



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

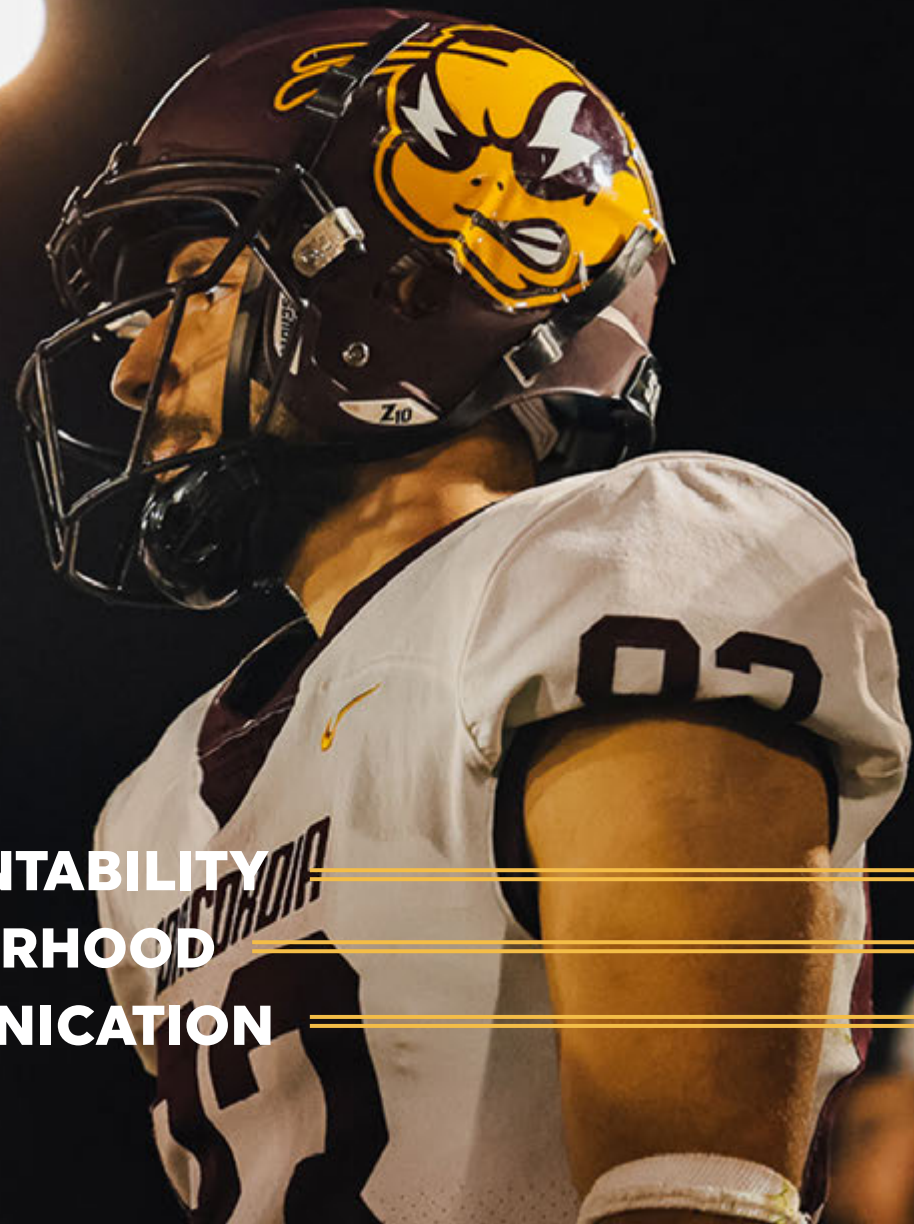
LE GYM

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

**SPORTS BUILD BRAND AFFINITY THROUGH
EMOTIONAL MOMENTS**

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

**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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