LIBERTY
Partner with Liberty University Athletics

SPONSORSHIP PROPOSAL

LIBERTY FLAMES
LIBERTY UNIVERSITY

Liberty University has grown with intention, purpose and boldness, building a foundation for sustainable achievement and a proud Flames legacy.

Training Champions for Christ since 1971

- Honoring the past, embracing the future
- Founded on humble beginnings
- Uncompromising doctrinal statement

Located in Lynchburg, VA

Largest Christian University in the Nation

- 220 programs of study
  - 104 online programs
  - 172 residential programs
  - Highest SACS accreditation possible
- 6,800 acre campus
- 4 million square feet of technologically advanced classroom space.
- Building has begun on the Jerry Falwell Library, the university’s largest investment in any structure.
- Williams Stadium is expanding to meet growth of Division I sports teams and growing fan base.
- Liberty Mountain Snowflex Centre, the nation’s first year-round snowless ski slope.
- Dynamic student center, LaHaye Ice Center and over 65 miles of hiking, biking and running trails.

Over 80,000 Students

- Celebrating diversity with students from 95 countries and all walks of life.

Degrees can be attained from any location in the world with internet.

- 19:1 student to professor ratio

70% of full-time faculty hold terminal degrees.

Over 2,000 full-and part-time faculty

Active Alumni Influencing the World in respective fields

Financial Strength

- One of the nation’s top 78 S&P rated universities
- Tuition costs in the bottom 10% of private colleges

20 NCAA Division I Athletic Programs

- 4 time Big South Football Champions
- 16 conference titles in the past two seasons
- 9 Sasser Cup wins in 13 years
- 31 Club Sports teams and thriving intramural program
Liberty University

- A faith-based, private, co-educational, comprehensive institution; the world’s largest evangelical University, the largest institution in Virginia and the nation’s seventh-largest university
- More than 12,600 residential enrollment; more than 80,000 online enrollment; the resident student body represents all 50 states and more than 70 countries
- 6,794 acre campus with 256 buildings and 215 classrooms totaling 4.3 million square feet of facilities
- 123 undergraduate residential programs; 48 graduate areas of study; 11 doctoral/post masters areas of study
- Comprehensive NCAA Division I athletics program with 20 sports; 110 conference championships and a Sears Cup ranking of 118
- Campus wireless access exceeds 95 percent with student areas 100 percent technology-enabled
Bold Growth = FBS Ready

Academics
- 220 Programs of Study
- Law School
- Medical School by 2014
- 968 Average APR
- 26 CoSIDA Academic All-Americans

Staff
- 135 Staff Members
- Maximum countable coaches budgeted

Facilities
- TV Production-Ready
- Football Stadium:
  - 19,200 seats
  - 18 Suites
  - Total of 25,000 seats with planned expansion
- Basketball Arena:
  - 8,000 seats, 3-court practice facility

Competition
- 6 NCAA D1 Individual National Champions
- Teams with
- 35 NCAA Championship Appearances
- 20 Teams: Fully-funded scholarships

Financial Strength
- Moody Rating: A1
- S&P Rating: AA

Location
- 65th Media Market

Cash and Investment
- 812 Million
- Chart showing financial data from 2009 to 2013
Liberty Flames Athletics

- Won the 2008, 2009, 2010, 2011 and 2012 Sasser Cups, indicative of the Big South Conference’s most successful overall program; LU has won 10 of the last 15 Sasser Cups

- Won the Big South Conference football title four consecutive seasons and have been ranked in the final Top 25 polls for the past four seasons

- Since 2002, Liberty Athletics has had six individual NCAA Division I National Champions

- Women’s Basketball won its 14th conference title in 16 seasons in 2012

- Liberty’s home football attendance continues to rank among the best in FCS football, including last year when Liberty set a new program single-season total home attendance record (98,515) and ranked No. 12 nationally in total home attendance and No. 15 in average home attendance (16,419)

- Won a total of 24 conference and regional titles during the past three seasons
Please park in the lot closest to the Degree Presentation Ceremony you will be attending. If attending the Aeronautics ceremony or ceremonies at Old TRBC, please park at Doc's Diner and enter campus via Liberty Mountain Dr. by the Lynchburg Airport. If you will be leaving campus after the main ceremony and returning for a 3 p.m. ceremony, Doc's Diner is the best parking lot as well.

*Construction will be taking place on Candlers Mtn. Rd. during Commencement weekend. Expect heavy traffic at this entrance/exit. As lots fill, please follow directions to additional OVERFLOW parking.
Our intention to move to FBS football is a significant step toward realizing the University's goal of becoming a major institution. There has always been great commitment from our University to our NCAA Division I athletics programs and everything we have done has been with intent and purpose. Our University and athletics program have gone through tremendous transformation during the past five years and because of this, we are ready for FBS football. – **Jeff Barber, Liberty Athletics Director**

Liberty has made giant strides in every phase of their athletics program. They are the best prepared for FBS advancement of all universities for whom we have conducted similar studies over the past 21 years. We believe that their exemplary level of support for athletics, the strength of their coaching staff and the exceptional quality of their support staff and facilities demonstrate the University's unquestioned commitment to excellence. Liberty is definitely on the move! – **Bill Carr, Principal of Carr Sports Consulting**
LIBERTY Partnership Philosophy

As a part of the preparation for its review of the athletics program and in preparation for the potential move to the next level, a comprehensive evaluation of the Flames’ marketing efforts has resulted in a new philosophy that will offer long-term exclusive marketing opportunities to a limited number of partners.

- **Effective Message**: Liberty Sports Marketing believes in an integrated structured approach with our partners that provides each brand the opportunity to create a consistent, clear and effective message to the Flames Nation.

- **Maximized Investments**: Liberty Sports marketing is committed to helping our partners maximize their investment to provide a result that delivers the greatest value and impact possible on their business.
LIBERTY Partnership Vision

Liberty Sports Marketing has established a long tradition of providing its partners with proven value for the investment. That vision will remain unchanged as the program moves into this new phase of growth.

- **Family of Partners:** The goal is to create a family of select partners at distinct levels to consistently present their brand and message to the Flames Nation, a national audience which includes more than 80,000 students, 100,000 alumni and an affiliated evangelical audience estimated to exceed 25 million people.

- **Enhanced Experience:** Our goal is to constantly improve the game experience for the Flames Nation in person at our games as well as radio and television broadcasts by integrating our partners which leverages their investment in a positive manner to provide brand awareness and enhancement.

- **Deliver Value:** We will strive to deliver unparalleled value to all of our partners for every opportunity provided by Liberty events.