sponsor: \$20,000
- Gold Sponsor: \$15,000
- Silver Sponsor: \$10,000
- Blue Sponsor: \$5,000
- White Sponsor: \$2,500
- Other: \_\_\_\_\_

Total Gift Amount: \_\_\_\_\_

Name: \_\_\_\_\_

Payment Amount Enclosed: \_\_\_\_\_

Signature: \_\_\_\_\_

Balance Payment	AMOUNT	DATE
Schedule:	_____	_____
	_____	_____
	_____	_____

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Zip: \_\_\_\_\_

**We would like to acknowledge your gift. How would you like to be listed?**

- Please check this box if you would like your gift to be anonymous.
- Please check box if you participate in a matching gift program to benefit nonprofit institutions.

Please make checks payable to:

Judson University

Correspondence should be addressed to:

Judson University  
c/o Advancement Department  
1151 N. State Street  
Elgin, IL 60124





## CONTACT INFORMATION



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