



**STINGERS**

**FOOTBALL**



# CONCORDIA STINGERS FOOTBALL

WHERE LEGACY MEETS NEXT-GEN CULTURE

**OUR GOAL IS TO BUILD COMMUNITY,  
PRIDE, AND FUTURE LEADERS.**

Concordia Stingers is one of the most iconic university football programs in Quebec, with a **100-year legacy** of grit, pride, and unforgettable rivalries. Our homecoming events pack the stands, our content travels far, and our athletes don't just represent the school. They shape culture.

We bring the raw energy of gameday to the city, to social, and into the lives of our fans, and future stars.



# ABOUT CONCORDIA UNIVERSITY



ONE OF CANADA'S  
**TOP-RANKED**  
UNIVERSITIES

FOR STUDENT EXPERIENCE



OVER  
**50K**  
STUDENTS

ACROSS TWO CAMPUSES



LOCATED IN  
**MONTREAL**

A TOP GLOBAL STUDENT CITY

# ATHLETIC FACILITIES & FOOT TRAFFIC



CONCORDIA  
GYMNASIUM

**80K**  
ANNUAL REACH

DIGITAL  
SCREENS

CONCORDIA  
ATHLETICS  
COMPLEX



ED MEAGHER  
ARENA

**100K**  
ANNUAL REACH



CONCORDIA  
STADIUM

**100K**  
ANNUAL REACH



DIGITAL AD  
NETWORK

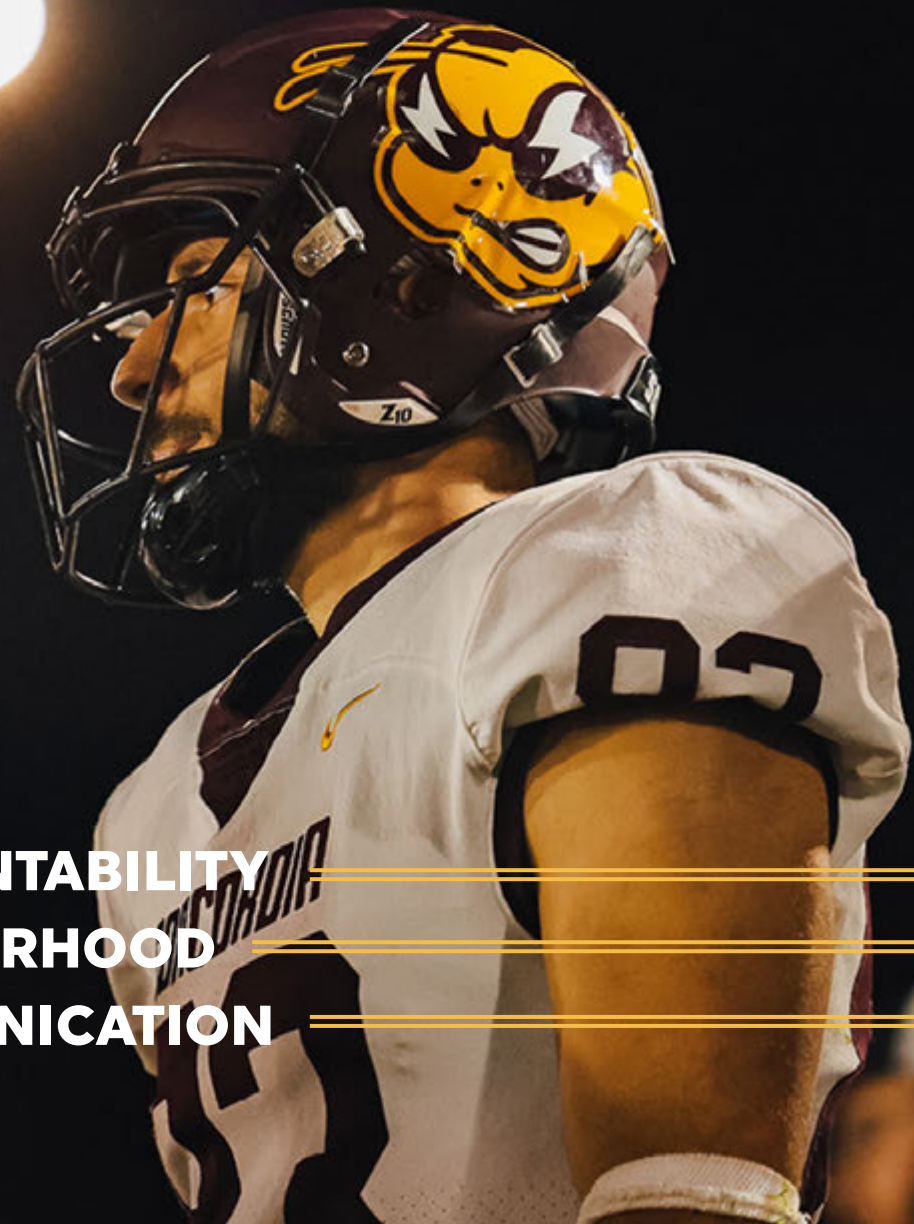
LE GYM

# OUR VISION

WE STRIVE TO CONNECT THE  
COMMUNITY THROUGH SPORT  
BY CREATING THE BEST  
EXPERIENCE FOR PLAYERS,  
FANS, AND SPONSORS.

# OUR VALUES

ACCOUNTABILITY  
BROTHERHOOD  
COMMUNICATION



# WHY WORK WITH THE STINGERS



OUR GOAL IS TO BUILD COMMUNITY, PRIDE,  
AND FUTURE LEADERS.

PROVEN REACH ACROSS PHYSICAL AND DIGITAL PLATFORMS

AUTHENTIC ENGAGEMENT WITH STUDENTS, ATHLETES,  
AND YOUNG PROFESSIONALS

DEEP ALUMNI LOYALTY AND  
PLAYOFF CONSISTENCY (LAST 5 SEASONS)

A TRACK RECORD OF PLAYOFF-CALIBER PERFORMANCE  
AND CITY-WIDE RELEVANCE

# WHO WE REACH

**STINGERS CULTURE  
STUDENTS. CITY PRIDE.  
YOUTH SPORTS FANDOM.**

## **AUDIENCE BREAKDOWN BASED ON MOST RECENT DATA**

**COLLEGE AND UNIVERSITY STUDENTS**

**YOUNG PROFESSIONALS AND FAMILIES**

**LOCAL SPORTS FANS AND ALUMNI**

**CORE ENGAGEMENT AGES 16 TO 35**

**Our audience shows up, online and on gameday. From playoff football to Instagram highlights, we engage the next generation where they live.**

# SPONSORSHIP MENU

## DIGITAL

### INSTAGRAM CONTENT SPONSORSHIPS

Instagram reach: **860K** views in last quarter

**500** new followers, **167K+** accounts reached

Recruit Announcements - **30K** average views per post

Highlights and Teasers - **20K** average views per post

Gameday Previews and Post Game Scores -

**12K** average views per post

### OTHER DIGITAL OPPORTUNITIES

Logo placement on game livestreams

Logo on website

Ad placement on screens throughout

Le Gym downtown and the Athletics Complex



# SPONSORSHIP MENU

## PHYSICAL

### GAMEDAY PATCH & MERCH SPONSORSHIP

- ★ Your brand on the jersey and broadcast shoutouts
- ★ Your logo featured on team and staff merch worn year-round

Reach: **230K+** Includes home and away games, Instagram features, and playoff presence

### LED BOARD PARTNER

Display your brand across our gym and stadium LED boards

Reach: **75K+** Includes livestream shoutouts

### SIGNAGE OPPORTUNITIES

High-traffic visibility across:

- ★ Concordia Stadium - **100K**
- ★ Concordia summer camps - **2.4K** participants
- ★ Arena - **100K**
- ★ Loyola High School sports events and rentals
- ★ Gymnasium - **80K**



# SPONSORSHIP MENU

## PHYSICAL

### **BOOTH ACTIVATION AT EVENTS**

Face-to-face fan engagement

Includes announcer and livestream mentions, and sampling/giveaways

Reach: **8K+**

### **GIVEAWAY OR DISCOUNT PARTNER**

Offer exclusive promos to fans or players

### **GAME OR EVENT SPONSORSHIP**

Sponsor a specific event or gameday and get brand presence across posts, livestreams, and physical activations



# SPONSORSHIP MENU

## PHYSICAL

### GAMEDAY EXPERIENCE PARTNERSHIPS

#### PRE-GAME

- ★ Branded tailgate games
- ★ Food trucks and product sampling
- ★ DJ booth or live band
- ★ Spin-the-wheel giveaways, branded contests, haircuts

#### IN-GAME

- ★ DJ in party section
- ★ T-shirt and swag tosses
- ★ Halftime fan competitions
- ★ Mascot vs. fan, dance crews, kid football matches

#### POST-GAME

- ★ Player meet and greet
- ★ Post-game reception





# WHY INVEST IN SPORTS

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**SPORTS BUILD BRAND AFFINITY THROUGH  
EMOTIONAL MOMENTS**

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**FANS ARE MORE LIKELY TO REMEMBER  
AND TRUST BRANDS THEY SEE AT GAMES**

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**LIVE SPORTS REMAIN ONE OF THE LAST  
APPOINTMENT-BASED MEDIA EXPERIENCES**

# LET'S BUILD SOMETHING REAL, IN THE FLESH

## **CONTACT**

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**FOOTBALL**

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