



UPSTATESPARTANS



USCUPSTATEATHLETICS

800 UNIVERSITY WAY, SPARTANBURG, S.C. 29303



USC UPSTATE ATHLETICS

MULTIMEDIA OPPORTUNITIES

USC Upstate multimedia opportunities is a path to being part of the helping hand to provide for our campus and student-athletes. Being a corporate partner directly benefits the University and our student-athletes. We provide the excitement and attraction of college athletics as a unique advertising and marketing opportunity to communicate your company’s message and impact your business.

MEN’S SPORTS

- Baseball
- Basketball
- Cross Country
- Soccer
- Golf
- Indoor/Outdoor Track & Field

WOMEN’S SPORTS

- Basketball
- Cross Country
- Soccer
- Volleyball
- Golf
- Softball
- Indoor/Outdoor Track & Field



1982 - MEN’S BASKETBALL NAIA NATIONAL CHAMPIONSHIP



2004 - USC SPARTANBURG BECOMES USC UPSTATE; CHANGES NICKNAME FROM RIFLES TO SPARTANS



2017 - USC UPSTATE SOFTBALL WINS 4TH A-SUN CHAMPIONSHIP; MAKES 5TH NCAA TOURNAMENT APPEARANCE



1967 - UNIVERSITY FOUNDED



1991 - USC SPARTANBURG JOINS PEACH BELT CONFERENCE



2007 - USC UPSTATE BECOMES A DIVISION 1 SCHOOL; JOINS ATLANTIC SUN CONFERENCE



2018 - USC UPSTATE JOINS BIG SOUTH CONFERENCE

FAST FACTS ABOUT THE UNIVERSITY

Founded in 1967, the University of South Carolina Upstate is one of the nation's top public regional universities. What began as a commitment to helping the state avoid a nursing shortage has matured into a more than \$500 million annual impact on South Carolina. Located in Spartanburg County, near the crossroads of interstates 85 and 26, USC Upstate is positioned at the center of an international business hub between Atlanta and Charlotte, N.C. We are a major producer of talent for the region, boasting more than 6,000 students, 1,300 new graduates per year, and about 30,000 alumni, many of whom live and work in South Carolina.

USC Upstate is accredited by the *Southern Association of Colleges and Schools Commission on Colleges* and is one of four universities within the University of South Carolina System. We have more than 40 undergraduate and graduate programs in the liberal arts and sciences, business administration, nursing, and education, as well as 15 NCAA Division I sports teams.

Location: Spartanburg, South Carolina (MSA Population: 300,000+)

Annual Economic Impact: More than half a billion dollars

Enrollment: More than 6,000 students

Faculty: 454 Total; 235 Full-time, 220 Part-time

Student-to-Faculty Ratio: 15:1

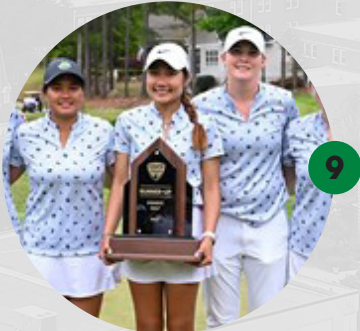
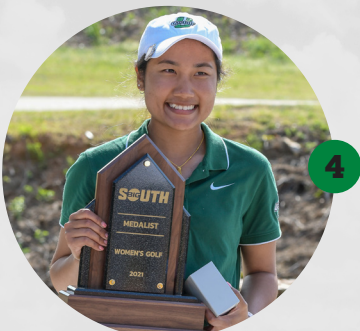
Alumni: 35,000+

Rankings: No. 1 Top Public University in the South, No. 4 for Best College in the South for Veterans (U.S. News and World Report), No. 9 among baccalaureate colleges nationwide (Washington Monthly) and a College of Distinction.

Honors: 1 Rhodes Scholar and six Fulbright Scholars

Degree Programs: Bachelor's degree programs in liberal arts, sciences, business administration, nursing and teacher education. Master's degree programs in education, nursing and informatics.

BIG SOUTH SUCCESS



- 1 HUNTER FRY WON THE BIG SOUTH MEN'S INDIVIDUAL CHAMPIONSHIP IN 2021
- 2 CHANNING FERGUSON RECEIVED A SPOT ON THE ALL-CONFERENCE INDOOR TRACK & FIELD TEAM IN 2022.
- 3 SOFTBALL HAD AN OUTSTANDING 2022 SEASON WITH A SCHOOL RECORD 48 VICTORIES EN ROUTE TO WINNING THE BIG SOUTH REGULAR SEASON CHAMPIONSHIP. PEYTON DARNELL WAS NAMED BIG SOUTH PLAYER OF THE YEAR AMONG MANY CONFERENCE AND NATIONAL AWARDS.
- 4 BEEM PABSIMMA EARNED THE BIG SOUTH INDIVIDUAL CHAMPIONSHIP IN 2021 WHILE HEAD COACH TODD LAWTON (NOT PICTURED) EARNED COACH OF THE YEAR HONORS.
- 5 ZORYAN HENDRICKS RECEIVED A SPOT ON THE ALL-CONFERENCE INDOOR TRACK & FIELD TEAM IN 2022.
- 6 TONY AUGUSTE WINS THE WEIGHT THROW COMPETITION AT THE 2022 BIG SOUTH INDOOR TRACK AND FIELD CHAMPIONSHIPS WHILE HIS TEAMMATE ANTHONY CARSWELL FINISHED IN SECOND PLACE.
- 7 SOFTBALL HEAD COACH CHRIS HAWKINS WON BIG SOUTH COACH OF THE YEAR AFTER LEADING HIS TEAM TO AN INCREDIBLE SEASON.
- 8 MEN'S SOCCER FINISHED AS THE BIG SOUTH CONFERENCE RUNNER-UP IN 2021 AFTER A RECORD-SETTING SEASON THAT INCLUDED MULTIPLE CONFERENCE AWARDS, INCLUDING HEAD COACH SCOTT HALKETT BEING NAMED COACH OF THE YEAR.
- 9 WOMEN'S GOLF ADVANCED TO THE CHAMPIONSHIP MATCH AT THE BIG SOUTH WOMEN'S GOLF CHAMPIONSHIP FOR THE FIRST TIME AND SAW FOUR STUDENT-ATHLETES RECOGNIZED WITH ALL-CONFERENCE HONORS.

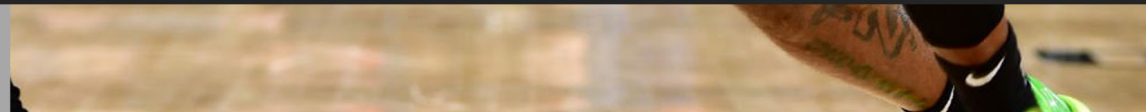


SPARTAN SUCCESS STORY

TORREY CRAIG



CRAIG PLAYED FOR USC UPSTATE FROM 2010-14 AND GRADUATED AS ARGUABLY THE GREATEST PLAYER IN PROGRAM HISTORY. THE PALMETTO STATE NATIVE IS ONE OF JUST TWO SPARTANS TO PLAY IN AN NBA GAME, AND HE IS THE FIRST SPARTAN TO COMPETE IN A NBA PLAYOFF SERIES OF ANY KIND AND AS A MEMBER OF THE PHOENIX SUNS, CRAIG MADE IT TO THE NBA FINALS IN 2021. IN ADDITION TO PHOENIX, CRAIG HAS PLAYED FOR THE INDIANA PACERS, MILWAUKEE BUCKS AND DENVER NUGGETS. ON MARCH 16, 2022, HE BECAME THE 6TH PLAYER IN NBA HISTORY WITH A 20+ POINT, 10+ REBOUND GAME ON 100% SHOOTING FROM THE FIELD AND FROM THREE-POINT RANGE.



STREAMING METRICS

USC Upstate produces up to 75 home events featuring the following programs for ESPN+ and/or ESPN3 throughout an athletic year for the following sports:

- Men’s Basketball
- Women’s Basketball
- Men’s Soccer
- Women’s Soccer
- Volleyball
- Softball
- Baseball



ESPN+ VIEWERSHIP SINCE 2019

YEAR	EVENTS	UNIQUE VIEWERS	TOTAL MINUTES WATCHED
2019-20	52*	201,597	1.346M
2020-21	59^	131,427	2.977M
2021-22	47#	124,800	2.2126M

* SEASON CUT SHORT DUE TO THE ONSET OF THE COVID-19 PANDEMIC

^ DOES NOT INCLUDE EVENTS PRODUCED FOR ESPN3. ALL 15 TEAMS PLAYED SIMULTANEOUSLY IN SPRING OF 2021

INFORMATION IS ONLY FOR EVENTS BROADCAST FROM AUGUST 1, 2021 – MARCH 15, 2022

TELEVISION/STREAMING

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Includes all supported titles. Access content from each service separately.

SPORTS MEDICINE INSURANCE

HAMPTON 70 46:0 USC UPSTATE 79

SIDE BANNER AD

TAKE ADVANTAGE

The Ingles ADVANTAGE SAVINGS & REWARDS

SHOP.SAVE BE REWARDED!

For More Information Visit ingles-markets.com/advantagecard

SIDE BANNER AD

KEYS TO THE GAME

Hampton USC Upstate

HAMPTON

- Attack the mismatch
- Defend the full shot clock

USC UPSTATE

- Feed the post
- Mix the defenses

SPONSORED KEYS TO THE GAME

Marriott INTERNATIONAL

SIDE WIPE COMMERCIAL AD

GAME SUMMARY

1st Half

Hampton USC Upstate

SPARTANS STRIKE FIRST USC Upstate led 25-13

BEN BIG BATTLES BACK B. Stanley: 16 PTS | 5 REB

RUNNIN' WILD Hampton goes on 17-0 run to gain the lead

HAMPTON 38 19:28 USC UPSTATE 35

SPONSORED GAME SUMMARY

ESPN+ USC UPSTATE Upcoming Schedule

vs RADFORD JAN. 16 | 6 ET ESPN+

at GARDNER-WEBB JAN. 18 | 4:30 ET ESPN+

vs HIGH POINT JAN. 20 | 6 ET ESPN+

at WINTHROP JAN. 23 | TBA ESPN+

HAMPTON 58 2:55 USC UPSTATE 72

SPONSORED UPCOMING SCHEDULE

G.B. HODGE CENTER IN-VENUE BRANDING

- Videoboard Features and Recognition
- Courtside LED Rotational
- Replay Wipes
- On Site Vending
- Sponsored Content
 - *Starting Lineup*
 - *Three's sponsors*
 - *Free Throw shooting (or missed free throws for the opponent)*
 - *Spartans Win sponsor*
- Sponsored Contests
- Student Section (250 Seats)
- Scoreboard Rotational Signage
- Scoreboard Fixed Signage
- On-Court Recognition Opportunities





CYRILL
STADIUM



HARLEY
PARK



COUNTY-UNIVERSITY
SOCCER STADIUM

IN-VENUE BRANDING FOR CYRILL STADIUM, HARLEY PARK, AND COUNTY-UNIVERSITY SOCCER STADIUM

- Videoboard Features And Recognition* (*Cyrill Stadium/County-University Soccer Stadium Only*)
- Scoreboard Fixed Signage
- On-Site Vending Opportunities
- Sideline "A-Frame" Signage (*County-University Soccer Stadium*)
- Outfield Wall Signage (*6' X 13' - Harley Park*)
- In-Game Announcements
- Sponsored In-Game Elements
 - 5th Or 7th Inning Stretch (*Baseball/Softball*)
 - Inning Sponsor (*Baseball/Softball*)
 - Home Run Sponsor (*Baseball/Softball*)
 - Corner Kick Sponsor (*Soccer*)
 - On-Field Contests (*Baseball/Softball/Soccer*)

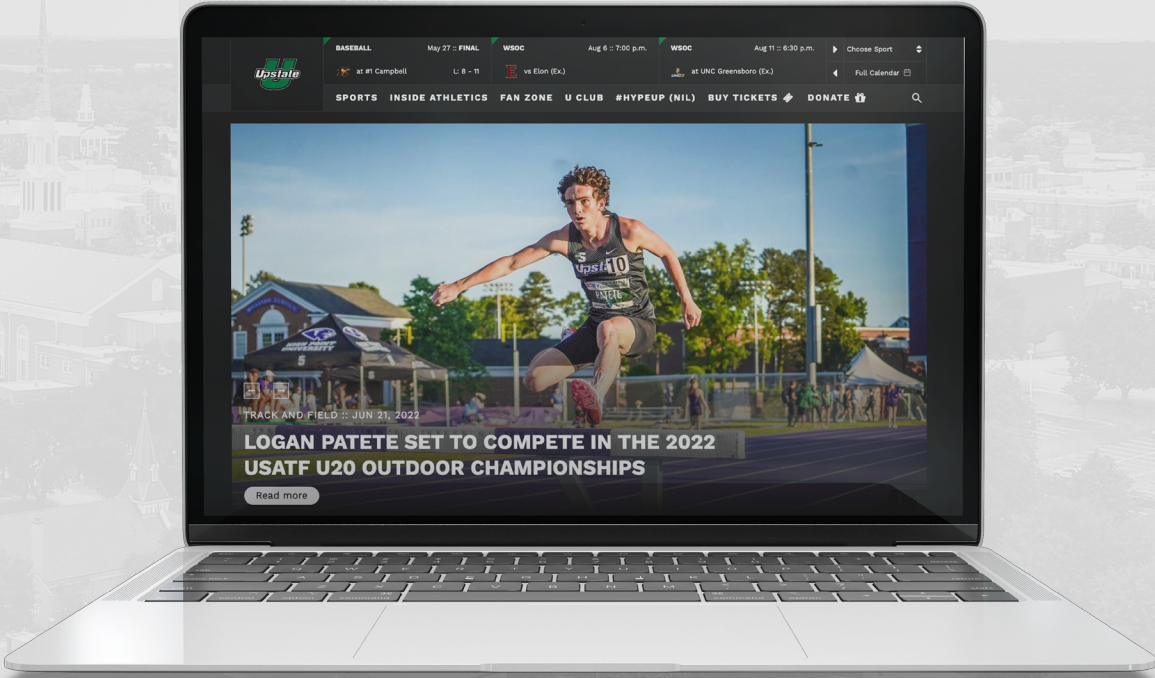
UPSTATESPARTANS.COM

Amplify your reach with digital assets.

- Banner Advertisements
- Home Page Slider Ads
- Promotional Banners
- Digital Activation
- Content Presenting
- Sponsorships
- Live Stats And Game Day
- Social Media Platforms

2021-22 USERS: 315,858
PAGE VIEWS: 539,000,000
TOP DEMOGRAPHICS BY AGE:
MALE: 67.52%, FEMALE: 32.75%;

**22.2% OF VIEWERS RANGE FROM
AGE 45-54**



SOCIAL MEDIA

EVENT BASED PROMOTIONS

Team Performance Promos, Student Integrated Promotions, Fan Giveaways, "Coffee With Coach"

WEEKLY FAN PROMOTIONS

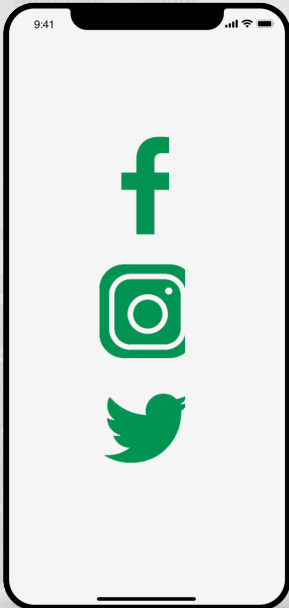
Postgame Photo Gallery Posts of Fans, Throwback Thursdays

CUSTOMIZED PROMOTIONS

Gameday Social Media Post, "We Win You Win" Offer, Sponsorship Fan contests, Holiday Themes Contests, Countdowns, Ticket and VIP giveaways

SCORE UPDATES

In-Game, Halftime and Final Scores (Spartans Win)



Main Account Followers (as of May 31, 2022):
 Twitter: 4,650 (+ 450 Followers Since 2020)
 Instagram: 4,480 (+ 600 Followers Since 2020)
 Facebook: 5,890 (+ 450 Followers Since 2020)

Total Reach/Impressions for 2021-22 Year:
 Twitter: 288,020
 Instagram: 225,040
 Facebook: 745,180



SPARTAN SUPPORT TEAM



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SPARTY
BRAND AMBASSADOR

USC UPSTATE HEAD COACHES



CARSON BLACKWELDER
CROSS COUNTRY/TRACK & FIELD



DAVE DICKERSON
MEN'S BASKETBALL



SCOTT HALKETT
MEN'S SOCCER



CHRIS HAWKINS
ASSOCIATE A.D./SOFTBALL



TODD LAWTON
MEN'S & WOMEN'S GOLF



MIKE MCGUIRE
BASEBALL



SHARIF SABER
WOMEN'S SOCCER



RONDA SHIRLEY
VOLLEYBALL



JASON WILLIAMS
WOMEN'S BASKETBALL