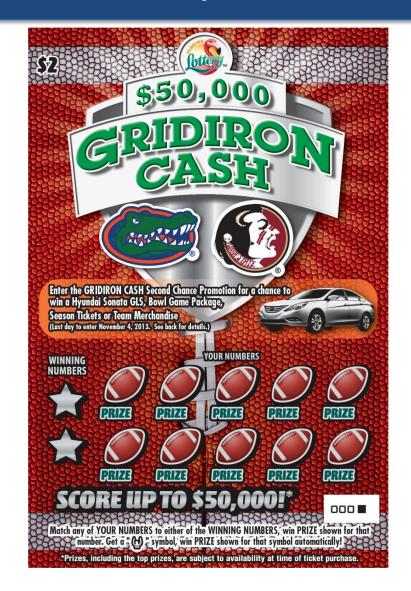
College/University Advertising

Higher Education Committee April 16, 2014

Florida Lottery Instant Game



Industry Survey Results

Lottery	Total # of University Partnerships	Spend	Ad Budget	% of Ad Budget Spent on University Marketing	Type of Advertising Message
Colorado	1	\$ 5,000	\$ 10,240,000	0.05%	Beneficiary
Florida	8	\$ 1,265,000	\$ 37,750,000	3%	Beneficiary & Gaming
Georgia	4	\$ 336,609	\$ 20,500,000	2%	Beneficiary & Gaming
Idaho	7	\$ 72,100	\$ 3,590,000	2%	Beneficiary & Gaming
Iowa	3	\$ 155,000	\$ 4,500,000	3%	Gaming
Kentucky	6	\$ 164,900	\$ 8,940,000	2%	Beneficiary & Gaming
Louisiana	14	\$ 238,400	\$ 7,500,000	3%	Generic
Missouri	1	\$ 83,270	\$ 16,000,000	1%	Beneficiary & Gaming
North Carolina	5	\$ 336,609	\$ 13,290,000	3%	Beneficiary
Oregon	2	\$ 164,800	\$ 8,900,000	2%	Beneficiary & Gaming
Rhode Island	2	\$ 60,300	\$ 2,300,000	3%	Gaming
South Carolina	15	\$ 135,700	\$ 8,550,000	2%	Beneficiary & Play Responsibly
AVERAGE	6	\$ 251,474	\$ 11,838,333	2%	

Key Survey Findings

- 1. Lotteries with proceeds that benefit education are more likely to advertise with universities/colleges.
- 2. Lotteries spend on average 2% of their total advertising budget on college/university advertising.
- 3. Lotteries do not advertise with every university/college in the state and spend levels with each university/college can vary quite significantly.
- 4. University/college selection is based on factors such as promotion offerings, advertising cost, stadium attendance, media reach, alumni and media value. Lotteries use these quantifiable measures to help narrow down which universities/colleges to partner with.

Considerations

- 1. The ALC's net proceeds benefit higher education -- advertising our beneficiary message would resonate well with the college/university team audience.
- 2. Arkansas university/colleges teams have large fan bases and strong brand loyalty. By not advertising with them, are we missing an opportunity?
- 3. Universities/colleges may be able to offer us gaming and/or promotional programs that have the potential to increase our sales.
- 4. It may be too cost prohibited to advertise with every college/university in the state, but there are clear best practices for how to make selections. The method is no different then how we determine which TV, radio or billboards to advertise with.



Thank you!

Questions?

- 1. If you advertise on one campus you will surely have pressure to do the same at a similar level on all and that would be a large expense either from existing market budget or a commitment of additional funds. This would happen at a time when the lottery is not meeting funding goals for scholarship transfer and additional advertising money would further reduce the amount.
- 2. He never saw any indication from other states that advertising on campuses increased sales. Personally, the original discussion concerning advertising on the scoreboards at sporting events, and although he attended several every year, he didn't pay any attention to those advertisements.
- 3. He did not feel that it would be a good thing to push lottery sales to college students which you would be doing by advertising on campuses. Also, if you market on college campuses why not continue the trend and go to high school yearbooks, etc.

Lottery Survey Summary: College/University Advertising April 2014

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Rhode Island	2	\$ 60,300	\$ 2,300,000		Gaming
South Carolina	15	\$ 135,700	\$ 8,550,000	2%	Beneficiary & Play Responsibly
AVERAGE	5	\$ 295,199	\$ 13,585,556	2%	

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Lottery Survey Results: University/College Advertising April 2014

			Sponsorship Pa				
Lattery	University/College Name	Stadium Signage	Radio/TV Media	Experiential or Second-Chunce Prizes	Spend	Advertising Message	Considerations
Colorado	University of Pueblo	Yes	Yes	No	\$5,000	Beneficiary	Analyze proposals for value
Georgia	University of Georgia	No	Yes	Yes	\$123,790	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
Georgia	Georgia Tech	Yes	Yes	Yes	\$175,319	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
Georgia	Georgia State University	Yes	Yes	Yes	\$30,000	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
Georgin	Savannah State University	Yes	No	Yes	\$7,500	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value We evaluate all packages based on cost, attendance, media reach, and value
(daho	North Idaho Coilege	Yes	No	No	\$6,000	Benefits	Attendance and media reach - North Idaho is hard for us to reach since we have to pay Spokane media prices, so we look for creative ways to reach this part of the state. Normally we only pay \$1,000 sponsorship fee for this school, but this year we purchased chairs with our logos on them for use by th school. This was a one time for that will also for years.
Idaho	Lewis Clark State College	Yes	No	No	\$2,600	Benefits	We have a domenant presence in their gym which is used for all sorts of community events and sports. We are on the basketball stantions. In addition this school is also hoeated in North Idaho.
(daho	University of Idaho	Yes	No	No YES (Bowl trip, fly	\$12,000	Beneficiary and games	Media reach and attendance. We have web ads on their website which we use to promote the current campaign. Instadium signs promote Lottery and benefits. We also do promotions with their basketball games which creates excitement.
idaho	Boise State University	Yes	Yes	with the team, hotel accomodations, transportation, tickets to game)	\$30,000	Beneficiary and games	Media reach and attendance. We are the exclusive Bowl Givenway Sponsar. Last year we produced \$310,000 in Powerball sales tied to this giveaway. We also have instadium signs digital signs that flash the surrent jackpot amounts for Powerball and Mega Millions. We purchase TV buys separate from our sponschip fee.
							Media Reach and attendance. We have a large Powerball billboard in their football stadium that is
daho	Idaho State University	YES	No	No	\$11,500	Beneficiary and games	updated via satellite. It is up during all community events and games,
daho	College of Idaho	YES	Na	No	\$5,000	Beneficiary and games	Media reach and Attendance. We are on the basketball stantions in the gym and are the sponsor of all basketball half-time events. In addition, each game they do a: 10 live read. We get 4 exclusive events where we do scratch-olis and giveavary bounce back coupons to the winning side.
daho	College of Southern Idaho	YES	No	No	\$5,000	Beneficiary and games	Media Reach and attendance. Again, we do in-game promotions and we also have our logo on every step of the bleachers in the basketball gym.
owa	Univ. of Iowa	No	Radio	Yes	\$75,000	Games/promotions	We advertise with all 3 of our state universities; contract totals reflect varying packages offered to lowa Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university marks also included.
owa	lowa State Univ.	Yes	Radio	Yes	\$60,000	Games/promotions	We advertise with all 3 of our state universities; contract totals reflect varying packages offered to Iowa Lottery for radio ads, internet and sigital media, signage, and fan exparience prizes. Use of university marks also included.
0W8	Univ. of Northern Iowa	Yes	Radio	Yes	\$20,000	Games/promotions	We advertise with all 3 of our state universities; contract totals reflect varying packages offered to lowa Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university marks also includes
ouisiana	LSU	Yes	Yes	Season tickets in game	\$117,950	Generic	Plagship university in state
ovisiana	Southern Univ.	Yes	Yes	Season tickets	\$20,000	Generic	HBCU (Historically Black College or University)
ouisiana	Northwestern	Yes	Yes	Season tickets	\$6,000	Generic	State school; non-religious affiliated
ouisiana	LA Tech	Yes	No	Season tickets	\$15,500	Generic	State school, non-religious affiliated
onisiana	Grantbling	Yes		Season tickets	\$5.000	Generic	HBCU (Historically Black College or University)
ouisiana	Nicholls State	Yes		No	\$5,000	Generic	State schopl; non-religious affiliated
ouisiana	Tulane	Yes		Season tickets			
ouisiana	Delgado CC	Yes		No	\$7,500	Generic	Private; Large population school
ouisiana	McNeese St			Yes to VIP	\$2,000	Generic	
		Yes		promotion tickets	\$12,000	Generic	State school; non-religious affiliated
ouisiana	ULM	Yes	Yes	Season tickets	\$19,000	Generic	State school, non-religious affiliated

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Lottery Survey Results: University/College Advertising April 2014

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Linking Linking <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>HBCU (Historically Black College or University)</td></t<>								HBCU (Historically Black College or University)			
Numeric Numerican								HBCU (Historically Black College or University)			
Johanny Yan	1.50 di si di di		1 65	11es	Season lickets	\$5,500	Generic				
Wink Logical strateNo <td< td=""><td>Missouri</td><td>University of Missouri- Columbia (Mizzon)</td><td>Ves</td><td>Vas</td><td>Ven</td><td>402 170</td><td>Media is a combination of product and beneficiary messaging, usually a 50/50</td><td>sponsorship reach an audience far larger than any other university in the state. Several other state colleges/universities approach us every year, and while we would love to be able to support all these programs, our limited sponsorship budget doesn't allow for it. This single sponsorship program at Mizzou allows us to reach a state-wide audience, which no other university program in the state can</td></td<>	Missouri	University of Missouri- Columbia (Mizzon)	Ves	Vas	Ven	402 170	Media is a combination of product and beneficiary messaging, usually a 50/50	sponsorship reach an audience far larger than any other university in the state. Several other state colleges/universities approach us every year, and while we would love to be able to support all these programs, our limited sponsorship budget doesn't allow for it. This single sponsorship program at Mizzou allows us to reach a state-wide audience, which no other university program in the state can			
under classifier year		(Without (Without)	103	1105	165	385,270	Totalion.	offer.			
Johnson Unitable Unitable 15 16 384.00 Method provides Description Control Control Yes Yes<	North Carolina	sponsorships with state and	Yes	Yes	No	\$900,000	Beneficiary	We assess these just the same as any other sports sponsorship so we look at senting/attendance, signage opportunities, flexibility in messaging and media reach for those where we have media assets. We also look for possibilities for support of Shudent of the game features via in statium video boards etc.			
Openal Methodan Openal Methodan Yes Yes<	Oregon	University of Oregon	Yes	Yes	Yes	\$82,400	Beneficiary and games	properties			
Name Periodance Collage Marker Yes Yes Yes Status Description Description Name Internal Marker Name Yes Yes Yes Status Consurt Antendance onl Y versups Status Marker Name Yes Yes Yes Status Antendance onl Y versups Operations on all Versups Ope	Oragon	Oranon State Thimselts	¥					We have selected the two major universities in the state, due to stadium audience size and prestige of			
Bank Link Back Actually Yes Yes <thyes< th=""> Yes <thyes< th=""></thyes<></thyes<>	Oregon		Yes	Yes	Yes	\$82,400	Beneficiary and games	properties			
Name Lakana University of Plankfold Yer	Rhode Island		Yes	Yes	Yes	\$38,000	Games	Attendence and TM any man			
Samh Camha Panelis College Yes Yes <thyes< th=""> Yes Yes</thyes<>		University of Rhode Island				000,000		Anendance and 1 v coverage			
Concent Participant Concent Concent Participant Provide Paritipant Provide Participant P	Rhode Island	Men's Basketball	Yes	Yes	Yes	\$22,300	Gaming	Attendance and TV coverage			
Concent Participant Concent Concent Participant Provide Paritipant Provide Participant P											
Constraint Description Description Description Straint Description Straint Description Straint	South Carolina	Benedict College	Yes	No	No	\$10,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium scating, attendence, media reach and if stadium has jumbotron.			
Constraint Description Description Description Straint Description Straint Description Straint	South Combine	The Citedal						Sponsor with almost every public college and university and amount varies according to stadium			
Canadia Canadia Canadia Yes	South Carolina	The Chader	125	res	NO	\$12,000	Beneticiary & Play Responsibly	seating, attendance, media reach and if stadium has jumbotron.			
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Number of tables Year No No Status Parmen Year No Status Parmen Year No No Status Parmen Parmen Year No No Status Parmen Parmen Year No No Status Parmen Parmen Year No No Parmen Parme								Snoncor with almost anony autilia callen and white it is a start of the start			
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Normation Version No No No S7,500 Beneficiary & Play Responsibly setting, attendance, media reach and if stadium has jumbotron. South Carolina Wofford College Yes Yes No S6,050 Beneficiary & Play Responsibly setting, attendance, media reach and if stadium has jumbotron. South Carolina Newberry College Yes No No 32,000 Beneficiary & Play Responsibly setting, attendance, media reach and if stadium has jumbotron. South Carolina Newberry College Yes No No 32,000 Beneficiary & Play Responsibly setting, attendance, media reach and if stadium has jumbotron. South Carolina Newberry College Yes No No 32,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Plorida Florida State Seminoles Yes Yes S15,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Plorida Miani Hurricanes Yes Yes Yes \$60,000 Beneficiary and games We identified all universities in the state of Florida with a foot											
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Newberry College Yes No No Status											
South Carolina Newberry College Yes No South Carolina Yes Yes Yes South Carolina South Carolina South Carolina South Carolina South Carolina We identified all universities in the state of Florida with a football program. 'lorida Miani Hurricanes Yes Yes Yes \$	South Carolina	Wofford College	Ver	Var	Na	. ec nen	non-foise and no its	Sponsor with almost every public college and university and amount varies according to stadium			
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Plotida State Seminoles Yes Yes Yes State Seminoles Res Res Res State Seminoles Res Res State Seminoles Res Res Res State Seminoles Res Res Res Res Res Res	South Carolina	INewberry College	Yes	No	No	\$2,000	Beneficiary & Play Responsibly	seating, attendance, media reach and if stadium has jumbotron.			
Plotida State Seminoles Yes Yes Yes State Seminoles Res Res Res State Seminoles Res Res State Seminoles Res Res Res State Seminoles Res Res Res Res Res Res	Florida	Florida Gators	Yes	Yes	Yes	\$200,000	Beneficiary and games	We identified all universities in the state of Florida with a football program.			
Niami Hurricanes Yes Yes Yes Yes Yes Status We identified all universities in the state of Florida with a football program. Norida South Florida Bulls Yes Yes Yes \$60,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Norida Central Florida Knights Yes Yes \$60,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Ionida Central Florida Akights Yes Yes \$60,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Ionida Florida A&U University Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Ionida Florida A&LU University Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Ionida Florida Atlatic Universities Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program.		Elavida State Comingles	¥								
Varida South Florida Bulls Yes Yes Yes South Slorida We Identified all universities in the state of Florida with a football program. Vlorida Central Florida Knights Yes Yes Yes Sector Plorida Beneficiary and games We Identified all universities in the state of Florida with a football program. Vlorida Florida A&M University Yes Yes Yes South Florida games We Identified all universities in the state of Florida with a football program. Vlorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We Identified all universities in the state of Florida with a football program. Vlorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We Identified all universities in the state of Florida with a football program.	CINTIN	FIGHUR STATE SEMINOLES	165	Yes	Yes	\$185,000	Heneficialy and games				
Varida South Florida Bulls Yes Yes Yes South Slorida We Identified all universities in the state of Florida with a football program. Vlorida Central Florida Knights Yes Yes Yes Sector Plorida Beneficiary and games We Identified all universities in the state of Florida with a football program. Vlorida Florida A&M University Yes Yes Yes South Florida games We Identified all universities in the state of Florida with a football program. Vlorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We Identified all universities in the state of Florida with a football program. Vlorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We Identified all universities in the state of Florida with a football program.	Florida	Miami Hurricanes	Yes	Yes	Yes	\$160,000	Beneficiary and games	We identified all universities in the state of Florida with a football program,			
Violation Central Florida Knights Yes Yes Yes Se00,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Viorida Florida A&M University Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Viorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Viorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program.	Florida	South Florida Bulle	Ver	Vac	N						
Iorida Florida A&M University Yes Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Iorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program.			102	165	res	\$60,000	isencificiary and games				
Iorida Florida A&M University Yes Yes Yes S20,000 Beneficiary and games We identified all universities in the state of Florida with a football program. Iorida Florida Atlantic Universities Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program.	Florida	Central Florida Knights	Yes	Yes	Yes	\$600,000	Beneficiary and games	We identified all universities in the state of Florida with a football program.			
Iorida Florida Atlantic Universities Yes Yes Yes \$20,000 Beneficiary and games We Identified all universities in the state of Florida with a football program.	Florida	Florida ARM University	Vec	Var	Var			We identified all universities in the state of Florida with a football program			
				163	103	\$20,000	beneficiary and games				
Iorida Florida International University Yes Yes Yes \$20,000 Beneficiary and games We identified all universities in the state of Florida with a football program.	Florida	Florida Atlantic Universities	Yes	Yes	Yes	\$20,000	Beneficiary and games	We Identified all universities in the state of Florida with a football program.			
	Florida	Florida International Linivareity	Yes	Vac	Var	620.000	Demoficients and success	We identified all universities in the state of Florida with a football program.			
						920,000	restoration y and games				

Lottery Survey Summary: College/University Team Advertising April 2014

Lottery	Total # of Partnerships	Spend		Ad Budget	% of Ad Budget Spent on University Advertsing	Type of Advertising Message	
Colorado	1	\$ 5,000	<u> </u>	10,240,000	0.05%		University/College Team Selection Factors Proposal value
Florida	8	\$ 1,265,000	\$	37,750,000			Attendance & football programs
Georgia	4	\$ 336,609	\$	20,500,000	2%	Beneficiary & Gaming	Cost, attendance, media reach & value
Idaho	7	\$ 72,100	\$	3,590,000	2%	Beneficiary & Gaming	Media reach & attendance
Iowa	3	\$ 155,000	\$	4,500,000		Gaming	Proposal value & media reach
Kentucky	6	\$ 164,900	\$	8,940,000	2%	Beneficiary & Gaming	Coverage & enrollment
Louisiana	14	\$ 238,400	\$	7,500,000		Generic	Prestige of school & attendance
Missouri	1	\$ 83,270	\$	16,000,000		Beneficiary & Gaming	Coverage & enrollment
North Carolina	5	\$ 336,609	\$	13,290,000			
Oregon	2	\$ 164,800	\$	8,900,000			Stadium seating, attendance, flexibility in messaging & media reach
Rhode Island	2	\$ 60,300	\$	2,300,000			Proposal value, stadium size & prestige of school
South Carolina	15	\$ 135,700		8,550,000			Attendance & media coverage
AVERAGE	6	\$ 251,474	-	11,838,333	2%		Stadium seating, attendance, media reach & jumbotron

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Lottery Survey Results: University/College Team Advertising April 2014

ļ			Sponsorship Pa	ackage:	1		
				Experiential or	1	1	
		Stadium	Radio/TV	Second-Chance			
Lottery	University/College Name	Signage	Media	Prizes	Spend	Advertising Message	University/College Team Selection Factors
Colorado Florida	University of Pueblo	Yes	Yes	No	\$5,000	Beneficiary	Analyze proposals for value
Florida		Yes	Yes	Yes	\$200,000	Beneficiary and games	We identified all universities in the state of Florida with a football program
Florida	Florida State Seminoles Miami Hurricanes	Yes	Yes	Yes	\$185,000	Beneficiary and games	We identified all universities in the state of Florida with a football program
Florida	Miami Hurricanes South Florida Bulls	Yes	Yes	Yes	\$160,000	Beneficiary and games	We identified all universities in the state of Florida with a football program
Florida	Central Florida Knights	Yes Yes	Yes	Yes	\$60,000	Beneficiary and games	We identified all universities in the state of Florida with a football program
Florida		Yes	Yes	Yes	\$600,000	Beneficiary and games	We identified all universities in the state of Florida with a football program
Florida		Yes	Yes	Yes Yes	\$20,000	Beneficiary and games	We identified all universities in the state of Florida with a football program
Florida	Florida International University		Yes	Yes		Beneficiary and games	We identified all universities in the state of Florida with a football program
Georgia		No	Yes	Yes	\$20,000	Beneficiary and games	We identified all universities in the state of Florida with a football program.
Georgia		Yes	Yes	Yes	\$123,790	Beneficiary and games Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
Georgia		Yes	Yes	Yes	\$30,000		We evaluate all packages based on cost, attendance, media reach, and value
Georgia		Yes	No	Yes	\$7,500	Beneficiary and games Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
		100			\$7,500	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
ł			1				Attendance and made marks Mark Mark to be to be formed and the market of the set
							Attendance and media reach - North Idaho is hard for us to reach since we have to pay Spokane media
	·	1	1				prices, so we look for creative ways to reach this part of the state. Normally we only pay \$1,000
Idaho	North Idaho College	Yes	No	No	\$6,000	Benefits	sponsorship fee for this school, but this year we purchased chairs with our logos on them for use by the school. This was a one time fee that will last for years.
		1		<u> </u>	<u> </u>	Delivito	school. This was a one time fee that will last for years.
	1	1		1			- · · · · · · · · · · · · · · · · · ·
Idaho	T	l	l	۲	1		We have a domenant presence in their gym which is used for all sorts of community events and sports.
Idano	Lewis Clark State College	Yes	No	No	\$2,600	Benefits	We are on the basketball stantions. In addition this school is also located in North Idaho
	1	1	1	1 '	1		Media reach and attendance. We have web ads on their website which we use to promote the current
Idaho	University of Idaho	Yes	.	L. '	1		campaign. Instadium signs promote Lottery and benefits. We also do promotions with their basketball
Idano	University of Idano,	Yes	No	No VEC (Denter for	\$12,000	Beneficiary and games	games which creates excitement.
	· ['	1		YES (Bowl trip, fly	1	ł	
	· ·	1	1 '	with the team, hotel	1 '	1	Media reach and attendance. We are the exclusive Bowl Giveaway Sponsor. Last year we produced
	1 '	1	1 '	accomodations,	1	1	\$310,000 in Powerball sales tied to this giveaway. We also have instadium signs digital signs that flash
Idaho	Boise State University	Yes	Yes	transportation,	1 #20.000	1	the current jackpot amounts for Powerball and Mega Millions. We purchase TV buys separate from our
Idano	Boise State Oniversity	fres	Yes ,	tickets to game)	\$30,000	Beneficiary and games	sponsorship fee.
Idaho	Idaho State University	YES	No	No	P11 500		Media Reach and attendance. We have a large Powerball billboard in their football stadium that is
	Idano State Oniversity	(^{1E0}	<u></u>	(NO)	\$11,500	Beneficiary and games	updated via satellite. It is up during all community events and games.
	·	1 '	1 '	1 '	1 '	1	Media reach and Attendance. We are on the basketball stantions in the gym and are the sponsor of all
Idaho	College of Idaho	YES	No	k'	1 #5 000 '		basketball half-time events. In addition, each game they do a 10 live read. We get 4 exclusive events
lutito		(<u>1ES</u> '	+ ^{NO} '	No	\$5,000	Beneficiary and games	where we do scratch-offs and give away bounce back coupons to the winning side
Idaho	College of Southern Idaho	YES	No	No	1		Media Reach and attendance. Again, we do in-game promotions and we also have our logo on every
dun		(¹⁶⁰)	(^{NO}	(NO)	\$5,000	Beneficiary and games	step of the bleachers in the basketball gym.
	- · · · ·	1 '	1 '	1 1	1 '	1	We advertise with all 3 of our state universities; contract totals reflect varying packages offered to Iowa
Iowa	Univ. of Iowa	No	Radio	Yes	\$75,000	Games/promotions	Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university
	++	/~~/	- Tradito	100	13,000	Games/promotions	marks also included.
	· · · · · · ·	1 '	f '	1 1	1 '	1	We advertise with all 3 of our state universities; contract totals reflect varying packages offered to Iowa
Iowa	Iowa State Univ.	Yes	Radio	Yes	\$60,000	Games/promotions	Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university
	++	, <u>, , , , , , , , , , , , , , , , , , </u>			1	Games/promotions	marks also included.
	- · · · · · · ·	1 '	1 '	1 1	f '	1	We advertise with all 3 of our state universities; contract totals reflect varying packages offered to Iowa
lowa	Univ. of Northern Iowa	Yes	Radio	Yes	\$20,000	Games/promotions	Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university
Kentucky				Lucky Seat/Section		Beneficiary and games	marks also included.
Kentucky				Lucky Row; Boogie (Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky			No	Lucky Fan/Section	\$5,000	Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky				Lucky Fan/Section		Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky				Lucky Seat/Row		Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky				Lucky Seal/Row		Beneficiary and games	Regional coverage; coupon redemption; student enrollment
		105	110	Lucky I and ICOW	ر <u>مەردە</u>	Benenciary and games	Regional coverage; coupon redemption; student enrollment

Lottery Survey Results: University/College Team Advertising April 2014

	- · · · · · · · · · · · · · · · · · · ·		Sponsorship Pa				
Lottery	University/College Name	Stadium Signage	Radio/TV Media	Experiential or Second-Chance Prizes	Spend	Advertising Message	
				Season tickets in	openu	Auverusing Message	University/College Team Selection Factors
ouisiana	LSU	Yes	Yes	game	\$117,950	Generic	Flagship university in state
ouisiana	Southern Univ.	Yes	Yes	Season tickets	\$20,000	Generic	HBCU (Historically Black College or University)
ouisiana	Northwestern	Yes	Yes	Season tickets	\$6,000	Generic	State school: non-religious affiliated
ouisiana	LA Tech	Yes	No	Season tickets	\$15,500	Generic	State school; non-religious affiliated
ouisiana	Grambling	Yes	Yes	Season tickets	\$5,000	Generic	HBCU (Historically Black College or University)
ouisiana	Nicholls State	Yes	No	No	\$5,000	Generic	State school; non-religious affiliated
ouisiana	Tulane	Yes	Yes	Season tickets	\$7,500	Generic	Private; Large population school
ouisiana	Delgado CC	Yes	No	No	\$2,000	Generic	
ouisiana	MaNaana St			Yes to VIP			
ouisiana	McNeese St ULM	Yes Yes	Yes	promotion tickets	\$12,000	Generic	State school; non-religious affiliated
ouisiana	ULL		Yes	Season tickets	\$19,000	Generic	State school; non-religious affiliated
ouisialla		Yes	No	Season tickets	\$14,950	Generic	State school; non-religious affiliated
ouisiana	Dillard	Yes	Ma	Promotional game	# 4 000		
Jouisiana	Xavier	Yes	No No	tickets	\$4,000	Generic	HBCU (Historically Black College or University)
ouisiana	UNO	Yes	Yes	No Season tickets	\$4,000	Generic	HBCU (Historically Black College or University)
ouisiana		105	165	Season uckets	\$5,500	Generic	State school; non-religious affiliated
Missouri	University of Missouri- Columbia (Mizzou)	Yes	Yes	Yes	\$83,270	Stadim signage is beneficiary-focused. Media is a combination of product and beneficiary messaging, usually a 50/50 rotation.	We traditionally just sponsor the University of Missouri-Columbia as the opportunities with this sponsorship reach an audience far larger than any other university in the state. Several other state colleges/universities approach us every year, and while we would love to be able to support all the programs, our limited sponsorship budget doesn't allow for it. This single sponsorship program a Mizzou allows us to reach a state-wide audience, which no other university program in the state co offer.
Jorth Carolina	We have 12 different sponsorships with state and private universities in NC	Ver	¥		4000 000		We assess these just the same as any other sports sponsorship so we look at seating/attendance, so opportunities, flexibility in messaging and media reach for those where we have media assets. We
North Caronna	private universities in NC	Yes	Yes	No	\$900,000	Beneficiary	look for possibilities for support of Student of the game features via in stadium video boards etc.
Dregon	University of Oregon	Yes	Yes	Yes	\$82,400	Beneficiary and games	We have selected the two major universities in the state, due to stadium audience size and prestig properties
Dregon	Oregon State University*	Yes	Yes	Vez	MPD 400		We have selected the two major universities in the state, due to stadium audience size and prestig
лодон	Providence College Men's	105	105	Yes	\$82,400	Beneficiary and games	properties
hode Island	Basketball	Yes	Yes	¥	** *		
	University of Rhode Island	ICS	res	Yes	\$38,000	Games	Attendance and TV coverage
thode Island	Men's Basketball	Yes	Vee	37	***		
	Inell's Basketball	ies	Yes	Yes	\$22,300	Gaming	Attendance and TV coverage
outh Carolina	Benedict College	Yes	No	No	\$10,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium attendance, media reach and if stadium has jumbotron.
outh Carolina	The Citadel	Yes	Yes	No	\$12,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium attendance, media reach and if stadium has jumbotron.
outh Carolina	Clemson University	Yes	Yes	No	\$76,500	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium attendance, media reach and if stadium has jumbotron.
outh Carolina	Coastal Carolina	Yes	Yes	No	\$7,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium attendance, media reach and if stadium has jumbotron.
outh Carolina	College of Charleston	Yes	No	No	\$6,500	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium attendance, media reach and if stadium has jumbotron.
outh Carolina	Francis Marion	Yes	No	No	\$1,800	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium
outh Carolina	Furman	Yes	No				attendance, media reach and if stadium has jumbotron. Sponsor with almost every public college and university and amount varies according to stadium
oun catolina	1 umdit	103	INU	No	\$6,050	Beneficiary & Play Responsibly	attendance, media reach and if stadium has jumbotron.
outh Carolina	Presbyterian College	Yes	No	No	\$4,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium attendance, media reach and if stadium has jumbotron.
outh Carolina	South Carolina State University	Yes	Yes	No	\$15,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium s attendance, media reach and if stadium has jumborron.