



NORTHERN ILLINOIS UNIVERSITY

## College of Law

### NIU COLLEGE OF LAW STUDENT BAR ASSOCIATION ANNUAL CASINO NIGHT – OCTOBER 7<sup>th</sup>, 2022

#### PAMPHLET ADVERTISING

##### **OPTIONS Pamphlet Sizing and Dimensions:**

Pamphlets for Casino Night are printed on 8.5 x 11 paper and are folded in half. One page of a pamphlet measures 5.5 X 8.5. We anticipate that 300 pamphlets will be printed for this event.

##### **Pamphlet Sponsorship Options:**

- *List Yourself as One of Our Sponsors in Our Thank You Section . . . \$25*
  - In our pamphlet for Casino Night, we will have a thank you section that lists all of our sponsors. All businesses listed will be written in 10-point font. Have your name listed in our pamphlet as one of our sponsors.
  
- *Describe Your Business in 100 Words . . . \$40*
  - Take the opportunity to describe and advertise your business to Casino Night attendees in 100 words or less. This advertisement will be written in 10-point font.
  - Purchase of a 100-word description includes being listed in the thank you section of our pamphlet with no additional charge.
  
- *1 X 1 Image or Logo to Accompany Your Text Advertisement . . . \$25*
  - Add an image to your business description to make your advertisement pop.
  - Purchase of a 1 x 1 image to accompany your description includes being listed in the thank you section of our pamphlet with no additional charge.
  
- *Up to 1/2 of a Page Advertisement . . . \$60*
  - Advertise your business on a half of a page with a combination of text and images of your own design.
  - Purchase of a half-page advertisement includes being listed in the thank you section of our pamphlet with no additional charge.
  
- *Full Page Advertisement . . . \$85*
  - Advertise your business on a full page with a combination of text and images of your own design.
  - Purchase of a full-page advertisement includes being listed in the thank you section of our pamphlet with no additional charge.
  
- *Color Advertisement Add-On . . . \$10*
  - Please specify if you would like your printed advertisement to appear in color. There is an additional charge of \$10 for color-printed advertising.



NIU COLLEGE OF LAW STUDENT BAR ASSOCIATION  
ANNUAL CASINO NIGHT – OCTOBER 7<sup>th</sup>, 2022

**DIGITAL DISPLAY ADVERTISING OPTIONS**

**Digital Display Sizing and Dimensions:** There will be a 65-inch television located in the main area of the event. We will display a PowerPoint presentation that showcases your advertisement on a rotational basis. The image will be displayed on the screen for 15 seconds. The event lasts from 7:00 p.m. to 10:00 p.m. However, the event will most likely continue for a fourth hour until 11:00 p.m. to allow enough time for prizes to be announced and distributed. We are limiting digital display sponsorship to 10 sponsors to allow all sponsors to maximize their time displayed.

**Digital Display Costs:**

- *Digital Display Cost . . . \$150*
  - Please submit your advertisement formatted in a PowerPoint slide to Paige Gors at niu.sbamedia@gmail.com.
  - Please carbon copy sba.niu@gmail.com.
  - Purchase of a digital display advertisement includes being listed in the thank you section of our pamphlet with no additional charge.

**CASINO TABLE ADVERTISING OPTIONS**

**Casino Table Signage Sizing and Dimensions:** The event boasts 8 casino tables. There will be 4 blackjack tables, 2 poker tables, 1 craps table, and 1 roulette table. Each table is available for purchase for sponsorship. Signs will be posted on each table that state "Sponsorship of this table is courtesy of. . ." We will then include the name of your business or an image or logo of your choosing. The advertisement will be printed on an 18 x 24 in poster board. The only exception is our roulette table, which is double the size of the other tables. This table has the option for two advertisements, one on either side.

Purchase of a casino table advertisement includes being listed in the thank you section of our pamphlet with no additional charge.

- *Blackjack Table Purchase . . . \$200*
- *Poker Table Purchase . . . \$200*
- *Craps Table Purchase . . . \$200*
- *Roulette Table Purchase . . . \$250 for both advertisements or \$150 for one*



NORTHERN ILLINOIS UNIVERSITY

College of Law

**NIU COLLEGE OF LAW STUDENT BAR ASSOCIATION  
ANNUAL CASINO NIGHT – OCTOBER 7<sup>th</sup>, 2022**

**RECOMMENDED RAFFLE DONATIONS**

Casino Night brings together alumni and current students for a night of games and raffles aimed at helping the association raise money for the groups we support. We hope that you will consider making a donation to the success of our event, such as gift cards, merchandise, or monetary contributions.

**Raffle Prize Structure:** Attendees of our event are awarded raffle tickets, which can be entered for a chance to win a variety of prizes and bundles at the end of the night. Below is a list of recommended donations

**Raffle Prize Alternative:** If you are willing to donate towards a raffle prize but are unable to decide which raffle prize to donate, you may forward funds to the SBA and direct the association as to what you would like your donation to fund.

- Tickets to a Chicago Bears game
- Tickets to a Chicago Cubs game
- Tickets to a Chicago White Sox game
- Tickets to a Chicago Blackhawks game
- Tickets to a Chicago Fire game
- Chicago Architectural Boat Tour Tickets
- Pinot & Picasso (a/k/a Pinot's Palette)
- Gas gift cards
- Metra 10-rides from Elburn to Chicago
- Vistaprint gift card – for the purchase of business cards
- Professional headshots with a photographer
- Gift cards for food establishments
- Handmade crafts (e.g. blankets, gloves, hats, scarves, etc.)
- Assorted healthcare or personal care items basket
- Assorted foods basket
- Law related items basket (e.g. treatises, statutory volumes, etc.)



NORTHERN ILLINOIS UNIVERSITY

## College of Law

### NIU COLLEGE OF LAW STUDENT BAR ASSOCIATION ANNUAL CASINO NIGHT – OCTOBER 7<sup>th</sup>, 2022

Casino Night 2022 Order

[September \_\_, 2022]

**BILL TO**

[Name of Business]

[Street Address]

[City, State, ZIP]

**SHIP TO**

Attn: Paige Gors  
151 Swen Parson Hall

Dekalb, IL 60115

**INSTRUCTIONS**

(1) Please submit your advertisement to Paige Gors at [niu.sbamedia@gmail.com](mailto:niu.sbamedia@gmail.com)

(2) Please carbon copy [sba.niu@gmail.com](mailto:sba.niu@gmail.com).

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
	List Yourself as One of Our Sponsors in Our “Thank You” Section	\$25	
	Describe Your Business in 100 Words	\$40	
	1 X 1 Image or Logo to Accompany Your Text Advertisement	\$25	
	Up to 1/2 of a Page Advertisement	\$60	
	Full Page Advertisement	\$85	
	Color Advertisement Add-On	\$10	
	Casino Night 65-inch Digital Display	\$200	
	Blackjack Table	\$200	
	Poker Table	\$200	
	Craps Table	\$200	
	Roulette Table Single	\$150	
	Roulette Table Double (Discounted)	\$250	
	[Raffle Prize to be Donated and Description Here]	[\$ Value]	
	[Insert Value Donated for SBA to Purchase a Raffle Prize on Your Behalf]	[\$ Value]	

**SUBTOTAL** \$ [ ]

**SALES TAX** \$0

**TOTAL DUE BY DATE** \$ [ ]

Checks can be made to “NIU SBA”  
Thank you for choosing to sponsor our 2022 Casino Night!