



University of Southern Mississippi Sports  
**2008-2009 Football & Basketball**  
**Attachment "A"**

**Plan #1**

- ÿ FOUR (4) :30 commercials during game broadcast of Southern Miss football games.
- ÿ THREE (3) :30 commercials during game broadcast of Southern Miss basketball games
- ÿ Twelve (12) Football games (48 commercials).
- ÿ Twenty-seven (27) Basketball games (81 commercials).
- ÿ Ten (10) pre-game (football and basketball) promos (name only)
- ÿ Ten :30 commercials to air the week prior to game (120 commercials during football, 10 commercials per week during basketball season)
- ÿ Two (2) Season Tickets to each 2008 home football game.
- ÿ Two (2) Season Tickets to each 2008-2009 home basketball game.
- ÿ Two VIP passes to the Rock 104 Corporate tent in the tailgating area.
- ÿ One spot during each Golden Eagle Hotline on Tuesday night (30)

**Total Sponsorship Investment** **\$10,800**  
**Investment Per Month (8) (Aug - March)** **\$1350**

**Plan #2**

- ÿ TWO (2) :30 commercials during game broadcast of Southern Miss football games.
- ÿ TWO (2) :30 commercials during game broadcast of Southern Miss basketball games.
- ÿ Twelve (12) Football games (24 commercials).
- ÿ Twenty-seven (27) Basketball games (54 commercials).
- ÿ Ten (10) pre-game (football and basketball) promos (name only)
- ÿ Ten :30 commercials to air the week prior to football games (120 commercials during football, 10 commercials per week during basketball season)
- ÿ Two (2) Season Tickets to each 2008 home football game.
- ÿ Two (2) Season Tickets to each 2008-2009 home basketball game.
- ÿ Two VIP passes to the Rock 104 Corporate tent in the tailgating area

**Total Sponsorship Investment** **\$5600**  
**Investment Per Month (8) (Aug - March)** **\$ 700**

*\* If Southern Miss attends a pre-season or post-season bowl game, you will automatically be billed for that game at \$375.00 (Plan #1) or \$275.00 (Plan #2.) If Southern Miss attends any post season basketball games, you will automatically be billed for each game at \$300.00 (Plan #1) and \$200 (Plan #2.)*