



California Community College
Commission on Athletics Partnership Program
**COA Alliances, Assets, and Relationships
Select, Key Projects Annually Undertaken for
COA Partners and Sponsors
2003-2004**

As of November 1, 2003

1. Weekly E-mails to COA membership touting partner/sponsor programs and services
2. Reconfigured links pages on COA website for partners/sponsors
3. Monthly meetings of athletic directors and sport coaches to review obligations of COA conferences and its member colleges
4. Oral reports at all COA conference meetings – 18 meetings annually
5. Coordinated one or two-day campus events for sponsor Car Expo at 34 COA colleges
6. Coordinated incentive contest for Pepsi's '*campus to communities*' vending program
7. Launched hotel discount program with Choice Hotels Corporation for reduced room rates
8. Negotiated reduced costs from partner's servicing colleges for track surfacing, field surfacing, communication systems, uniform purchases, insurance premiums, and textiles suppliers
9. Periodic E-mail briefings to individual coaches under umbrella of COA – nearly 1,800 coaches across 17 sports
10. Launched electronic monthly newsletter, '*CONTACTSPORTS*' targeting purchasing officers, business officials, and procurement departments at member colleges
11. Annual presentations to chief purchasing officers regional organizations
12. Regularly distribute letters to college personnel promoting partners' suite of services
13. Coordinated series of workshops on long term care and student athlete internship programs at selected COA colleges
14. Coordinated the Fall/Spring Faculty and Staff auto purchase discount program at 103 California community colleges - distributed 83,000 sequential brochures
15. Launched a cause-related marketing program at all 55 California dealerships promoting community college Faculty – included themed promotions, window clings, etc.
16. Directed first-ever in-store point of sale display in December with Blue Diamond Growers, Pepsi and Hyundai to enhance visibility of football championship. All 53 Save Mart stores in Central Valley participated with manufacturer's coupon, bottleneck hangers, and display materials
17. Signed agreement with Fox Sports West to televise in western states the COA football championship, women's basketball championship, men's basketball championship, and track and field – exposed nearly five million CA residents to community college championship events
18. Continued agreement with VIMA Productions to distribute telecasts to 35 additional cable stations composing the COA TV Network – stretches from San Diego to Redding
19. Coordinated two regional mall exhibits promoting Hyundai and COA at selected COA championships
20. Expanded www.coasports.org to include links to each COA conference and its roster of member colleges - website receives 350,000 visitors monthly
21. Coordinated 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
22. Partnering with Chancellor's Office - Community College Foundation on integrating COA sponsors with community college purchasing directors

23. Integrated cause-related marketing elements in all championship events which has resulted in higher attendance by general citizenry and more effective sponsor servicing
24. Undertook a public education campaign with several regional newspapers to launch news rack posters program promoting community college athletics and regional mall displays
25. Annually coordinates state's only convention and expanded program to include classified personnel, eligibility clerks, chief executive officers, student services professionals and chief business officials. Convention includes annual hall of fame induction banquet honoring alumni, contributors and featuring remarks by COA corporate partners
26. Continuing cultivation of alumni, key business leaders for COA Foundation and will launch a series of foundation summits in summer 2004
27. Continue to reach out to external business leaders in state – expect to meet with another 50 corporate executives to secure new alliances and partnerships
28. Conducted sixteen (16) market research surveys to identify issues, preferences, trends and decision-makers within various segments of the college community. Result is fresh, robust data for decision-making.

COA 2003-04
www.coasports.org