



SAINT JOSEPH'S UNIVERSITY



UNIVERSITY OVERVIEW



UNIVERSITY INFORMATION

- Roman Catholic Jesuit Institution Founded in 1851
- Located in the Greater Philadelphia Metro Area
- Fifty-three (53) undergraduate majors, fifty-nine (49), undergraduate majors and forty-four (44) graduate study areas
- Total student enrollment of 8,090
- 64,400 total living alumni (40,000 reside within Greater Philadelphia Metro area)
- Over 1,400 total employees
- Ranked 11th Best Regional University (North) in US News & World Report (2016)

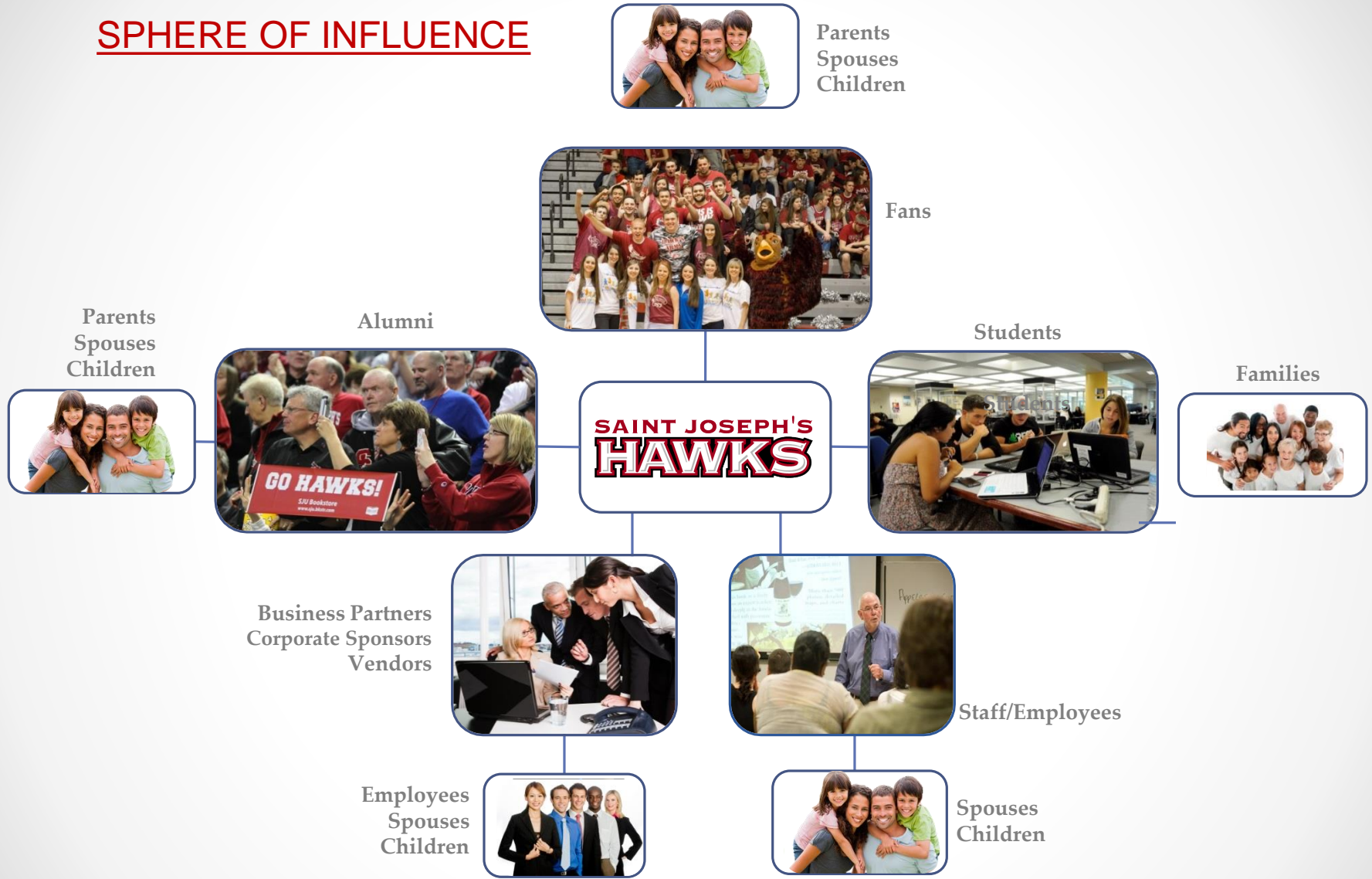


ECONOMIC IMPACT DATA

- University's annual operating budget for 2014-15 was over **\$223 Million**
- SJU spends **\$117 Million** on non-payroll operating expenditures
- SJU students spend over **\$66 Million** annually on non-University spending in the region
- Visitors to the SJU campus spend over **\$8 Million** annually in the region outside of campus
- **\$511 Million** annual economic impact to the 5-County region of greater Philadelphia
- **\$524 Million** annual economic impact to the Commonwealth of Pennsylvania



SPHERE OF INFLUENCE



ALUMNI BREAKDOWN

Total Alumni Count: 64,400

- Male: 54%
- Female: 46%

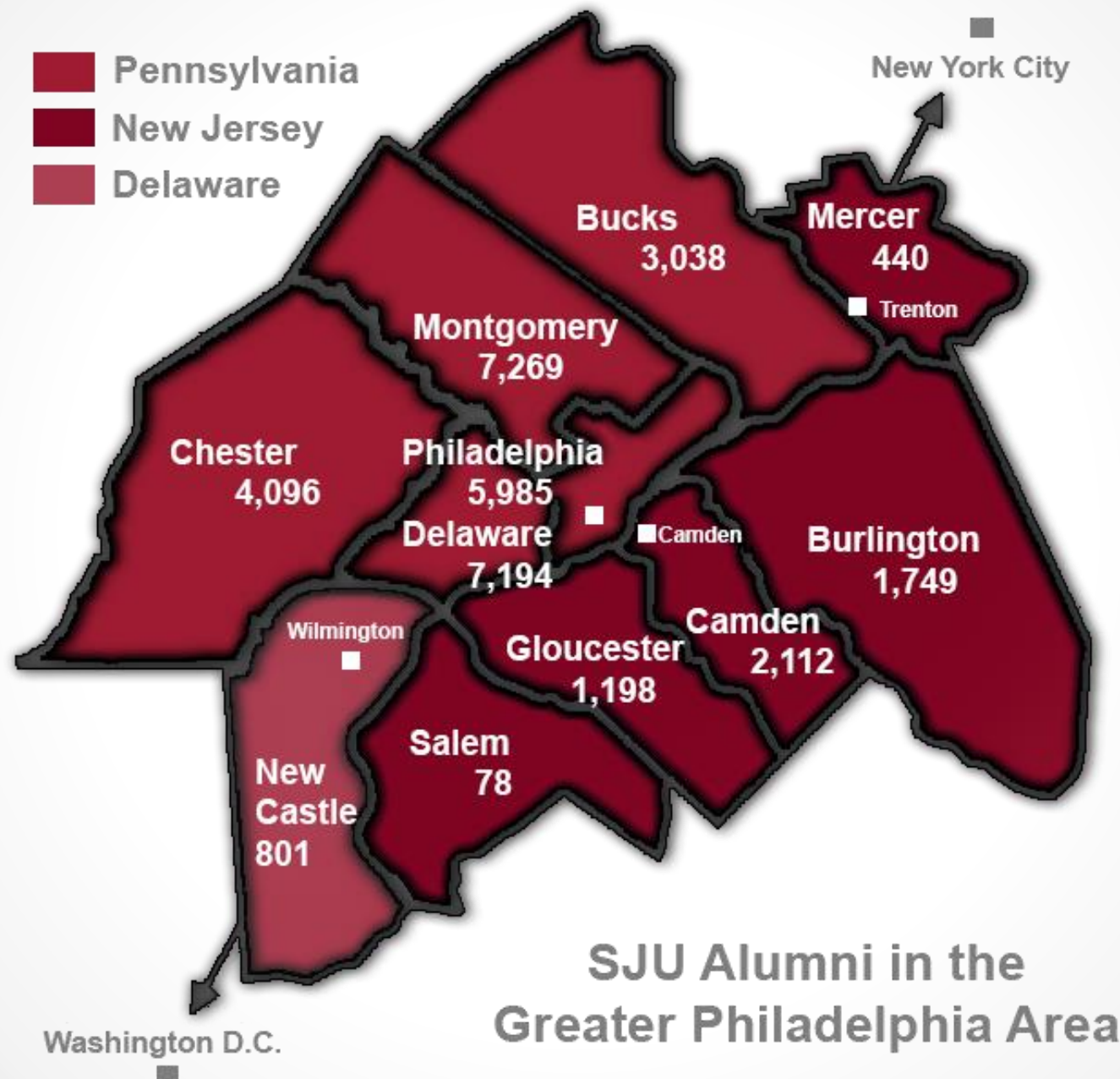
Age

- 17% of known birthdays
- 30's: 24%
- 40's: 21%
- 50's: 21%
- 60+: 17%

Marital Status

- Unknown: 43%
- Married: 30%
- Single: 24%
- Other: 3%





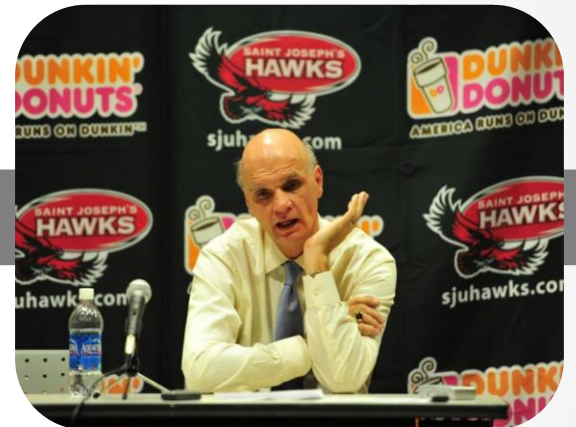
SAINT JOSEPH'S ATHLETICS

- Member of the Atlantic 10 Conference
- Division I – Non Football
- Twenty (20) Varsity Sports
- Nickname: “The Hawks”
- Primary Sports Venue – Hagan Arena (4,200 seating capacity - pictured below)
- Member of Philadelphia’s “Big 5” Group of Basketball Schools



HAGAN ARENA SIGNAGE

Highly visible signage during all events in Hagan Arena including all Men's and Women's Basketball home games and approximately 150 campus events each year.



OLYMPIC SPORT SIGNAGE

Prominent signage displayed during SJU Olympic sports home athletic events



RADIO AND TELEVISION BROADCASTS

- Saint Joseph's produces and televises a minimum of three (3) home men's basketball games per season through its partnership WPHL 17. Additional games are broadcast on Comcast Sports Networks and NBC, CBS and ESPN affiliate networks
- Saint Joseph's men's basketball games are carried on Philadelphia station 610 AM Sports Radio.
 - :30 commercials, live reads, vignettes and opening/closing billboards during all broadcasts
- Hawk Talk Radio Show will broadcast ten (10) episodes per year on 610AM Sports Radio.
 - :30 commercials, live reads, vignettes and opening/closing billboards during all broadcasts



CAMPUS EVENT ACTIVATION

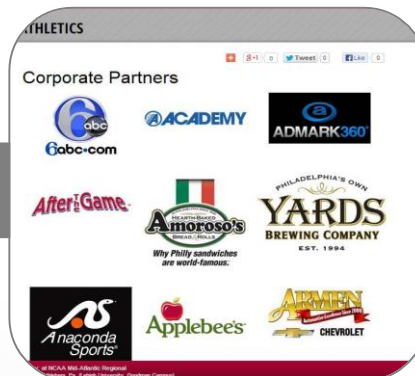
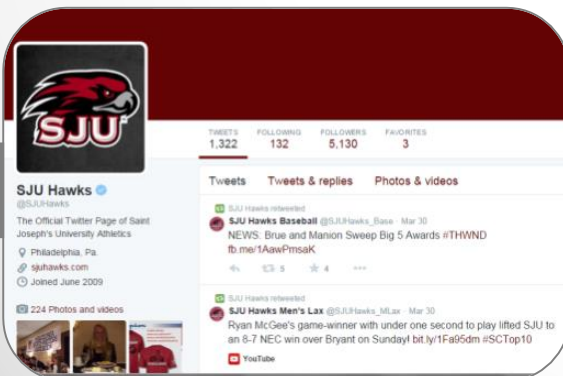
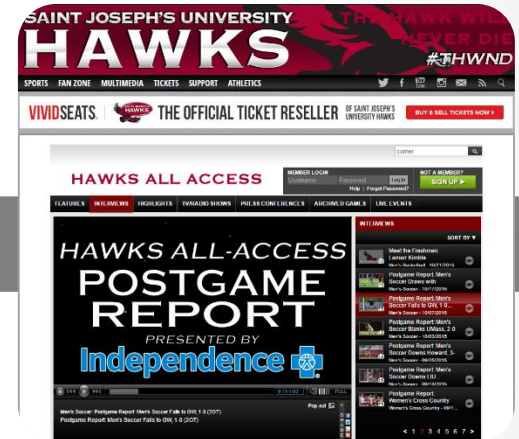
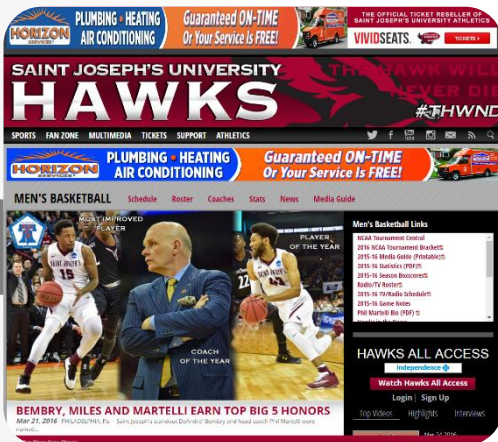
On-site promotional activation elements during SJU home athletic events



DIGITAL AND SOCIAL MEDIA

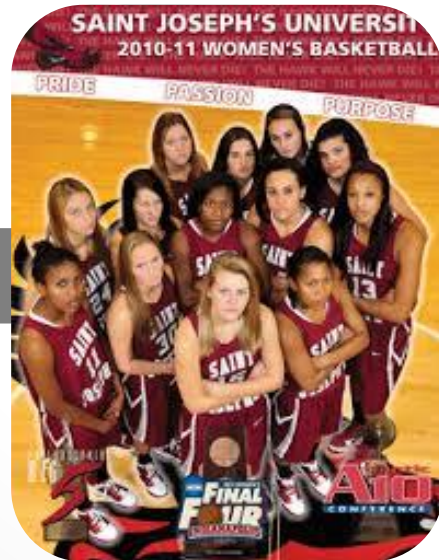
Integration into the SJUHawks.com website and social media platform for year-round exposure.

- The site has over 3.5 million page views per year, over 315,000 page views per month and 60,000 unique visitors a month.
- SJU Athletics has an aggregate social media following of 44,000 followers/likes.



GAME DAY PROGRAMS & PRINT MATERIALS

- Full-page print advertisement in the Men's Basketball Game Day Program distributed for free during all home basketball games
- Full-page print advertisement in the Women's Basketball Game Day Program distributed for free during all home basketball games
- Logo recognition on men's basketball, women's basketball and Olympic sports schedule posters/cards/magnets.



CAMPUS ACCESS

- **Students** – opportunities to engage student population on the campus and through non-athletic events at select times during the year
- **Employees** – development of events and programs specifically targeted to increase visibility of our corporate partners to SJU employees and their families
- **Alumni** – Access to events and marketing programs specifically targeting the SJU alumni, with a focus on those living and working in the greater Philadelphia area



ADDITIONAL BENEFITS

Access to game day tickets, pre-game hospitality, golf outings and campus-wide events for clients, employees and families



Thank you!

Tim Curran

Vice President
tcurran@sjuas.com
(610) 660-1702

Drew Nelson

Director of Sales
dnelson@sjuas.com
(610) 660-1138

Paul McGann

Marketing Coordinator
pmcgann@sjuas.com
(610) 660-2580

