

**61<sup>st</sup> ANNUAL**

**FITENITE**

**APRIL 21<sup>st</sup>, 2023**

STRAHAN ARENA at the UNIVERSITY EVENTS CENTER  
SAN MARCOS, TX 78666

**SPONSORSHIP PACKET**

[www.FITENITE.com](http://www.FITENITE.com)





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**FRIDAY, APRIL 21<sup>st</sup>, 2023 - Strahan Arena at the University Events Center – SAN MARCOS, TEXAS**

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The hardest hitting amateur boxing event in the state is back for its 61<sup>st</sup> year. Delivering year after year since 1957, Fite Nite remains one of the longest standing traditions at Texas State University. Attendance in past years has been as much as 3,500 people, making the marketing potential sky high for your company to reach out to potential customers.

The Fite Nite team will be coordinating this year's explosive experience on Friday, April 21<sup>st</sup>, 2023, in the **STRAHAN ARENA at the UNIVERSITY EVENTS CENTER in SAN MARCOS, TX**. The "Fite Nite Program" has become a staple in the community as **MUST-READ NEWS**. Every year thousands of programs are distributed throughout the local area displaying the bout matchups and trash-talking between the participants. Your business will be featured in this publication as part of being a sponsor for the event.

In addition to the program, we also offer a variety of different advertising options for your business. The official Weigh-in Pre-party is another event that happens the Tuesday before the fight itself, offering you additional exposure! This year's weigh-in will take place at the heavy hitting entertainment venue **TBD** on Tuesday, April 18<sup>th</sup>, 2023.

## **Advertising Methods Available**

We offer a variety of different avenues in which your company can reach potential customers!

- Over 3,500 programs will be distributed throughout the local community
- Strategic social media marketing
- Various promotional flyers
- Promo/recap video
- Booth placement at the event
- "Sponsorship Wheel": large video board right over the ring will be rolling advertisements throughout the entire event
- Banner placement at the event
- Advertising routes through the **official Weigh-In Pre-Party at TBD on Tuesday, April 18<sup>th</sup>, 2023**.

## **Benefits of Sponsoring**

- Highly anticipated event with a large annual attendance.
- Advertising avenues not limited to the event itself: with the pre-party, social media, website, program & the event, we expose your business over a several week period.
- Special reach to the Greek Community at Texas State: fight card often features several fraternity-versus-fraternity bouts, making it a well-known and frequently attended event for all of the Greek Community.
- Different pricing tiers give you the flexibility for both your business and your budget.



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## **SPONSORSHIP PACKAGES**

### **BANTAMWEIGHT - \$1,000**

- One-quarter (1/4) page sized advertisement in event program
- Logo on website
- Two (2) VIP ringside tickets

### **LIGHTWEIGHT - \$2,500**

- One-half (1/2) page sized advertisement in event program
- One (1) slide on the “sponsor wheel”
- Booth placement at event
- Logo on website
- Four (4) VIP ringside tickets with one (1) VIP parking pass

### **MIDDLEWEIGHT - \$5,000**

- One-half (1/2) page sized advertisement in event program
- One (1) slide on the “sponsor wheel”
- Placement of one (1) banner at the event
- Booth placement at event
- Logo on website
- Six (6) VIP ringside tickets with one (1) VIP parking pass

### **HEAVYWEIGHT - \$7,500**

- Full-page sized advertisement in event program
- Placement of one (1) banner at the event
- Placement of up to three (3) banners at Weigh-in Pre-party
- Booth placement at event
- One (1) slide on the “sponsor wheel”
- Logo on website
- Logo on recap video
- Eight (8) VIP ringside seats with two (2) VIP parking passes

### **WORLD CHAMPION - \$10,000**

- Full-page sized advertisement in event program
- Placement of up to three (3) banners at the event
- Placement of unlimited number of banners and/or signs at Weigh-in Pre-Party
- Placement of booth at the event
- One (1) slide on the “sponsor wheel”
- Logo on website
- Logo on recap video
- Ten (10) VIP ringside seats with three (2) VIP parking passes



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## **DEADLINE is FRIDAY, April 7<sup>th</sup>, 2023**

Payment is required in advance before insertion of advertisement or placement of logo on the website. Please make checks payable to **Theta Lambda Alumni Association, Inc.** The program advertisement must be received via e-mail by the above date.

All signage for the event must be supplied by the customer and submitted by **Monday, April 17<sup>th</sup>, 2023** if desired to be present at the weigh-in party OR **Thursday, April 20<sup>th</sup>, 2023** for any being placed at the actual event.

## **PRODUCTION REQUIREMENTS**

The overall program has a 0.25" bleed and the advertisements received will be adjusted to meet the below specifications. The correct resolution should be at a minimum of 300 dpi. We are not responsible for the quality of printing for advertisements received that fall below 300 dpi. Files must be in TIFF, EPS, PSD or PDF format with all fonts included or converted to outlines/paths. JPG files are not acceptable.

## **ERRORS**

Advertisers are responsible for proofing their submissions and hold Fite Nite harmless for any typographical errors in the design of their ad.

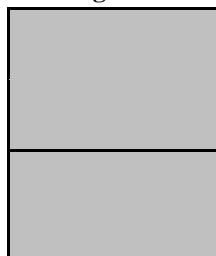
## **SIZES**

**Full Page**



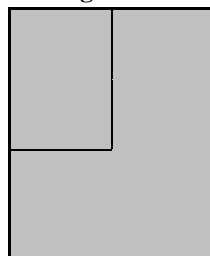
8-3/8" (8.375)  
by 10-7/8"  
(10.875)

**1/2 Page**



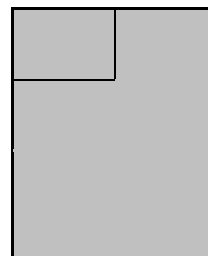
8-3/8" (8.375) x  
5.4375"

**1/4 Page**



4.1875"x  
5.4375"

**Business Card**



2.09375"x  
5.4375"

## **RECEIPT**

Thank you for your support! In order to take of advantage of the full Fite Nite marketing opportunity (flyers, social media promo, website) and event program, final payment must be received no later than **FRIDAY, April 7<sup>th</sup>, 2023**. Website listing will follow full payment.



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**ABBREVIATED LIST OF SPONSORS FROM PAST YEARS**



**GOOD SPORT**

**MAKE THE RIGHT CALL. DRINK RESPONSIBLY.**



**THE LYNDON**

SAN MARCOS ★ TEXAS



SAFETY VISION<sup>®</sup>

In care of Bruce Smith



BAKER & COCKBURN, PLLC, CPAs  
AUSTIN, TEXAS



**Chisos**  
**BOOTS**



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## SPONSOR INFORMATION

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

CONTACT NAME & TITLE \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

Type	Cost	Date Paid	Check Number	FN Rep. Initials

CUSTOMER SIGNATURE \_\_\_\_\_

PRINTED NAME & TITLE \_\_\_\_\_

DATE \_\_\_\_\_

Please make checks payable to: **THETA LAMBDA ALUMNI ASSOCIATION, INC. or TLAA**

Mail Checks to:  
**1958 Barn Swallow  
New Braunfels, TX 78130**

## CONTACT INFORMATION

Please contact the following Fite Nite Sponsorship Chairman regarding questions on becoming a sponsor for the **61<sup>st</sup> ANNUAL FITE NITE** or if you have questions regarding your sponsorship package:

**Austin West | (361) 935-0764**  
**Maurice Kholman 'Mo' | (512)-296-8344**  
**Eddie Kane | (512) 750-7500**  
[fitenitesmtx@gmail.com](mailto:fitenitesmtx@gmail.com)