

California Community Colleges
Commission on Athletics Corporate Partnership Program

SUSTAINED COMPLIANCE COMMITMENTS TO COA PARTNERS
A review of how the COA services its stable of partners

The Commission on Athletics (COA) corporate partnership program is unique because of its unprecedented philosophy of sponsor servicing. The COA understands that companies engaged in sponsorship marketing in its truest sense are only interested in how the sponsorship can be leveraged to reach selling and other tangible objectives. Our one-word mission statement is 'absolutely.' That one-word is our answer to all sponsor ideas. Period.

The COA prides itself on being unique. We know of no other similar organization that consistently tries to over-deliver services to benefit its sponsors and embraces the following principles:

1. Offering good value for the money
2. Service after the sale aimed at sponsor ROI
3. Market research support and related measurement efforts
4. Expertise in helping sponsor leverage properties
5. Responsiveness to sponsor needs
6. Integration and intervention to ensure compliance by end-user

These principles ensure sponsor renewal and build relationship 'equity' with COA sponsors.

Compliance by member colleges is an ongoing focus of the COA's partnership program. We've developed brochures defining the important role each local college possesses and a special committee designed to increase the compliance rate by local colleges. The committee members - dubbed 'conference generals' - represent each COA conference and are responsible for increasing the rate of compliance by local colleges with COA partner programs.



The following is intended to illustrate the COA's unique, unprecedented commitment to sponsor servicing from the COA system wide office (state), COA conferences (regional) and COA member colleges (local):

DAILY SERVICES:	
<i>Telephonic</i>	24-Hour response or less to sponsor inquiry or issue; immediate integration of sponsor task into next biz day workload
<i>Electronic</i>	Immediate distribution via global fax or group email to conference and college decision makers. We regularly send information to presidents, VPs, purchasing directors, business officers, athletic deans, athletic support staff and athletic coaches
<i>Designations</i>	As a partner of the COA, sponsor receives category exclusivity on all COA print and electronic communications (website, news releases, memorandums, etc.)
<i>Branding</i>	COA letterhead includes sponsor logo, fact sheets, stat forms, program ads, and news releases announcing new services all done within 24 hours of request
<i>In-servicing efforts</i>	Daily outreach to conferences and colleges to ensure timely flow of information from the state office to conference and member college levels
<i>Know how</i>	COA associate commissioner founded the development program; has 20 years experience in servicing partners and has complete authority to implement any sponsor program to eliminate lag time between concept and implementation



WEEKLY SERVICES:	
<i>COA Website</i>	Continuous links, splash pages, updates to promote sponsor services. An ideal place to integrate sponsor branding for our teams, coaches and administrators
<i>Weekly EM updates from AC</i>	Sponsors receive weekly update from the COA associate commissioner regarding status of projects. The emails outline numerous projects and potential collaboration opportunities among and between COA sponsors/partners
<i>Weekly EM to athletic directors</i>	Athletic directors drive compliance at local levels. The COA communicates weekly via group EM to this constituency.
<i>Intervention</i>	As needed, the COA will address sponsor needs via any of the following methodologies: <ul style="list-style-type: none"> ➤ Telephone calls to individual conference and member colleges ➤ Letter-writing to ensure appropriate segments of the college community are aware of COA sponsor services and programs ➤ Direct outreach to college presidents to ensure awareness and endorsement ➤ Cultivation of additional on-campus segments of decision-makers: <ul style="list-style-type: none"> ○ Business officials ○ Student services deans (responsible for athletics) ○ Purchasing directors ○ Sports information/marketing staffs
<i>Philosophy</i>	<i>Can't say it enough</i> – we know what to do first, then next, then last when servicing COA sponsors. We regularly ask sponsors to share their issues, ideas and preferences on a monthly basis to ensure our efforts are on time and on target



MONTHLY SERVICES:	
<i>News releases</i>	Monthly news releases promoting COA partner sent to all member colleges and regional media
<i>Telephonic meetings</i>	Monthly meeting with athletic directors and coaches representing each of the state's nine all-sport conferences
<i>Compliance Efforts</i>	A statewide committee reports to the COA associate commissioner each month. These key individuals are responsible for ensuring compliance by local conferences and member colleges.
<i>Oral reports</i>	Committee members have agenda time and provide oral reports on sponsor programs at monthly conference meetings. COA sponsors are a standing agenda item on all nine conference agendas
<i>Sponsorship Bundling</i>	The COA reaches out to other state and national organizations on a monthly basis to invite their participation in the COA's sponsorship bundling program. The concept is designed to broaden compliance of joint sponsors across organizational membership boundaries – a multi-organization effort to share sponsor funds and sponsor servicing among organizational participants
<i>Care Packages</i>	Each month, the COA is capable of distributing to its conference and member colleges reasonable 'sponsor care packages' that typically include new announcements, incentive program discounts, brochures and special college-specific codes for college personnel to utilize when making travel arrangements
<i>In-servicing</i>	The COA will provide a reasonable number of drive-in, fly-in workshops designed to increase comfort level of college personnel utilizing COA sponsor services and programs



QUARTERLY/ANNUAL SERVICES:	
<i>Quarterly publications</i>	<p>The COA publishes '<i>California's Gold</i>', a high-end newsletter distributed to all 2,200 members of the COA, top 600 CA corporations, and 75 regional media outlets. Designed to showcase COA partners</p> <p>The COA publishes '<i>The Scoreboard</i>', an intrinsic newsletter that includes sponsorship information. The publication focuses on student athlete achievement and new COA programs and services to inform vast membership</p>
<i>Brochures</i>	Distribution of ' <i>everybody win's from COA partnership's</i> brochure, a four-panel piece designed to in-service and educate coaches and other staff of the important role they play in servicing COA partners
<i>Annual convention</i>	Complimentary exhibit space at COA annual convention, the largest gathering of athletic personnel in CA
<i>Annual convention</i>	Branding efforts throughout the three-day event, including sponsorship of the COA's annual scholar athlete awards program and the annual hall of fame induction events
<i>Annual convention</i>	Inclusion of sponsor affinity program information in convention registration packets
<i>Annual convention</i>	Exclusive sponsor opportunity to participate in COA sponsor summit, a general session designed to allow sponsors a formal platform to address convention attendees
<i>Market research</i>	Need data? COA sponsors entitled to up to two annual market research projects. The COA has experience in survey instrument development, fielding, and report generation
<i>Presentations</i>	COA sponsors are entitled to make



	presentations at the COA's annual fall business meeting and spring convention. COA provides this to get sponsors an opportunity to meet face-to-face with member college personnel
<i>Revenue Sharing</i>	The COA pioneered a unique revenue sharing process with the California Community College Athletic Directors Association. The COA shares portion of its sponsor investments with the CCCADA. This stimulates aggressive endorsement and compliance by the CCCADA with its members, who share in the results of COA efforts to attract partners to its system of colleges
<i>Revenue sharing</i>	The driving force behind COA's success is how it utilizes investment funds. Nearly 60% of all sponsor funds are directly returned to COA colleges, which increases compliance. Colleges are reimbursed with sponsor funds for their costs (travel, meals, and lodging) associated with participating in COA state championship events
<i>Branding</i>	Continuous cause-related branding at COA regional and state championship events (85 annually). This includes PA announcements, banners, venue signage, and sponsor opportunities for distribution of premium items to student athletes, coaches, friends and fans attending COA events
<i>Affiliate organizational outreach</i>	The COA supervises seven official affiliate organizations ranging from athletic trainers to athletic directors. In addition, the COA regularly communicates with sport-specific coaches associations, which will comply with our requirements to your products/services.
<i>Annual valuation portfolios</i>	Once each year, the COA publishes a report exclusively for sponsors detailing



	<p>the type and mix of impressions generated for the previous academic year. The valuation statement accurately summarizes the annual impressions generated from the COA partnership and includes samples, collateral elements, and pictures as evidence of completion of tasks outlined in partnership agreement</p>
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