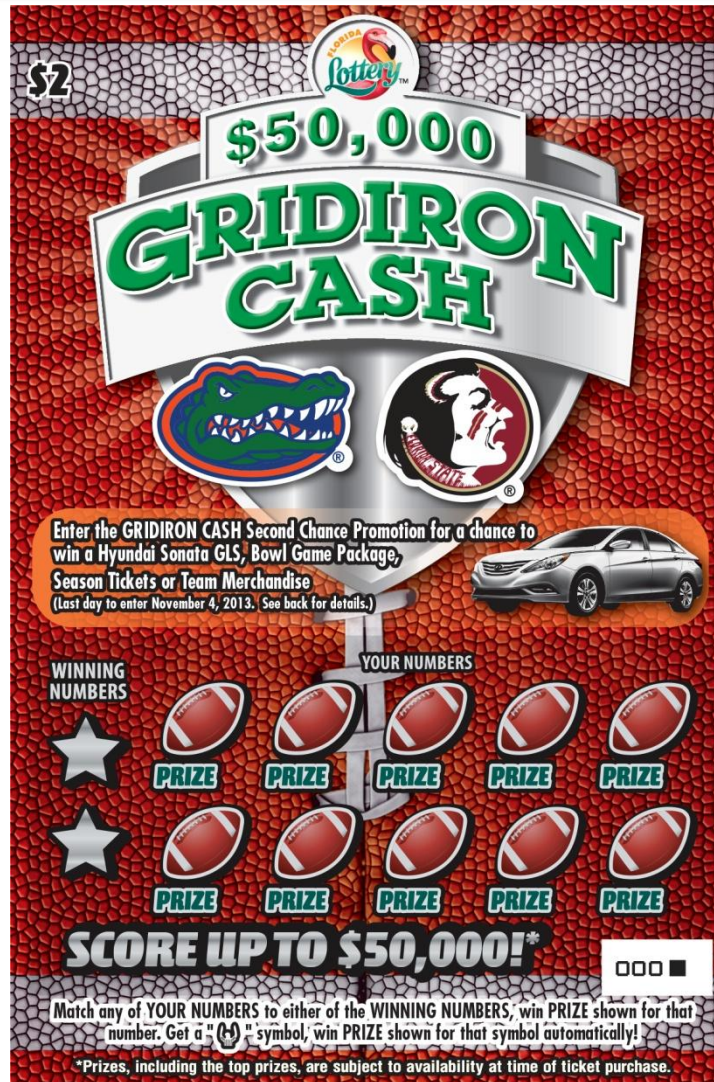


College/University Advertising

Higher Education Committee
April 16, 2014

Florida Lottery Instant Game





\$2


FLORIDA Lottery

\$50,000

GRIDIRON CASH

Enter the GRIDIRON CASH Second Chance Promotion for a chance to win a Hyundai Sonata GLS, Bowl Game Package, Season Tickets or Team Merchandise (Last day to enter November 4, 2013. See back for details.)



WINNING NUMBERS

★

★

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

SCORE UP TO \$50,000!*

000 ■

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win PRIZE shown for that number. Get a "M" symbol, win PRIZE shown for that symbol automatically!

*Prizes, including the top prizes, are subject to availability at time of ticket purchase.

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

Lottery	Total # of 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					
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	5	\$ 295,199	\$ 13,585,556	2%	

**Lottery Survey Results: University/College Advertising
April 2014**

Lottery	University/College Name	Sponsorship Package:			Spend	Advertising Message	Considerations
		Stadium Signage	Radio/TV Media	Experiential or Second-Chance Prizes			
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
Georgia	Savannah State University	Yes	No	Yes	\$7,500	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
Idaho	North Idaho College	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 the school. This was a one time fee that will last for years.
Idaho	Lewis Clark State College	Yes	No	No	\$2,600	Benefits	We have a dominant presence in their gym which is used for all sorts of community events and sports. We are on the basketball stations. In addition this school is also located in North Idaho.
Idaho	University of Idaho	Yes	No	No	\$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	YES (Bowl trip, fly with the team, hotel accommodations, transportation, tickets to game)	\$30,000	Beneficiary and games	Media reach and attendance. We are the exclusive Bowl Giveaway Sponsor. Last year we produced \$310,000 in Powerball sales tied to this giveaway. We also have instadium signs digital signs that flash the current jackpot amounts for Powerball and Mega Millions. We purchase TV buys separate from our sponsorship fee.
Idaho	Idaho State University	YES	No	No	\$11,500	Beneficiary and games	Media Reach and attendance. We have a large Powerball billboard in their football stadium that is updated via satellite. It is up during all community events and games.
Idaho	College of Idaho	YES	No	No	\$5,600	Beneficiary and games	Media reach and Attendance. We are on the basketball stations 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-offs and giveaway bounce back coupons to the winning side.
Idaho	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.
Iowa	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 Iowa Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university marks also included.
Iowa	Iowa 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 digital media, signage, and fan experience prizes. Use of university marks also included.
Iowa	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 Iowa Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university marks also included.
Louisiana	LSU	Yes	Yes	Season tickets in game	\$117,950	Generic	Flagship university in state
Louisiana	Southern Univ.	Yes	Yes	Season tickets	\$20,000	Generic	HBCU (Historically Black College or University)
Louisiana	Northwestern	Yes	Yes	Season tickets	\$6,000	Generic	State school; non-religious affiliated
Louisiana	LA Tech	Yes	No	Season tickets	\$15,500	Generic	State school; non-religious affiliated
Louisiana	Grambling	Yes	Yes	Season tickets	\$5,000	Generic	HBCU (Historically Black College or University)
Louisiana	Nicholls State	Yes	No	No	\$5,000	Generic	State school; non-religious affiliated
Louisiana	Tulane	Yes	Yes	Season tickets	\$7,500	Generic	Private, Large population school
Louisiana	Delgado CC	Yes	No	No	\$2,000	Generic	
Louisiana	McNease St	Yes	Yes	Yes to VIP promotion tickets	\$12,000	Generic	State school; non-religious affiliated
Louisiana	ULM	Yes	Yes	Season tickets	\$19,000	Generic	State school; non-religious affiliated

Lottery Survey Results: University/College Advertising
April 2014

Lottery	University/College Name	Sponsorship Package:			Spend	Advertising Message	Considerations
		Stadium Signage	Radio/TV Media	Experiential or Second-Chance Prizes			
Louisiana	ULL	Yes	No	Season tickets	\$14,950	Generic	State school, non-religious affiliated
Louisiana	Dillard	Yes	No	Promotional game tickets	\$4,000	Generic	HBCU (Historically Black College or University)
Louisiana	Xavier	Yes	No	No	\$4,000	Generic	HBCU (Historically Black College or University)
Louisiana	UNO	Yes	Yes	Season tickets	\$5,500	Generic	State school, non-religious affiliated
Missouri	University of Missouri-Columbia (Mizzou)	Yes	Yes	Yes	\$83,270	Stadium 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 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 offer.
North Carolina	We have 12 different sponsorships with state and private universities in NC	Yes	Yes	No	\$900,000	Beneficiary	We assess these just the same as any other sports sponsorship so we look at seating/attendance, signage opportunities, flexibility in messaging and media reach for those where we have media assets. We also look for possibilities for support of Student of the game features via in stadium video boards etc.
Oregon	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 prestige of properties
Oregon	Oregon State University*	Yes	Yes	Yes	\$82,400	Beneficiary and games	We have selected the two major universities in the state, due to stadium audience size and prestige of properties
Rhode Island	Providence College Men's Basketball	Yes	Yes	Yes	\$38,000	Games	Attendance and TV coverage
Rhode Island	University of Rhode Island Men's Basketball	Yes	Yes	Yes	\$22,300	Gaming	Attendance and TV coverage
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 seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South Carolina	Furman	Yes	No	No	\$6,050	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South 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 seating, attendance, media reach and if stadium has jumbotron.
South Carolina	University of South Carolina	Yes	Yes	No	\$85,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
South Carolina	USC Aiken	Yes	No	No	\$1,800	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
South Carolina	USC Upstate	Yes	No	No	\$1,800	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
South Carolina	Winthrop College	Yes	No	No	\$7,500	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
South Carolina	Wofford College	Yes	Yes	No	\$6,050	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
South Carolina	Newberry College	Yes	No	No	\$2,000	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.
Florida	Florida Gators	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	Yes	Yes	Yes	\$185,000	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.
Florida	South Florida Bulls	Yes	Yes	Yes	\$60,000	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.
Florida	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.
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 University	Yes	Yes	Yes	\$20,000	Beneficiary and games	We identified all universities in the state of Florida with a football program.

Lottery Survey Summary: College/University Team Advertising
April 2014

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

Lottery Survey Results: University/College Team Advertising
April 2014

Lottery	University/College Name	Sponsorship Package:			Spend	Advertising Message	University/College Team Selection Factors
		Stadium Signage	Radio/TV Media	Experiential or Second-Chance Prizes			
Colorado	University of Pueblo	Yes	Yes	No	\$5,000	Beneficiary	Analyze proposals for value
Florida	Florida Gators	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	Yes	Yes	Yes	\$185,000	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.
Florida	South Florida Bulls	Yes	Yes	Yes	\$60,000	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.
Florida	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.
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 University	Yes	Yes	Yes	\$20,000	Beneficiary and games	We identified all universities in the state of Florida with a football program.
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
Georgia	Savannah State University	Yes	No	Yes	\$7,500	Beneficiary and games	We evaluate all packages based on cost, attendance, media reach, and value
Idaho	North Idaho College	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 the school. This was a one time fee that will last 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 located in North Idaho.
Idaho	University of Idaho	Yes	No	No	\$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	YES (Bowl trip, fly with the team, hotel accomodations, transportation, tickets to game)	\$30,000	Beneficiary and games	Media reach and attendance. We are the exclusive Bowl Giveaway Sponsor. Last year we produced \$310,000 in Powerball sales tied to this giveaway. We also have instadium signs digital signs that flash the current jackpot amounts for Powerball and Mega Millions. We purchase TV buys separate from our sponsorship fee.
Idaho	Idaho State University	YES	No	No	\$11,500	Beneficiary and games	Media Reach and attendance. We have a large Powerball billboard in their football stadium that is updated via satellite. It is up during all community events and games.
Idaho	College of Idaho	YES	No	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-offs and giveaway bounce back coupons to the winning side.
Idaho	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.
Iowa	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 Iowa Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university marks also included.
Iowa	Iowa 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 digital media, signage, and fan experience prizes. Use of university marks also included.
Iowa	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 Iowa Lottery for radio ads, internet and digital media, signage, and fan experience prizes. Use of university marks also included.
Kentucky	University of Louisville	Yes	Yes	Lucky Seat/Section	\$81,500	Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky	University of Kentucky	Yes	Yes	Lucky Row; Boogie C	\$49,900	Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky	Northern Kentucky University	Yes	No	Lucky Fan/Section	\$5,000	Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky	Western Kentucky University	Yes	Yes	Lucky Fan/Section	\$20,000	Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky	Eastern Kentucky University	Yes	No	Lucky Seat/Row	\$3,500	Beneficiary and games	Regional coverage; coupon redemption; student enrollment
Kentucky	Morehead State University	Yes	No	Lucky Fan/Row	\$5,000	Beneficiary and games	Regional coverage; coupon redemption; student enrollment

Lottery Survey Results: University/College Team Advertising
April 2014

Lottery	University/College Name	Sponsorship Package:				Spend	Advertising Message	University/College Team Selection Factors
		Stadium Signage	Radio/TV Media	Experiential or Second-Chance Prizes				
Louisiana	LSU	Yes	Yes	Season tickets in game	\$117,950	Generic	Flagship university in state	
Louisiana	Southern Univ.	Yes	Yes	Season tickets	\$20,000	Generic	HBCU (Historically Black College or University)	
Louisiana	Northwestern	Yes	Yes	Season tickets	\$6,000	Generic	State school; non-religious affiliated	
Louisiana	LA Tech	Yes	No	Season tickets	\$15,500	Generic	State school; non-religious affiliated	
Louisiana	Grambling	Yes	Yes	Season tickets	\$5,000	Generic	HBCU (Historically Black College or University)	
Louisiana	Nicholls State	Yes	No	No	\$5,000	Generic	State school; non-religious affiliated	
Louisiana	Tulane	Yes	Yes	Season tickets	\$7,500	Generic	Private; Large population school	
Louisiana	Delgado CC	Yes	No	No	\$2,000	Generic		
Louisiana	McNeese St	Yes	Yes	Yes to VIP promotion tickets	\$12,000	Generic	State school; non-religious affiliated	
Louisiana	ULM	Yes	Yes	Season tickets	\$19,000	Generic	State school; non-religious affiliated	
Louisiana	ULL	Yes	No	Season tickets	\$14,950	Generic	State school; non-religious affiliated	
Louisiana	Dillard	Yes	No	Promotional game tickets	\$4,000	Generic	HBCU (Historically Black College or University)	
Louisiana	Xavier	Yes	No	No	\$4,000	Generic	HBCU (Historically Black College or University)	
Louisiana	UNO	Yes	Yes	Season tickets	\$5,500	Generic	State school; non-religious affiliated	
Missouri	University of Missouri-Columbia (Mizzou)	Yes	Yes	Yes	\$83,270	Stadium 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 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 offer.	
North Carolina	We have 12 different sponsorships with state and private universities in NC	Yes	Yes	No	\$900,000	Beneficiary	We assess these just the same as any other sports sponsorship so we look at seating/attendance, signage opportunities, flexibility in messaging and media reach for those where we have media assets. We also look for possibilities for support of Student of the game features via in stadium video boards etc.	
Oregon	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 prestige of properties	
Oregon	Oregon State University*	Yes	Yes	Yes	\$82,400	Beneficiary and games	We have selected the two major universities in the state, due to stadium audience size and prestige of properties	
Rhode Island	Providence College Men's Basketball	Yes	Yes	Yes	\$38,000	Games	Attendance and TV coverage	
Rhode Island	University of Rhode Island Men's Basketball	Yes	Yes	Yes	\$22,300	Gaming	Attendance and TV coverage	
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 seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	
South Carolina	Furman	Yes	No	No	\$6,050	Beneficiary & Play Responsibly	Sponsor with almost every public college and university and amount varies according to stadium seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	
South 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 seating, attendance, media reach and if stadium has jumbotron.	