



*California Community Colleges*  
*Commission on Athletics*  
*Partnership Program*  
**COA Alliances, Assets, and Relationships**  
**Select, Key Projects by the COA to Benefit COA**  
**Member Colleges and Student Athletes**

*(As of 11/01/03)*

**PROVIDED:**

- \$37,000 in cash stipends to 74 colleges hosting Hyundai Car Expo in 2000-03
- \$15,000 cash stipends to student athletes hired to staff the Hyundai Car Expo
- \$3,000 in cash to various Associated Students offices as 'sign up' incentive at Hyundai Car Expo
- \$1,500 cash to individual colleges to facilitate start-up of women's badminton
- \$500 cash to colleges (during 1998-2000) reaching the finals of a COA state championship event
- Ball carts and other equipment to colleges hosting volleyball, wrestling, and golf chps
- \$3,750 cash split between three colleges for COA military kiosk program participation
- Donated ice chests, coolers, and cups to colleges hosting state championship events since 2001
- Annual fees (since 2000) for membership in the Center for Study in Sport in Society, National Consortium for Academics in Sports, Women in Sports Careers Foundation, and Citizenship Through Sports Alliance
- \$5,000 cash (2001-2003) to athletic directors association as part of apparel sponsorship with Russell Athletic
- Full-color program covers in 1999, 2000, and 2002-04 to utilize at state championship events
- Contributions to the COA office space fund for possible move in future
- \$225,000 in funding over a three-year period to televise nine state championship events on Fox Sports Net, Fox Sports West2, and DirecTV
- Start-up costs associated with statewide website, coasports.org
- Studio production costs to develop two public service announcements that air in conjunction with Fox telecasts. One PSA is an event welcome to viewers, the other is a student athlete testimonial about the value of participating in community college athletics
- Pre-tournament publicists (\$2,500) in 2000 to help promote regional competition and results
- Costs of state tournament awards and officials each year since 1999 (\$20,000 annually)
- (Jointly with CCLC) costs to purchase PictureTel videoconferencing system allowing members to participate in COA meetings at local sites throughout the state

- Costs associated with purchasing a portable LCD projection unit to use with various groups for reports, breakout sessions, keynote speeches, and sponsor cultivation
- Costs of upgraded signage, banners and other collateral material showcasing sponsors at COA championship events and other COA activities/meetings
- Costs for shipping, on-site servicing, and travel costs of development staff working various COA championship events
- Costs associated with upgrading the COA hall of fame induction and Pepsi scholar athlete program banquets, including the development of video montages, reimbursement for hall inductees for travel, and annually underwrites expenses associated with keynote speakers at COA annual convention
- Costs for development of print and electronic materials (image publication, presentation folders, CD-Rom, demographic profiles, brochures, etc.) to allow the office to formally cultivate corporate prospects
- Various market research efforts requested by corporate partner prospects – nearly ten projects annually for current and prospective COA corporate partners
- A public education campaign with several regional newspapers to launch news rack posters program promoting community college athletics and regional mall displays
- Costs associated with printing ‘*why everybody wins from partnerships*’ brochure distributed to member colleges
- Costs (approximately \$25,000) to establish a computer server network and new work station computers/equipment at the COA office

## **FUNDS ANNUALLY:**

- Portion of hard costs (salary, pension, H/W) for COA executive assistant, COA intern and portion of salary of COA fiscal services staff (ranges from \$60,000 - \$90,000 annually)
- Grant program with the CCC sports information association to provide funding to SID’s staffing COA championship events (\$5,000 annually)
- All meals, travel and lodging incurred by COA associate commissioner
- All sponsor servicing (meetings, strategic reports, marketing plans, roll-out programs, marketing materials, etc.) aspects of COA partners
- All participant costs for meals, travel and lodging at COA’s postconference competition/event managers workshop (since 1999)
- All costs for ‘what every student athlete needs to know’ recruiting brochure
- 35% of COA convention attendee ‘hard costs’ to provide very low registration rate for annual convention annually since 1999
- All costs associated with COA’s athletic recruitment report, published each year since 1998. Various COA committees use the data for decision-making
- \$15,000 in costs associated with publishing ‘California’s Gold’, (circa. 3,000) the COA’s quarterly newsletter targeting CA corporations and sponsorship prospects.

## **COORDINATED:**

- Nine various discount programs of COA partners, including Pepsi, Choice Hotels, FieldTurf, BuzzOnCampus, Russell Athletic, Renaissance Agencies, Heff Jones, Snug Harbor and California Track and Engineering, Inc. Specific details at [www.coasports.org](http://www.coasports.org).
- Narrative for monthly E-newsletter, entitled 'CONTACTSPORTS' publishing time-mandated discounts of COA partners, including discounts on apparel, equipment, and gear for student athletes
- Military kiosk program and cash stipends to colleges hosting kiosk in July-October 2002.
- Various rebate programs with sport coaches associations under umbrella of 'official ball' designations
- The COA's first-ever in-store promotion at Save Mart stores in CA featuring point of sale displays, bottleneck hangers and advertisement in coupon book (circa 450,000 homes) promoting community college athletics
- The in-venue promotion for a \$100,000 field goal 'kick for cash' featuring Pepsi, Blue Diamond and the drawing of a new Hyundai Santa Fe at football championship
- The COA/Pepsi 'campus to communities' vending fundraising program for individual colleges
- 10-20% discounts to colleges via various COA equipment suppliers
- Agreements with Southwest Airlines and United Airlines to offer COA member colleges 5% - 10% discounts on air travel

## **INCREASED:**

- The type and mix of sport specific sponsors (\$40,000 net in 1997 to \$115,000 in 2003) to include municipal commissions, sports agencies, and foundations
- The type and mix of in-kind contributions to COA championship events to heighten student athlete experience. These include ads, announcements, program covers, banners, product distribution, balls/equipment, venue signage, coolers, ice chests, lanyards and hospitality EZ-up tenting
- And funded the COA SID position to full-time and increased the amount of information being collected and disseminated to CA media
- Secured \$3,000 in additional funds from Pepsi as cash incentive prizes for COA/Pepsi 'campus to communities' vending fundraising program

*COA 2003*

[www.coasports.org](http://www.coasports.org)