



CSU MEN'S LACROSSE

SPONSOR KIT



***THE COLORADO STATE UNIVERSITY MEN'S
LACROSSE PROGRAM INVITES YOU TO BE A
SPONSOR FOR THE UPCOMING 2026 SEASON.***

***YOUR CONTRIBUTION HELPS OUR PROGRAM
BUILD THE AWARENESS AND EXCITEMENT
AROUND THE TEAM.***

OUR MISSION

To provide a high-quality lacrosse opportunity while enriching the lives and experiences of players, families and coaches who come through our program.

OUR VISION

To provide valuable leadership, teamwork and collaboration opportunities for players, coaches, parents, alumni and the university.



PROGRAM BACKGROUND

The CSU Rams Men's lacrosse competes in the Rocky Mountain Lacrosse Conference (RMLC) of the Men's Collegiate Lacrosse Association (MCLA).

THE MCLA HAS OVER 100 UNIVERSITIES:

Universities across the US participate in the MCLA, including Colorado, Oregon, Texas, USC, Arizona State, Arizona, BYU, Florida, Florida State, Georgia, Tennessee, Auburn and Boston College.

**Colorado State has won six national championships,
the most among all teams in the MCLA.**

VIEWERSHIP STATS

LIVE STREAM VIEWS

Average viewership / game: 4,282

Average viewer duration / game: 47 minutes

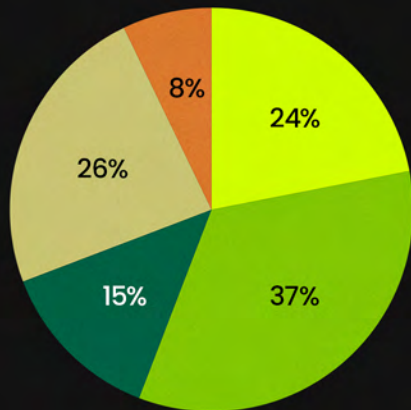
ON-DEMAND REPLAYS

For 2025 season: 5,897

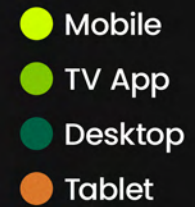
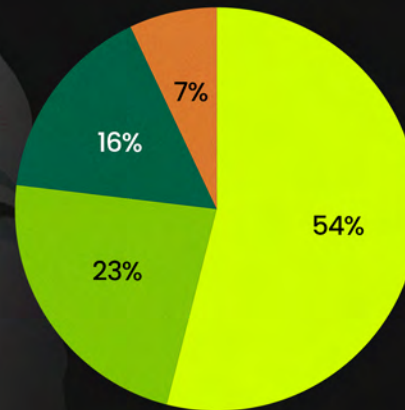
For the 2024 season: 4,978



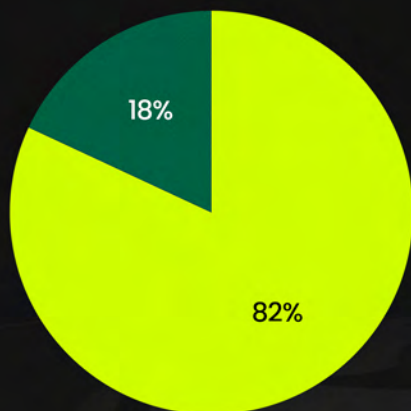
Age



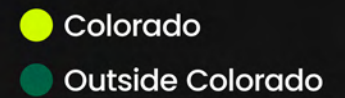
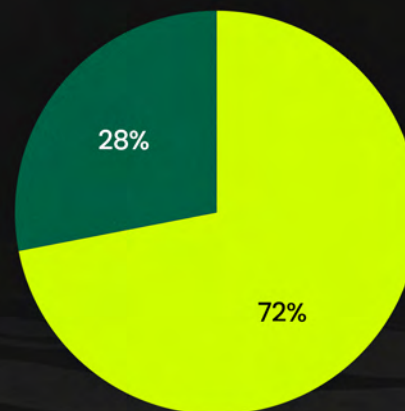
Devices



Gender

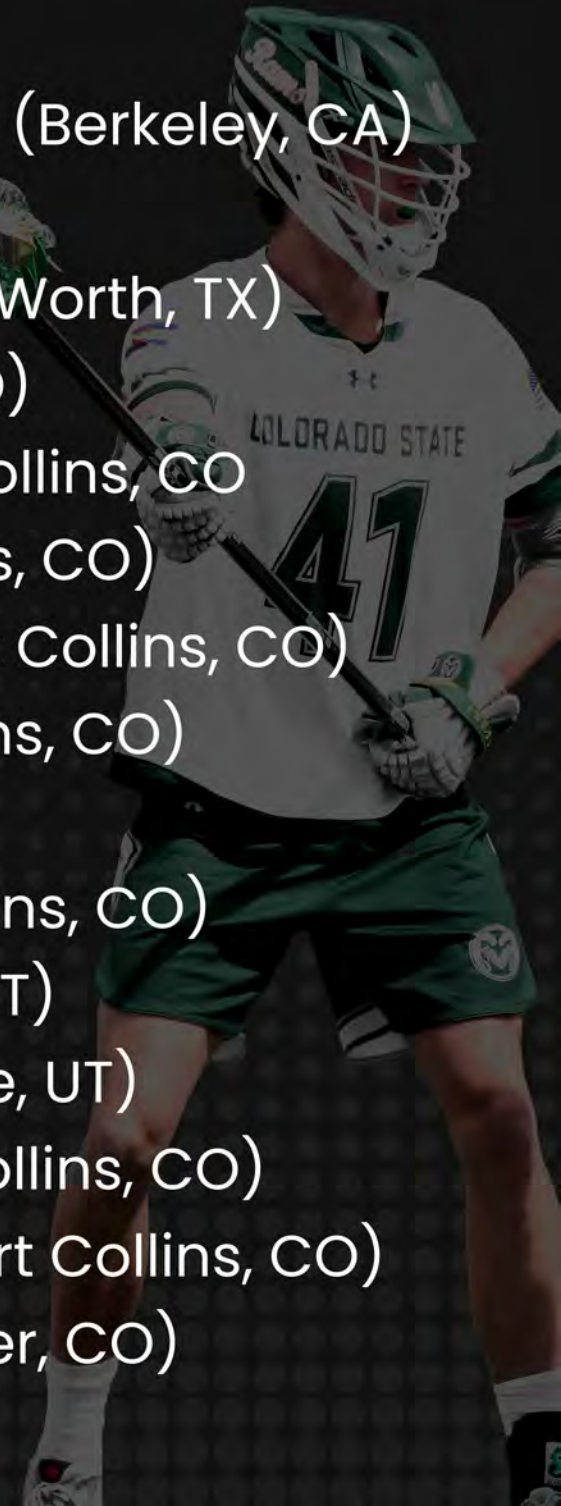


Geography



2026 SCHEDULE

-  @ Santa Clara (Santa Clara, CA)
-  @ University of California Berkeley (Berkeley, CA)
-  @ University of Texas (Austin, TX)
-  @ Texas Christian University (Fort Worth, TX)
-  vs Boston College (Fort Collins, CO)
-  vs Arizona State University (Fort Collins, CO)
-  vs University of Florida (Fort Collins, CO)
-  vs San Diego State University (Fort Collins, CO)
-  vs Chapman University (Fort Collins, CO)
-  vs Cal Poly (Fort Collins, CO)
-  vs Boise State University (Fort Collins, CO)
-  @ University of Utah (St. George, UT)
-  @ Utah Tech University (St. George, UT)
-  vs Utah Valley University - (Fort Collins, CO)
-  vs Brigham Young University - (Fort Collins, CO)
-  @ University of Colorado - (Boulder, CO)



SOCIAL MEDIA

Broadcast, streaming, and game information will be promoted across our social media, and media kits will be sent to local outlets and sports content accounts weekly.

Instagram: 5,800+ Followers

X: 4,600+ Followers

Facebook: 2,600+ Followers



Beginning in 2026, we will also be promoting our content on YouTube and TikTok.



BROADCAST INFORMATION

Professional commentary is done by Marty Cesario, who has done broadcasts for teams like the Denver Broncos, Colorado State football, and the Colorado Mammoth. Patrick Sullivan is our color commentator, a former player for the CSU Men's lacrosse team who brings his vast knowledge about the game of lacrosse.

Opposing team's fan bases will also be able to watch the games live.



GOLD SPONSOR

Per Game

- Logo on Social Posts (Gameday, Halftime & final scores, Player of the game)
- Logo displayed in the game broadcast
 - Aerial Coverage
 - Halftime recap and stats
 - Past game results & upcoming games
 - Billboard
 - Impact Players
 - Keys to the Game
 - Starting lineup
 - Closing thank you announcement from the broadcasters for being a sponsor
- Logo on our website for the entire season
- Sponsoring a hole at the 2026 CSU lacrosse golf tournament in September

SILVER SPONSOR

Per Game

- Logo displayed in the game broadcast
 - Aerial Coverage
 - Past game results & upcoming games
 - Billboard
 - Impact Players
 - Keys to the Game
 - Starting lineup
 - Closing thank you announcement from the broadcasters for being a sponsor
- Logo on our website for the entire season
- Sponsoring a hole at the 2026 CSU lacrosse golf tournament in September

BRONZE SPONSOR

Per Game

- Logo displayed in the game broadcast
 - Aerial Coverage
 - Past game results & upcoming games
 - Billboard
 - Impact Players
 - Keys to the Game
 - Starting lineup

SPONSORSHIP ***A LA CARTE***

SOCIAL SPONSOR: 4 GRAPHIC POSTS, 2 STORY UPDATES

- Game day graphic (posted 1-2 days prior to games)
- Halftime / final score graphics
- Player of the game graphic
- 1st quarter / 3rd quarter intermission story updates

AERIAL COVERAGE SPONSOR

- Mentioned & displayed 3+ times throughout the game

HALFTIME RECAP & STATS SPONSOR

- Mentioned and displayed during the majority of the halftime broadcast

RECAP & SCHEDULE SPONSOR

- Mentioned & displayed 3+ times throughout the game

BILBOARD

- Mentioned & displayed 4 times
- Opening faceoff & beginning of each quarter

TV COMMERCIAL SPOT

- Shown 3+ times during game breaks

IMPACT PLAYER SPONSOR

- Mentioned & displayed at the start of the game

KEYS TO THE GAME SPONSOR

- Mentioned & displayed at the start of the game



STARTING LINEUP SPONSOR

- Mentioned & displayed at the start of the game

THANK YOU & CLOSING SPONSOR

- Thanked by the commentators at the close of the broadcast for being a sponsor

2026 GOLF TOURNAMENT SPONSORSHIPS

- Hosted by the Colorado State Lacrosse Alumni Association (CSULAA)
- Tournament, course, and hole sponsorships

2026 WEBSITE & BLOG SPONSORSHIPS

- Program leaderboards header "Powered by" + Logo (2+ Pages)
- News & blog posts (contact for packages)
- Website "Sponsored by" + Logo on website footer



***THANK YOU! IF YOU'RE INTERESTED IN
SUPPORTING THE PROGRAM, GIVE US A
SHOUT AT OPERATIONS@CSULACROSSE.COM***