

# TRENT EXCALIBUR



SPONSORSHIP  
OPPORTUNITIES

September 2023



## JOIN THE TRENT EXCALIBUR TEAM!

The Trent Excalibur varsity program stands as a hub of high-performance sport, attracting elite athletes to join the Excalibur team and build on our legacy of athletic and academic success.

We are looking for partners to enhance the Trent Excalibur experience. Your sponsorship will directly impact the student-athlete experience by allowing us to provide more resources for our student-athletes to succeed in sport and in the classroom, including:

- Student-athlete athletic financial awards
- Student-athlete wellness
- Academic success
- Student-athlete performance
- Expanding injury prevention, recovery, and rehab resources
- Coach Development
- Improving team transportation and travel



# TRENT ATHLETICS & RECREATION

## VARSITY ATHLETICS



## CAMPUS RECREATION



## STUDENT WELLNESS



## FACILITIES



## QUICK FACTS

- 2,000 + visitors to the Athletics Centre each day.
- 1,800 Trent students participate in campus recreation programs each year.
- 1,200 youth participate in our Jr. Excalibur programs, including the Trent Excalibur Camp.
- 500 community members
- On-site physiotherapy clinic
- Community sport club rentals (field, 25m pool, gym)
- 36 home varsity games each year.



# TOGETHER WE ARE ONE EXCALIBUR

**350**

STUDENT-ATHLETES

**12**

HIGH-PERFORMANCE  
VARSITY SPORTS

**60**

VARSITY COACHES

**3**

COMPETITIVE STUDENT  
SPORT CLUBS

## 2022 BAGGATAWAY CUP CHAMPIONS

Men's Lacrosse

## 2022 CANADIAN UNIVERSITY ROWING CHAMPIONSHIPS

Women's 1X Silver medal

## MEN'S LACROSSE CUFLA AWARDS

(MVP, attackman of the year, midfielder of the year, defender of the year, goalie of the year)

## 2022 OUA ROWING CHAMPIONSHIPS

Women's 1X Gold Women's 2  
Silver, Women's 2X Bronze

## 2022/2023 OUA ALL-STARS

Women's Lacrosse, Women's Rugby,  
Men's Rugby, Men's Soccer, Men's  
Curling

## 2022 OUA WOMEN'S ROWER OF THE YEAR

Grace Vandebroek





# INVESTING IN OUR STUDENT-ATHLETES

Athletics plays an important role in developing student-athletes, not only in sport, but in academics, leadership, and personal growth. Engaging in sport increases physical fitness, enhances teamwork skills, and improves academic performance. However, running an efficient and competitive athletic program requires significant financial resources, which can only be sustained through the financial support from sponsors.

Sponsors have a unique opportunity to invest in the future of Trent Excalibur athletics. By contributing to the Excalibur varsity program, you are not only supporting athletic achievement, but the athlete as a whole, as they develop key core values through their experience in sport -- discipline, time management, and dedication.



Sponsor support is crucial for the Excalibur varsity program to maintain and enhance a winning culture. These programs require significant funding to cover expenses such as equipment, travel, coaching, and scholarships. Your sponsorship helps build strong programs that provide the necessary resources for student-athletes to succeed both on and off the field and for the program to grow year after year.

*“The student-athlete experience is a top priority. Trent Athletics is committed to providing unique opportunities for student-athletes to reach their maximum potential, both in the classroom and in sport. Our goal is that every student-athlete will have an outstanding student-athlete experience that they will carry with them beyond their time at Trent University.”*

Sarah Batley, Assistant Director, Sport & Student Engagement  
Trent University, Department of Athletics & Recreation

# MAKING A DIFFERENCE

Your sponsorship gives Trent Athletics the flexibility to address its most critical needs for varsity student-athletes.

**Student Wellness:** Programming for mental wellness; sexual violence prevention awareness; and equity, diversity and inclusion education on an annual basis to student-athletes, coaches and staff, delivered by experts in the field.

Diversity and inclusion education included in student-athlete orientations and new coach and staff training.

**Academic Success:** Increased access to academic resources and counselling and connection to campus partners. Creating a dedicated Trent Excalibur student-athlete study space, and building a resource library to support academic, athletic, and personal development.

**Student-Athlete Performance, Health and Safety:** Enhancing the ability to evaluate our student-athletes' needs on a consistent basis to ensure they receive the resources needed to improve their performance and compete at the highest level.

**Coaching Development:** Providing coaches with the resources to reach their highest level of success with coaching education and professional development opportunities. Trent Excalibur coaches share our commitment to building a winning culture while supporting the student-athlete as a whole.

**Student Travel:** Providing student-athletes with meal allowances to support them when they are travelling to represent Trent University in competition.

**Excalibur Pride:** Enhancing the gymnasium and Excalibur varsity change room with logos, murals, and decals to promote One Excalibur culture.





# ATHLETE OF THE WEEK

Player of the Week sponsorship keeps you and your business at the forefront of students minds.

Students and athletes eagerly await the announcement of the recipient(s) weekly and generate a significant reach.



## SPONSOR BENEFITS

### DIGITAL

- Trent Excalibur website logo placement.
- Weekly social media mention with 'Athlete of the Week' post.
- Sponsor information & logo mentioned in weekly Excalibur newsletter.

### GAMEDAY

- Sponsor info and logo shown on Excalibur video board at every home game
- One announcement per home game

**COST: \$3,500**



# NEWSLETTER SPONSOR

Your brand will take the spotlight within a weekly newsletter dispatched to our dedicated Excalibur fans. This newsletter encapsulates all the thrilling updates from the previous week and offers a sneak peek into upcoming events – something our audience is eager to be informed about.



## SPONSOR BENEFITS

### DIGITAL

- Newsletter sent to registrants to feature recaps, lookahead, highlights, monthly feature.

**HEADER & FOOTER COST:  
\$2,000**

**BANNER COST: \$1,000**



## MEET THE EX

Introducing "Meet the EX," a fresh series slated for weekly release on Trent Excalibur's Instagram Reels. Each video will showcase in-depth interviews with our varsity athletes, fostering engagement from both the Trent community and devoted Excalibur supporters.



## SPONSOR BENEFITS

### DIGITAL

- Logo placement at beginning of video.
- Brand mention in the caption of the post.
- Mention by host at the end of the video.

**COST: \$2,500**



## GAME DAY SPONSOR

Your brand will gain exposure to Excalibur fans at Justin Chiu Stadium and viewers tuning in from their homes via our live webcasts. Trent Excalibur's home games draw a diverse audience of students and fans from the Peterborough community. On average, around 25,000 spectators attend Trent Excalibur's home games over the course of the varsity season.



## SPONSOR BENEFITS

### DIGITAL

- Trent Excalibur website logo placement.

### GAMEDAY

- Sponsor info and logo shown on Excalibur video board at every home game
- One announcement per home game

**COST: STARTS AT \$100/GAME**

See game schedule for specific games



# GAME DAY SPONSOR DETAILS



## HEAD OF THE TRENT

**SEPT. 29-30**

The annual Head of the Trent invites Trent students, alumni, visiting schools and community members to come and watch our Varsity teams compete in one of the most anticipated events of the year.

This year during Head of the Trent our men's and women's rugby team and our women's and men's soccer team will play.

**SPONSORSHIP FOR A GAME AT HEAD OF THE TRENT  
WILL BE \$200/GAME**



## BAGGATAWAY CUP

**NOV. 3-5**

Last year Trent University had the pleasure of hosting the Canadian University Field Lacrosse Baggataway Cup Championship - and won! After an undefeated season last year, our men's lacrosse team is going for a second straight win.

This championship is a three day event, running November 3-5. It brings in students from all competing universities, family and friends, community members and lacrosse enthusiasts.

There will be a total of six games played in this tournament.

**SPONSORSHIP FOR A GAME AT BAGGATAWAY CUP  
WILL BE \$200/GAME**





# HOME GAME SCHEDULE

---

## MEN'S SOCCER



SEPTEMBER 9 @ 3:15PM



SEPTEMBER 10 @ 3:15PM



SEPTEMBER 17 @ 3:15PM



SEPTEMBER 30 @ 3:15PM



OCTOBER 7 @ 2:15PM



OCTOBER 21 @ 3:15PM

## WOMEN'S SOCCER



SEPTEMBER 9 @ 1:00PM



SEPTEMBER 10 @ 1:00PM



SEPTEMBER 17 @ 1:00PM



SEPTEMBER 30 @ 1:00PM



OCTOBER 7 @ 12:00PM



OCTOBER 21 @ 1:00PM

## MEN'S RUGBY



SEPTEMBER 23 @ 3:00PM



SEPTEMBER 30 @ 7:00PM



OCTOBER 14 @ 3:00PM

## WOMEN'S RUGBY



SEPTEMBER 2 @ 1:00PM



SEPTEMBER 15 @ 7:00PM



SEPTEMBER 29 @ 7:00PM



# HOME GAME SCHEDULE

---

## MEN'S VOLLEYBALL

 NOVEMBER 17 @ 8:00PM

 NOVEMBER 18 @ 8:00PM

 JANUARY 12 @ 8:00PM

 JANUARY 13 @ 6:00PM

 JANUARY 19 @ 8:00PM

 JANUARY 20 @ 4:00PM

 FEBRUARY 2 @ 8:00PM

 FEBRUARY 3 @ 8:00PM

 FEBRUARY 16 @ 8:00PM

 FEBRUARY 17 @ 6:00PM

## WOMEN'S VOLLEYBALL

 NOVEMBER 17 @ 6:00PM

 NOVEMBER 18 @ 6:00PM

 JANUARY 5 @ 6:00PM

 JANUARY 6 @ 6:00PM

 JANUARY 12 @ 6:00PM

 JANUARY 13 @ 4:00PM

 FEBRUARY 2 @ 6:00PM

 FEBRUARY 3 @ 6:00PM

 FEBRUARY 16 @ 6:00PM

 FEBRUARY 17 @ 4:00PM



# HOME GAME SCHEDULE

---

## MEN'S LACROSSE



SEPTEMBER 6 @ 7:00PM



SEPTEMBER 9 @ 6:30PM



OCTOBER 13 @ 7:30PM



OCTOBER 14 @ 6:00PM



OCTOBER 22 @ 6:00PM

## WOMEN'S LACROSSE



OCTOBER 22 @ 10:15 AM



OCTOBER 22 @ 1:15PM





# TRENT EXCALIBUR



**CLUB LEVEL**

SPONSORSHIP  
OPPORTUNITIES

---

## **DIRECTOR'S CLUB**

### **\$25,000 PER YEAR**

Director's Club sponsors receive major gameday digital and print opportunities, as well as sponsorship and participation in the President's Excalibur Golf Tournament.

### **PRESIDENT'S EXCALIBUR GOLF TOURNAMENT – SILVER SPONSOR BENEFITS**

- Complimentary foursome (valued at \$1,200).
- Company name/logo listed on the Trent Excalibur, President's Excalibur Golf Tournament website.
- One Hole Sponsorship (valued at \$1,200) with company logo/name at tee.
- Signage at clubhouse as Silver Sponsor.
- Company name/logo displayed as the event's Silver Sponsor in all tournament communications, including but not limited to printed materials, media screens and social media platforms.
- Half-page advertisement in tournament program.
- Company name/logo featured on sponsor banners and slideshow at dinner.

---

## **SPONSOR BENEFITS**

### **EVENT & GAMEDAY**

- Silver Level Sponsor at President's Excalibur Golf Tournament (\$5K value, contributed to Green & White Athletic Scholarships). \*\*
- Presenting sponsor at Annual Excalibur Athletic Awards Banquet.
- 2+ public address announcements at all Trent Excalibur varsity home games.
- 2 sponsor activations at home games.\*
- Invitation and recognition at annual Homecoming VIP Reception.

### **PRINT & SIGNAGE**

- Premium signage in Justin Chiu Stadium, including 1 x 8' x 4' wrap on fencing (facing stadium seating)
- Signage in Athletics Centre gymnasium -  
- A-frame signs (x1) for all home varsity volleyball games; signage on scoreboard.
- Presenting sponsor on any print gameday programs.

### **DIGITAL**

- Trent Excalibur website logo placement.
- 30-second commercial aired once on video screen in Justin Chiu Stadium at all home games (24 games in total).
- 3 social media mentions throughout varsity season.



## PRESIDENT'S CLUB \$50,000 PER YEAR

President's Club Sponsorship fully connects your brand with Trent Excalibur varsity sport.



## SPONSOR BENEFITS

### EVENT & GAME DAY

- Presenting sponsor at all Trent Excalibur varsity home games (35/season).
- Gold Level Sponsor at President's Excalibur Golf Tournament (\$10K value, contributed to Green & White Athletic Scholarships). \*
- Presenting sponsor at Annual Excalibur Athletic Awards Banquet.
- 4+ public address announcements at all Trent Excalibur varsity home games.
- Up to 3 sponsor activations at all home games.\*
- Invitation and recognition at annual Homecoming VIP Reception.

### PRINT & SIGNAGE

- Premium signage in Justin Chiu Stadium:
  - Sign on scoreboard/video board
  - 2 - 8' x 4' wraps on fencing (1 - facing stadium seating; 1 - entrance to stadium).
- Signage in Athletics Centre gymnasium:
  - Sign on scoreboard
  - A-frame signs (x2) for all home varsity volleyball games.
- Signage on Riverside Classroom/Excalibur Varsity Student-Athlete Lounge & Study Space

### DIGITAL

- Trent Excalibur website logo placement.
- 30-second commercial shown 2 times on video screen in Justin Chiu Stadium at all home games (24 games in total)
- 10 social media mentions throughout varsity season.

# PRESIDENT'S CLUB SPONSORSHIP INCLUDES GOLD LEVEL SPONSOR OF ANNUAL PRESIDENT'S EXCALIBUR GOLF TOURNAMENT (\$10,000 VALUE)

The Annual President's Excalibur Golf raises money to support the Green & White Scholarship Fund, providing financial awards to student-athletes with a record of outstanding academic and athletic performance, and demonstrated financial need. This event has raised over \$575,000 and assisted over four hundred Excalibur varsity student-athletes over the past 16 years.

The Green and White Athletic Financial Awards are offered by Trent University's Department of Athletics & Recreation to entering student-athletes who have achieved an academic average above 80% and have been recruited for athletics skills and abilities.

Through the support of generous partners, we are able to continue to recruit the best and brightest student-athletes to join the Trent Excalibur family, nurturing their talents and enabling them to make an impact in their respective sport and community.

This year's 17th annual tournament is taking place Thursday, June 29, 2023, at the beautiful Peterborough Golf & Country Club, Peterborough's finest private club.

This tournament is the major fundraising golf tournament for Trent University, drawing members of Trent University's Board of Governors, President, Dr. Leo Groarke, and other members of the senior executive team, as well as business partners and Trent Excalibur supporters.

## GOLD LEVEL SPONSOR BENEFITS

- Complimentary foursome (valued at \$1,200).
- Recognition at tournament dinner.
- Company name/logo listed on the Trent Excalibur, President's Excalibur Golf Tournament website.
- One Hole Sponsorship (valued at \$1,200) with company logo/name at tee.
- Signage at clubhouse as Gold Sponsor.
- Company name/logo displayed as the event's Gold Sponsor in all tournament communications, including but not limited to printed materials, media screens and social media platforms.
- Full page advertisement in tournament program.
- Company name/logo featured on sponsor banners and slideshow at dinner.