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Florida Classic Partnership Overview

*The HBCU Classic of all Classics ...
where ALL game proceeds
benefit educational opportunities for deserving students.*



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Executive Summary

- **FOR A GREAT CAUSE:** All proceeds from the Florida Classic benefit academic opportunities for young people at FAMU and B-CU via an even 50-50 split
- **DELIVERING SIGNIFICANT BRAND EXPOSURE:** Nationally televised on ESPNU, is America's #1 HBCU football game featuring eleven (11) consecutive 59,000+ crowds, attracts 175,000 to Orlando, and has an annual impact of \$30MM
- **TARGETING A TERRIFIC, GROWING DEMO:** African American demo continues to be a growth sector
 - 47% of African Americans are in the key demo of ages of 18-49
 - AA households w/ \$75k + income up 47% in last 5 years
- **VERY AFFORDABLE IMPACT:** Partnerships begin at \$10,000



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Overview

The Florida Classic is America's #1 attended historically black college football game. Each year nearly **60,000** fans pack the Florida Citrus Bowl Stadium and over **175,000** travel to Orlando for the week's festivities. With an economic impact of over \$30MM annually on Central Florida, simply put, the Florida Classic game and ancillary events provide **the foremost multicultural sports marketing opportunity in the nation.**

Florida Citrus Sports serves as the exclusive marketing rights holder of the Florida Classic. FCSports has 64 years of experience protecting the interests of sponsors to generate meaningful results. Examples of this philosophy are evident in our partnerships with such respected companies as Capital One and Champs Sports.

Presentation Overview

- Kickoff Luncheon
- Student Marketing Initiative
- State Farm FanFare
- Battle of the Bands
- Corporate Hospitality Village

- Uprights Club
- Halftime Show
- Career & Job Fair
- Media Opportunities
- Additional Sponsorship Info



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Kickoff Luncheon

One of the most highly anticipated events of the Florida Classic weekend, the Kickoff Luncheon salutes the accomplishments of both institutions, teams, coaches and their partners in the community. The luncheon provides an opportunity for special event invitees and the region's top business and civic leaders to mingle and celebrate all aspects of the Florida Classic. Both teams' full roster of players are in attendance and are seated at each table.



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Student Marketing Initiative

Is targeting college students your marketing objective? Students on the campuses of both FAMU and B-CU will have the opportunity to compete in advertising and marketing challenges based around the Florida Classic. Administered through their various academic programs and classes, professors will challenge students to develop the best campaign promoting student attendance and support of their Florida Classic. The program, still being developed by the two schools with assistance from area Advertising Federations, will run throughout the fall.

Sponsorship Benefits

- Title, Presenting and Supporting Sponsorships available
 - Company name or logo placement on initiative printed materials
 - Tickets, invitations and hospitality to all Classic events
 - Opportunity for mailing to attendees after the event
 - Event and logo exposure on Florida Classic website
 - On-site marketing/promotion activation rights (on-campus and at game)
 - Recognition in game program as sponsor (program ads avail.)
 - In-stadium messaging consistent with ancillary event sponsor status
 - Right to use game logo in promotional campaigns



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State Farm FanFare

State Farm FanFare is the official pre-game tailgate party of the Florida Classic. State Farm FanFare features live music, interactive games, extravagant food options, and the unique ability to experience all of the culture associated with the Classic. Vendors from throughout the region display their wares, providing excellent merchandise opportunities. Over **30,000** patrons have consistently passed through State Farm FanFare gates in each of the past four seasons.



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Battle of the Bands

The Battle of the Bands is a major arts and entertainment event and an anchor of the Florida Classic experience. A sellout crowd packed Amway Arena for years – and in 2010 the event moves into Orlando’s new Amway Center for the best in marching band performance. “The Battle” features high school bands from across the southeast performing today’s newest music and classics. The main attraction includes performances from the Marching 100 of Florida A&M and The Marching Wildcats from Bethune-Cookman.



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Corporate Hospitality Village

Corporate Hospitality Village is the premier pre-game entertainment option. Located adjacent to the Florida Citrus Bowl Stadium, Orlando's top caterers provide for the ultimate in corporate hospitality. Hospitality Village features tents accommodating as many as 500 guests. The state's top civic and business leaders treat this pre-game function as a must attend.



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Uprights Club

Introduced for the 2008 game to rave reviews, the Uprights Club is the premier way to take in the Florida Classic. Located on the field of play in the North End Zone in the shadows of the goal post, the Club sits with 500 VIP reserved game seats and private hospitality tent. Inside the private hospitality tent awaits private lounge areas, a premium food buffet, and top shelf open bar. Flat screen TVs provide access to other games of the day. The Florida Classic's top sponsors, fans, VIPs, and other dignitaries call this space home on game day.



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Halftime Show

The Florida Classic Halftime Show is, without question, the main attraction of the gameday experience. Halftime marks the only occasion each year in which the state of Florida's top two marching bands compete head-to-head before a filled stadium of cheering fans. The annual showdown of the Bethune-Cookman University Marching Wildcats and the Marching 100 of Florida A&M University has grown to personify the "Classic Experience". The fan affinity associated with this band competition is unmatched in all of the arts or college athletics.



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Career & Job Fair

In partnership with JobsDirectUSA, the Florida Classic is working to introduce in 2010 the inaugural Florida Classic Career & Job Fair. To be held Friday of Classic weekend on the concourse of the sparkling new Amway Center, college students and working professionals of all ages will have the opportunity to attend a free professional development seminar and engage with the nation's top businesses for a job placement/recruitment must attend event.

Areas of Involvement

Vendor booth space is available to companies looking to have a presence at this event to recruit top minority talent.

Further, companies can participate in the seminar portion of the Fair.



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Media Opportunities

The Florida Classic Consortium is able to provide a full complement of media advertising during the ESPN game broadcast within Official Corporate Partner packages.

During Game Broadcast

- Commercial spots
 - :15, 30, :60
- In-Game Features
- Billboards
 - Open/Close, Bumps
 - V/O and logo placement
- “Soccer Style” sideline signage

Advance Promotions

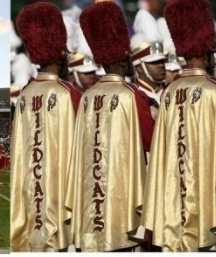
- Commercial spots for radio and TV throughout state of Florida
- Inclusion in Classic print and promotional advertising
- Inclusion in Classic text messaging promotions
 - Advance and in-venues

Existing Corporate Partner upgrade:

- Commercial Spots:
- Features
- Soccer Style Field Level Signage
- Broadcast Billboard
- Field Goal Net Logo



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Additional Sponsorship Benefits

The following additional benefits are to be included in packages involving title sponsorships of Classic ancillary events. Inventory is also available within Classic “Supporting Sponsorship” packages:

Sponsorship Benefits Available

- Premium game ticket inventory
- Hospitality packages (Box VIP reserved seats; pre-game Corporate Tents)
- Stadium Club Suite usage (16 or 20 seat Suites)
- Logo branding/exposure benefits at each ancillary event and gameday
- Gameday on-site marketing and promotional rights
- In-stadium/In-arena messaging
- PA Announcements
- Video scoreboard :30 commercials
- Digital message board inventory
- On-field promotions
- Game program advertisements



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Sponsorship Investment Levels

Official Corporate Partnership

beginning at \$50,000

- Includes:
 - Category exclusivity
 - Rights to use the Classic name and logo in marketing efforts
 - Exposure and hospitality at all Classic events
 - Ability to activate marketing efforts
- Customizable packages will be catered to meet your specific marketing needs.
- Sponsors at this level will be recognized as **“Official Corporate Partners”** of the Florida Classic.
 - *This category is restricted to maximize your investment.*
 - *Multiple year partnerships requested*

Ancillary Event Sponsorships

- Ancillary Event Title, Presenting and Supporting Sponsorships are available for all ancillary events



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Hospitality/Ticket Prices

Items available:

- Additional premium game sponsor sideline tickets \$50/each
- VIP Upright's Club on field hospitality area during game \$200/each
- Pre-Game Corporate Hospitality Credentials \$100/each
 - Available only within sponsorship packages
- Stadium Club Suites Available through FCSports \$20,000 annually
 - Due to overwhelming demand, suite sub-leases are not available for the Classic
- Kickoff Luncheon Table (8) \$750
- Battle of the Bands premium sponsor tickets \$26/each
- Private Corporate Hospitality Tents (pre-game) Price Varies With Size



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Sample Official Corporate Partnership

- Title Sponsorship of one (1) official ancillary event
 - Full company brand name incorporated into official event name and logo
 - Recognition in all collateral, media, and PR activity for that sponsored event through name and logo of event
 - Full company logo exposure throughout event venue
 - Opportunity for executive to make a presentation during event
 - Opportunity to distribute promotional items at event
- One (1) full-page four color advertisement in game program
- Four (4) :15 PA Announcements at game (one per quarter)
- Two (2) :30 video board spots at game
- Inclusion in skyscraper advertisement rotation on main page of official FCCC website
- Permanent skyscraper advertisement on event sponsored page of official FCCC website
- Four (4) minutes of logo placement and messaging on stadium LED message boards



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Sample Official Corporate Partnership

- Two (2) logo placements on permanent mezzanine banner level at stadium
- One (1) 20x20 interactive space at FanFare with tent, tables, and chairs
- Hospitality and Event tickets as follows:
 - Fifty (50) game tickets and ten (10) game parking passes
 - Ten (10) tickets to Alumni Reception
 - Twenty (20) tickets to Kickoff Luncheon
 - Ten (10) tickets to Battle of the Bands
 - Fifty (50) corporate hospitality passes (private tent)
- Four (4) :30 commercials in game broadcast
- Inclusion in Classic print and TV advertising with Official Corp. Partner logo treatment exposure
- Category exclusivity
- Recognition as an “Official Corporate Partner” of the Florida Classic; exposure at all official events of the Classic
- Right to use Classic game mark in advertising and promotions
- Right to conduct marketing and promotions at any Classic event



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