



Commission on Athletics
SAMPLE
SUMMARY OF IMPRESSIONS
Projected Benefits For Your Company
(Based on a \$35,000 annual investment)

Featuring
 Daktronics, Inc. (DAKT)

SAMPLE

- TANGIBLE BENEFITS

Benefit Description	Amount and/or impressions
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Sponsorship at COA Championships

• 17 championships in 2001-02 (115,000 x 17 – state/reg comb.)	1,955,000
• print media (quantity x circa)	2,234,588
• banners (65,400 gate + 3,000 athletes/coaches x 4 per event x 4 times)	1,094,400
• public address announcements (92 total x 65,400 gate)	6,016,800
• souvenir program covers (18 impressions x 3,321 x 17 chps)	956,448
• vehicle displays (football, basketball, baseball) (38,445 x 3)	115,335
• ticket backs (3 events @ 4,500 x 4)	54,000

Element Subtotal: 12,426,571

COA Statewide Television Network/Fox Sports Telecasts

• statewide television/three telecasts/sponsorship	
• <u>total expected viewership</u> in state of three telecasts	2,390,000
• Daktronics commercials (4 per telecast x 75% of viewership x 3)	
• On-air mentions by talent (9 frequencies estimate x 50% x 3)	3,585,000
• Graphics, dasher boards, on-screen scoreboard logos	3,000,000
• On-air interviews by staff promoting Daktronics	1,600,000

Element Subtotal: 10,575,000

COA Annual Convention (three days each March)

• video system exhibit display on site	2,970
• sponsorship of convention program booklet	6,000
• sponsorship of hall of fame and student honors luncheons	2,000
• inclusion of logo in registration brochure	50,400
• inclusion in convention newsletter promoting registration	4,000
• press release announcing convention, special events	8,000
• website section promoting convention	18,000
• two banners in two ballrooms	19,200
• cold air balloon in two ballrooms	9,600
• banners in ballroom for general sessions	3,600
• acknowledgment announcements of key DAKT staff in attendance	2,700
• door prize drawings at two evening socials	10,200
• presentation at COA MC, Board, CCCADA meetings	1,200
• inclusion of DAKT brochures in registration packets	4,800
• announcement of convention participation in <i>The Scoreboard</i> publication	140,000

Element Subtotal: 282,670

Website Presence (coasports.org)

- COA website home page virtual banner with link to DAKT 480,000
- sponsorship news release 90,000
- 9 sport pages featuring virtual banners with "hot link" to DAKT 810,000
- DAKT (shared) media fact sheets for 17 COA chps 420,000

Element Subtotal: 1,800,000

News Releases, Media Fact Sheets of Advance Publicists

- sponsorship news release 6,000
- fact sheets, advance media advisories 38,556
- fact sheets for 17 championships 48,000

Element Subtotal: 104,556

Letterhead Logo and Company Name

- creation of DAKT logo on news release letterhead
(40+ releases annually x 2,000 per plus media) 80,000
- external memorandums to membership with template 11,610

Element Subtotal: 83,610

California's Gold Corporate Newsletter

- September 2001 issue (up to five articles or insert) 46,000
- February 2002 issue (four articles) 36,000
- June 2002 feature articles (four articles) 36,000

Element Subtotal: 118,000

Auxiliary COA Cross Pollination Categories

- Annual Hall of Fame Induction Banquet 3,400
- Annual Celebration of Scholar Athlete Induction 4,100

Element Subtotal: 7,500++

The Scoreboard Newsletter (quarterly)

- September 2001 issue 3,800

Element Subtotal: 3,800

- **Projected Annual Impressions Generated: 60,913,405.**

*Report Prepared
by the COA
Copyright 2001*

INTANGIBLE BENEFITS	<ul style="list-style-type: none"> • Right to use Daktronics NAME in advertising, packaging and promotion • Designations: “Official sponsor of game, “Official/Proud Partner”; Official “Product/Service” • Right to develop and use composite logo
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- INTANGIBLE RANKING

Criteria	Comments/Rank
Prestige of Affiliation	Premier, largest statewide governance system in higher education
Recognizability/Awareness	System is well known; one of 10 Californian’s has or is attending a California community college
Category Exclusivity	Daktronics receives exclusivity in sponsorship category
Level of Audience Interest	Informal research; high degree of propensity of system to support COA sponsors with purchasing decisions. Consistent in-service by COA with 103 member colleges to ensure compliance of sponsor products and services.
Ability to Activate	Daktronics can tie purchase of its product to discounts, may conduct third-party promotions with approved retailers/dealers
Networking Opportunities	Daktronics cross pollination opps exist with other COA corporate partners
Newsworthiness	450 Media credentials issued in 2001-02 for all 17 COA championships
Established Track Record	Consistent growth and success since 1947, the COA is the only legislatively-mandated entity responsible for the administration of intercollegiate athletics programs at California’s 107 community colleges. Known by many as the COA, the Sacramento-based office oversees nearly 100 postconference competition events on an annual basis and oversees nearly 30,000 student athletes and 2,000+ members

Verification Documents Received	Sponsor requires the valued property to provided detailed documentation and back-up		
YES ■	NO <input type="checkbox"/>	Copies of all publications and collateral materials with sponsor logos, ads or editorial features (e.g., souvenir program, schedules, newsletters)	
YES ■	NO <input type="checkbox"/>	Sample ads (print and electronic versions)	
YES ■	NO <input type="checkbox"/>	Survey results on audience demographics, sponsor acceptance/loyalty and recall	
YES ■	NO <input type="checkbox"/>	Details on TV/radio package, including: 30 second display ad copies	
YES ■	NO <input type="checkbox"/>	Press clippings from CA media outlets	
YES ■	NO <input type="checkbox"/>	Annual market research reports, including survey instrument, fielding, and aggregate report generation	
YES ■	NO <input type="checkbox"/>	Annual Valuation Statement identifying quantifiable impressions generated during partnership. Generally based on calendar year.	