



ENJOY LUNCH WITH LEGENDS!

Live in-person interviews at the Big Red Brunch with Husker personalities at the Tiburon Golf Club

August – November | 11:00 a.m. to 12:30 p.m.

Lunch with legends includes a hearty brunch for attendees coupled with live interviews with former Husker athletes, coaches, or keynote speakers from some of Nebraska notable personalities.

Other activities include a putting challenge with Husker guests, photo opportunities and in-person dialog following the event.

EMCEE

Mike'I Severe



With over thirty years of experience on television and radio, **Mike'I Severe** will return to host the Big Red Brunch, a role he has enjoyed for several years.

VENUE

Tiburon Golf Club & Banquet Facility



For the fourth consecutive year, the Big Red Brunch will be held at the Tiburon Golf Club & Banquet Facility conveniently located off I-180 at HWY 370 on 168th Street. Tiburon features a 27-hole golf course and full service restaurant with entertainment settings.

PARTICIPATION BENEFITS:

MEDIA EXPOSURE:

Sponsors receive exposure through a multitude of promotional channels including social media, digital and print advertising, and websites depending on the level of participation.

COMMUNITY ENGAGEMENT:

Receive direct interaction with a community of loyal fans, including VIP experiences for sponsors and guests.

BRAND ALIGNMENT:

Experience direct association through events with community support, collegiate athletics, and local legendary stars.

PROMOTION

A blend of Digital, Traditional and Social Channels

Omaha.com boasts over 3 million page views per month. Digital campaigns including high-impact reveals and other standard digital ad units promote the event July through November. Half and/or full page ads publish regularly promoting ticket sales and upcoming guests. Email campaigns (20K recipients) and social posts are scheduled prior to each event announcing upcoming dates and guests.



DATES:

11:00 a.m. to 12:30 p.m.

- Thursday, August 7
- Friday, September 5
- Friday, September 26
- Friday, November 21



REACH:

- Husker fanatics
- Men 45+
- HH income \$100K & up
- Highly educated
- Omaha metro market

Omaha.com

Omaha World-Herald

**HUSKER
EXTRA**



Lunch with LEGENDS



TITLE SPONSOR

Investment: \$25,000

1 AVAILABLE

- Logo included in event logo and lead of all marketing materials
- Logo name on event signage (entry)
- Logo name on event signage (stage)
- Live read at the event opening and close (can be delivered by company, or on behalf of)
- Full table at each brunch (8 people)
- Title logo and namesake included in full marketing campaign, pre and post event (includes traditional and digital advertising, estimated value \$25K)
- Data share from all opt-in event attendees
- Advertising in the Omaha World-Herald and on Omaha.com (125K premium reveals, 100K standard digital impressions and 3 half page ads - \$15,000 value (to be used before Dec. 31, 2025))

SUPPORTING SPONSOR

Investment: \$8,000

3 AVAILABLE

- Logo inclusion on all major marketing assets as a supporting sponsor including pre and post event July through November (traditional and digital, estimated value \$25K)
- Logo name on event signage (entry)
- Full table at each brunch (8 people)
- 2 Tickets to one Husker Home Game
- 2 Players on a Foursome at the Team Jack Golf Classic (2026) (Fifth annual golf scramble organized by former Nebraska players to support childhood brain cancer research)
- Advertising in the Omaha World-Herald and on Omaha.com (75K premium reveals, 50K standard digital impressions and 3 half page ads - \$12,000 value (to be used before Dec. 31, 2025))

To participate in this exclusive annual event contact your account representative or email...

Andrew Gassman, Vice President of Sales
Andrew.Gassman@Lee.net

T-SHIRT SPONSOR

Investment: \$5,000

1 AVAILABLE

- 500 t-shirts will be printed and shared with attendees at each brunch, design will include your logo / namesake
- Live mention at each event for your contribution
- Half table at each brunch (4 people)
- Advertising in the Omaha World-Herald and on Omaha.com (50K premium reveals, 50K standard digital impressions and 3 quarter page ads - \$7,500 value (to be used before Dec. 31, 2025))

BRUNCH AND BEVERAGE SPONSOR

Investment: \$7,500

EXCLUSIVE

- Logo inclusion on all marketing assets as a supporting sponsor
- Logo / name on event signage (Brunch Buffet)
- Logo / name on event signage (Bar)
- Full table at brunch (8 people)
- Advertising with Omaha World-Herald & Omaha.com (100K Premium Reveal, 50K Standard Digital Ad Impressions and 3 Half Page Ads - \$11,250 Value to be used before Dec. 31, 2025)

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CONT'D.



OFFICIAL AUTO DEALER

Investment: \$7,500

EXCLUSIVE

- Logo / Display vehicles in front of Tiburon Banquet Facility
- Logo / name on event signage (entry)
- Full table at brunch (8 people)
- "Driving the Play" brought to you by [Auto Dealer].
Celebrity athletes record a .30 video message about career highlights, key moments, certain plays or game day rituals, at each event (3).
- Advertising with Omaha World-Herald & Omaha.com
(100K premium reveals, 50K standard digital ad impressions and 3 quarter page ads - \$8,250 value (to be used before Dec. 31, 2025))

BRUNCH BITES

Investment: \$4,500

EXCLUSIVE

"Brunch Bites" are short videos from each Big Red Brunch posted on the Omaha World-Herald's social and YouTube channels.

- Logo inclusion on all "Brunch Bite" videos
- Minimum 3 videos posted from each brunch
- Company name tagged and mentioned in each "Brunch Bite" social media post on the Omaha World-Herald's account
- Half table at each brunch (4 people)
- Advertising with Omaha World-Herald & Omaha.com
(20K standard digital impressions and 3 eighth page ads - \$2,400 value (to be used before Dec. 31, 2025))



HUSKER FAN ZONE SPONSORSHIP

Investment: \$2,000 (ea.)

CHOOSE FROM:

- 1) Trivia Sponsor
- 2) Q&A Sponsor
- 3) Putting Challenge Sponsor
- 4) Raffle Prize Sponsor

- Name / logo displayed on banquet facility projection screens as activity begins
- Opportunity to include self-promoting giveaway items
- Half table at each brunch (4 people)
- Advertising with Omaha World-Herald & Omaha.com
(20K standard digital impressions and 3 eighth page ads - \$2,400 value (to be used before Dec. 31, 2025))

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