

MARKETING RIGHTS & EXCLUSIVITY



Official Partner of ASU Athletics

Activation of the partnership is crucial to success. As an official partner you will have the opportunity to use our brand to impact your business.

Marketing rights

- Include ASU Athletics' marks in marketing and promotional programs, including giveaways with approval of Sun Devil ISP Sports Network and ASU Athletics
- Use of the following endorsements in marketing and promotional programs:
 - Proud sponsor of ASU Athletics
 - Official partner of ASU Athletics
 - Other endorsements as mutually agreed upon

Exclusivity

- Exclusive partnerships provide sole rights in your respective industry category for the length of your term
- Use the following endorsements in marketing and promotional programs:
 - Exclusive sponsor of ASU Athletics
 - Official partner of ASU Athletics
 - Other endorsements as mutually agreed upon

