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University of  
Hartford

# University of Hartford Athletics

Corporate Sponsorship Presentation

2004 - 2005



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# University of Hartford

One of New England's Rising Stars



A Growing Athletics Program

A Caring Neighbor

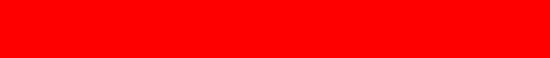
Balanced University Budget

Magnet School

Central Location

University Enrollment at an All-Time High

Facility/Capital Expansion



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## Quick Facts

### “ We Are Hartford’s University ”

- **Location:** West Hartford, Connecticut
- **Founded:** 1877
- **Full-Time Undergraduate Enrollment:** 4,533
- **Total Enrollment:** 7,245
- **Student Body:** Represents 45 States, 58 Countries
- **President:** Walter Harrison
- **Director of Athletics:** Pat Meiser-McKnett
- **Colors:** Scarlet and White
- **Nickname:** Hawks
- **Website:** [HartfordHawks.com](http://HartfordHawks.com)
- **Conference:** America East



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# Leadership

## Walter Harrison

University of Hartford President

- Serves as a director or trustee of a variety of Hartford area organizations (i.e. St. Francis Hospital and Medical Center, the Hartford Stage, WorldBusiness Capital, Inc., etc.) .
- Currently represents the University on the NCAA Division I board of directors.
- Chairman of the newly formed NCAA Committee on Academic Performance (CAP).



From Left to Right are: Pat Meiser-McKnett, Athletic Director; John Carson, Senior Advisor for Corporate/Community Affairs; and Walter Harrison, University President.

## Pat Meiser-McKnett

Director of Athletics / Special Assistant to the President

- One of only 27 female athletics directors in the country.
- Named one of the nation's top 50 women's sports executives by *Street & Smith's Sports Business Journal*.
- 31 years of coaching/athletics administration experience.



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# Athletics Programs

The Hartford department of athletics offers 18 (nine men, nine women) Division I programs.

## Men

Basketball

Soccer

Baseball

Lacrosse

Golf

Cross Country

Tennis

Outdoor Track

Indoor Track



## Women

Basketball

Soccer

Softball

Volleyball

Golf

Cross Country

Tennis

Outdoor Track

Indoor Track



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# A<sup>+</sup> Academic Excellence



While the University of Hartford strives for success on the playing courts and fields, performance in the classroom is the primary measure of success for the program.

- Over 60% of Hartford student-athletes receive a 3.0 grade point average or higher.
- Overall student-athlete G.P.A. of 3.06.
- 2004 Verizon Academic All-American.
- 27 student-athletes named to the Commissioner's Honor Roll to lead all America East institutions (Fall 2003).
- Highest percentage of student-athletes named to the Academic Honor Roll as 52 of its 72 fall student-athletes (72.2%) received that distinction.



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# Community Involvement



UNIVERSITY OF  
HARTFORD ATHLETICS  
**Caring Neighbor Program**

## Caring Neighbor Program:

22 corporate sponsors provided \$27,000 worth of tickets to a variety of community groups (i.e. Big Brothers Big Sisters, Boys and Girls Club of America, etc.).

## Student-Athlete

### Community Outreach:



Hartford student-athletes, staff and coaches continue to visit local nursing homes and schools, and are involved with a host of other charitable activities.



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# Professional Success

Three former Hartford student-athletes stand out among those who have played professionally.



## Vin Baker

- Selected to the All-NBA Second (97-98) and Third teams (96-97)
- Member of gold-medal winning 2000 U.S. Men's Olympic Team that competed in Sydney, Australia
- NBA All-Star in 1995, 1996, 1997 and 1998

## Jeff Bagwell

- Five-time MLB All-Star
- 1994 National League MVP
- 1991 Rookie of the Year



## Jerry Kelly

- Currently ranks 26<sup>th</sup> in money leaders on the PGA tour as of May 2004
- He has finished 1st on the PGA TOUR 2 times as of May 2004



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# Committed to the Future

## Larry Harrison:

Head Men's Basketball Coach

- Regarded as one of the top recruiters in the nation
- Has coached and recruited such NBA superstars as Nick Van Exel, Quentin Richardson and Kenyon Martin



## Jennifer Rizzotti:

Head Women's Basketball Coach

- Led the Hawks to their first ever NCAA tournament appearance in 2002
- Former point guard for the WNBA's Cleveland Rockers and Houston Comets



## What's New?

- Facility Expansion Project
- New Video Display Scoreboards in the Reich Family Pavilion
- 24-hour Ticket Accessibility
- Will host the 2005 Friendship Cottage Cheese America East Women's Basketball Championship



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University of  
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# Corporate Sponsorship Opportunities

2004 - 2005



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## Our Corporate Partnership Philosophy

### Every Partner is our #1 Priority.

Our mission is to understand your needs so we may:

- Custom design a unique partnership to accomplish your business goals and objectives.
- Strengthen your brand identity and establish community awareness for your organization.
- Create a positive impact on your bottom line.
- BE YOUR LONG-TERM PARTNER !

### What are others saying?

"IKON has been a sponsor of University of Hartford Athletics for almost ten years. This relationship has proven to be an excellent business decision for our company. Our sponsorship gives us excellent exposure to a wide audience ranging from on-campus decision makers to local businesses. In addition, we've always taken advantage of season tickets. The games are exciting and present great opportunities to entertain clients. We strongly recommend to other businesses that they consider becoming sponsors."

John McTighe  
Strategic Account Executive  
IKON Office Solutions



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# Value



- Family-friendly and cost effective
- Quality customer service
- Game-day contests and giveaways
- Positive brand imaging



## Did You Know?

Over 100,000 people visit our campus annually

We employ over 1,000 faculty and staff



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