Dear Sooner Scandals 2011 Potential Sponsor,

On behalf of Campus Activities Council (CAC) and the University of Oklahoma, we are excited to announce several sponsorship opportunities for this year’s production of Sooner Scandals.

A beloved OU tradition now in its 68th year, Sooner Scandals has become a staple event of OU’s Mom’s Day Weekend. With thousands of OU students and their friends and family members on campus for this eventful weekend, there is no better time to advertise!

This year’s production will involve over four hundred student participants performing twelve-minute, original, Broadway-style acts depicting a fresh interpretation of traditional stories.

The four performances will take place March 24-26, and they are expected to sell out, as they have consistently in the past. That means an audience of nearly 4,000 parents, family, friends, and students will be exposed to your advertising. Clearly, advertising through Sooner Scandals is a truly unique and profitable opportunity.

This year’s student led Sponsorship Team is working hard to create and maintain exciting ways to publicize our sponsors. Recently, we added an Awards Show Sponsor and the Crowd Favorite Ballot Sponsor. This year, with the addition of an in-house projector, we have provided even more exposure for your advertisements. These and other opportunities are explained in the following pages.

We thank you for your consideration and we are excited to have you as part of Sooner Scandals at the University of Oklahoma!

Boomer Sooner!

Sean Hurt
Sooner Scandals Executive Chairman
(918) 671-6287
seanhurt@ou.edu

Rachel Kay
Sooner Scandals Vice Chairman, Finance
(214) 952-9797
rkay@ou.edu
CAC Scandals 2011
Sponsorship Levels

LEVEL ONE – $250
• 1/8 PAGE AD in the official CAC Sooner Scandals 2011 program
• Listing of your support in the official CAC Sooner Scandals 2011 program under the title “Friends of Sooner Scandals”
• Regular size logo displayed on the projector before the performances

LEVEL TWO – $500
• All benefits of “Level One” sponsorship
• 1/4 PAGE AD in the official CAC Sooner Scandals 2011 program
• Announcement of your support for CAC Sooner Scandals by the emcee before each of the four performances

LEVEL THREE – $750
• All benefits of “Level Two” sponsorship
• 1/2 PAGE AD in the official CAC Sooner Scandals 2011 program

LEVEL FOUR – $1,000
• All benefits of “Level Three” sponsorship
• 3/4 PAGE AD in the official CAC Sooner Scandals 2011 program
• Large size logo displayed on the projector before the performances

LEVEL FIVE – $1,500
• All benefits of “Level Four” sponsorship
• FULL PAGE AD in the official CAC Sooner Scandals 2011 program
• Recognition/promotion during Executive Director’s opening remarks of each of the four performances
SOONER SCANDALS TICKET SPONSOR – $3,500
- ONLY Sooner Scandals 2011 sponsor logo/name printed on ALL CAC tickets – over 4,000 printed
- FULL PAGE AD in the official CAC Sooner Scandals 2011 program
- SPECIAL recognition throughout each performance and awards show by the emcee and the Executive Director
- AD displayed on the projector before the performances

SOONER SCANDALS AWARDS SHOW SPONSOR – $3,000
- CAC Sooner Scandals Saturday Night Awards Show named after your business (ex: Al’s Diner Awards Show)
- FULL PAGE AD in the official CAC Sooner Scandals 2011 program
- ONLY logo on all CAC Sooner Scandals 2011 trophies
- SPECIAL recognition throughout each performance and awards show by the emcee and the Executive Director
- AD displayed on projector before the performances

SOONER SCANDALS CROWD FAVORITE SPONSOR – $2,500
- CAC Sooner Scandals Crowd Favorite Award named after your business
- Logo printed on each Crowd Favorite Ballot – over 4,000 printed and filled out
- FULL PAGE AD in the official CAC Sooner Scandals 2011 program
- SPECIAL recognition throughout each performance and awards show by the emcee and the Executive Director
- AD displayed on the projector before the performances
FULL PAGE ADVERTISEMENT - $1,100
Dimensions: 11” long x 8.5” wide

3/4 PAGE ADVERTISEMENT - $700
Dimensions: 8.25” long x 8.5” wide

1/2 PAGE ADVERTISEMENT - $550
Dimensions: 5.5” long x 8.5” wide

1/4 PAGE ADVERTISEMENT - $300
Dimensions: 5.5” long x 4.25” wide

1/8 PAGE ADVERTISEMENT - $150
Dimensions: 2.75” long x 4.25” wide

PROJECTOR ADVERTISEMENT - $200
Dimensions: 15” long x 20” wide

SPECIAL PAGES:
Pay additional $300 to receive all benefits of Level Five sponsorship
(Valued at $400)

Back Cover – $2,000
Inside Front Cover – $1,700
Inside Back Cover – $1,700
Centerfold – $1,800
I wish to be an Official Sponsor of Sooner Scandals 2011
☐ Official Sooner Scandals Awards Show Sponsor ($3,000)
☐ Crowd Favorite Ballot Sponsor ($2,500)
☐ Ticket Sponsor ($3,500)
☐ Level Five ($1,500)
☐ Level Four ($1,000)
☐ Level Three ($750)
☐ Level Two ($500)
☐ Level One ( $250)

I wish to purchase ad space only
☐ AD placement on the projector ($200)
☐ Back Cover ($2,000)
☐ Inside Front Cover ($1,700)
☐ Inside Back Cover ($1,700)
☐ Centerfold ($1,800)
☐ Full Page ($1,100)
☐ 3 / 4 Page ($700)
☐ 1 / 2 Page ($550)
☐ 1 / 4 Page ($300)
☐ 1 / 8 Page ($150)
☐ Projector AD ($200)

I agree to donate the following:
$ __________ Cash or check donation
$ __________ In materials or supplies (please describe: ________________________________ )
$ __________ Other (please describe: ________________________________ )

Sponsorship Agreements are due by Friday, March 4, 2011.
Please make all checks out to “CAC Sooner Scandals”

Completed forms and payment may be mailed to:
Student Life c/o Donna Chapman
900 Asp Avenue, Suite 370
Norman, OK 73019-4053
Historic Holmberg Hall

HOME OF SOONER SCANDALS

For accommodations on the basis of disability call (405) 325-1363
The University of Oklahoma is an equal opportunity institution.