Teaming up with High Point University Athletics ...
High Point Athletics
Corporate Partner Program
2004-2005

High Point University Athletics invites you to be on our team of champions. Our team is made up of student-athletes, coaches, administrators, students, alumni, fans, businesses and the community.

During 2003-2004 academic year, High Point athletics excelled on the playing field and in the classroom. Outstanding academic performance, community involvement and conference championships were all highlights of the year.

The High Point Athletics experience can provide your business with wonderful marketing opportunities. A multi-media approach to marketing provides us with an opportunity to design a partnership plan customized to meet the specialized needs of your business.
The Big South Conference

The Big South Conference is a progressive NCAA Division I athletic conference reflecting the energy and growth of the New South. Founded in 1983, the Big South Conference has matured in its brief history into a competitive leader in college athletics, actively pursuing excellence, both on the field and in the classroom.

The Big South Conference, in its 20th year of existence, consists of nine member institutions in the Southeast. Members include: Birmingham-Southern College, Charleston Southern University, Coastal Carolina University, High Point University, Liberty University, UNC Asheville, Radford University, Virginia Military Institute and Winthrop University.

This season, Big South champions in the sports of men's and women's basketball, men's and women's soccer, volleyball, men's and women's golf, baseball, softball, men's and women's tennis and men's and women's track and field will receive automatic bids to NCAA Championships.

The Conference was formed on August 21, 1983, when Charleston Southern (then Baptist College) Athletic Director Howard Bagwell, and Augusta President George Christenberry initially began recruiting members into the Big South. One month later, Dr. Edward M. Singleton was selected as the league's first Commissioner and continued to solicit new members. By 1984, the League's charter members included: Armstrong State, Augusta, Campbell, Charleston Southern, Coastal Carolina, Radford and Winthrop.

As college athletics has rolled into the 21st century, a vibrant Big South Conference is emerging, providing quality athletic competition while intentionally fostering the academic, personal, social and athletic development of each student-athlete.
High Point University

The city of High Point is considered the "furniture capital of the world" because twice annually companies which manufacture furniture come to High Point to sell to people who own/operate furniture stores world-wide. A typical furniture market draws more than 100,000 people from more than 100 countries, including Finland, Norway, Sweden, and Russia. The furniture market, North Carolina's largest income-producing event, generates sales totaling more than $600 million annually. In support of this industry, High Point University offers the nation's only majors in home furnishings marketing and home furnishings management. The Wall Street Journal writes, "High Point University is to furniture... what Detroit is to cars."

With its beautiful campus containing modern facilities, wooded acreage and well-manicured gardens, the University provides an ideal atmosphere for teaching and learning. Located on seventy-five acres in the city of High Point, North Carolina, the campus is spacious and open. The University is large enough to provide a wide variety of academic programs, yet small enough to permit individualized attention.

Together, the cities of High Point, Greensboro and Winston-Salem form the Piedmont Triad, a metropolitan area with a population of 1.4 million. The University is located within twenty minutes of the Piedmont Triad International Airport. Fourteen colleges and universities are found within a sixty-mile radius, including Duke, the University of North Carolina at Chapel Hill, and Wake Forest.

High Point University is a four-year, coeducational, liberal arts university related to the United Methodist Church. It offers 50 majors in a traditional day format. It also offers non-traditional Evening Programs and seven Masters degrees.
The 2003-2004 season was High Point’s fifth season as an NCAA Division I member, and its most successful. The women’s soccer team and the men’s cross country teams won Big South Championships. The men’s and women’s basketball teams finished the regular season in third place. The men’s basketball team earned the #2 seed in the Big South Tournament and advanced to the championship game that was played on ESPN2. Danny Gathings’ game winning shot against Charleston Southern created a national media buzz and is being considered for an ESPY award. Danny was also named Big South Player of the Year and the tournament’s Most Valuable Player. Bart Lundy, in his first year as men’s basketball coach, was named the 2004 National Rookie Coach of the Year by collegeinsider.com. This season, Lundy helped the Panthers improve by 12 victories from last season (the nation’s second-biggest turnaround) and led HPU to the championship game of the Big South Tournament. Taylor Milne has become the first High Point track & field athlete ever to qualify for a spot in the NCAA Division I National Championships. He was one of the 14 best milers in the country in 2004.

Academically, High Point student-athletes continued their outstanding performance. They carried an average GPA of 3.0, and twenty (20) student-athletes finished with a perfect 4.0.

High Point Athletics represents excellence in the classroom and on the playing field. It is everything that is good in college athletics.
Sometimes a promotion is the best way for your business to reach your target audience. We will work with you to create a promotion that is fun and exciting for our fans, and helps you get your message to the customer.
Corporate Partner Opportunities
CROSS-PROMOTION

When we say partnership, we mean partnership. High Point Athletics wants to work with your business to build a mutually beneficial relationship. We can create programs that generate additional business for both parties. Just take a look.
RADIO

Broadcast in the Triad on Timeless Classics AM 790 and/or FM 98.3 WIST ... The High Point Panthers Radio Network is on the air.

Tune into the excitement of High Point Panthers Basketball as Alan York, the Voice of the Panthers, and Stafford Stephenson, color analyst, bring you every men’s game and a selection of women’s games throughout the season.

Your business may elect to receive prerecorded commercials, live commercials, special features, and prerecorded billboards.

High Point Athletics also brings you the inside scoop from Coach Bart Lundy and Coach Tooey Loy on the High Point University Basketball Show. This one-hour call-in show gives our fans and your customers a chance to speak live with the coaches.

98.3 FM 790 AM WIST Timeless Classics
High Point fans have come to rely on highpointpanthers.com, the official website of Panthers Athletics. They get the scores, schedules, listen to the games, and get the inside scoop in just one click.

This is also a wonderful medium for you, our business partner, to interact with your customer. Get your logo and a link from our site to yours in our corporate partner section, be the presenting sponsor of a section of the site, or list your business in the travel section of the site.
High Point Athletics produces several first-class pieces to give away to Panthers fans. Game programs, roster cards, schedule cards, and posters are all available to our fans for free.

You may be interested in a full-color advertisement in the basketball game program or a logo on a schedule poster.

Because these items are given away at games you can rest assured that your message will receive maximum visibility.
Corporate Partner Opportunities
HOSPITALITY

High Point Athletic events provide your business with a great opportunity for entertaining clients, customers and staff. Most partnership packages come with basketball games tickets, VIP parking and halftime hospitality. You may also be interested in planning a special corporate outing at one of our games. We can provide you with tickets and a great pre or post game meal. Soccer and baseball games are great settings for a picnic. We’ll bring in the tent and the food for your company.
They say a picture is worth a thousand words. In the case of signage at High Point Athletics events, a sign has a great value to you. The Millis Athletic and Convocation Center has scoreboard signage, scorer’s table signage and wall signage. Albion Millis Soccer Stadium has double sided signage visible to motorists on North College Drive. Each of these signage opportunities is a vehicle for you to bring your commercial message to your customers.