



# Arizona State University

The People. The Tradition. The Excellence.  
Month 2011





# OVERVIEW

- » Why College
- » About Arizona State University
- » Asset Overview
- » Next Steps







## Why College

# Testimonial

INSERT  
PARTNER LOGO

## Muscle Milk

- » Our sponsorship with ASU and Sun Devil Sports Marketing has helped Muscle Milk gain tremendous brand visibility and awareness in the Phoenix market. We're always looking for ways to set our brand apart and the assets we receive through our sponsorship with ASU allow us a great deal of flexibility to accomplish that goal. The working relationship with the staff and their responsiveness to our needs has been outstanding!

... Chris Kildow  
Vice President Sports Marketing







## WHY COLLEGE SPORTS?

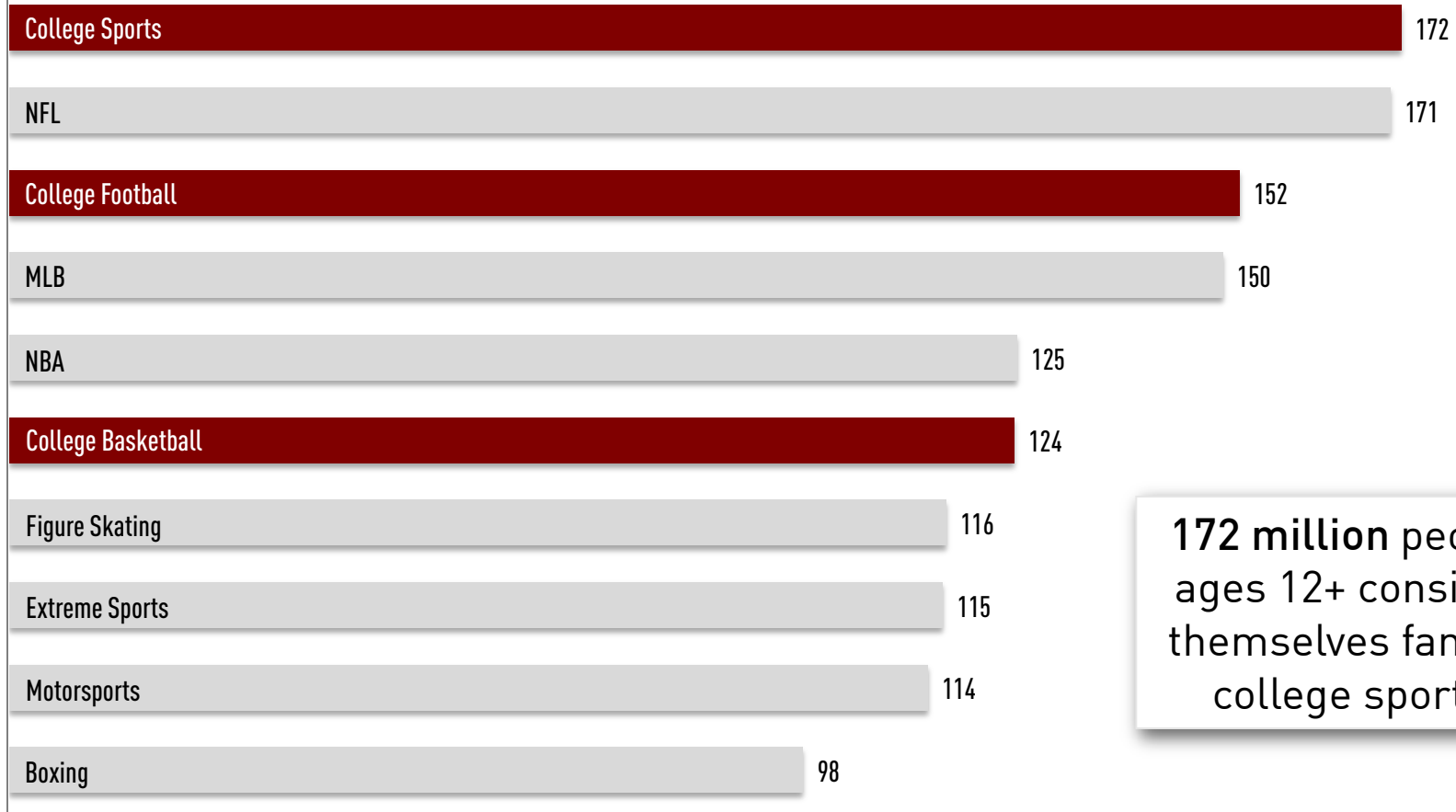
1. College sports has the largest fan base of all sports - **over 172 million fans**
2. College sports delivers an authentic product with unrivaled tradition and **highly devoted fans base**
3. Demographics of **college fans are broad and diverse**
  - ...Young affluent men
  - ...High disposable income
  - ...The largest female fan base in sports with over 77 million
  - ...Reaches ethnic minority groups
4. Attendance of college sports events exceeds all sports - **over 100 million in 2009**
5. **Television ratings for top sporting events** are only surpassed by the Super Bowl
6. Sales of college licensed merchandise rivals all sports - **\$3.9 billion in sales**
7. College sports delivers a **year round conversation with consumers**

# College has the largest fan base in all of sports

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## Sports Affinity in the US

Projected 'fans' age 12+ (millions)



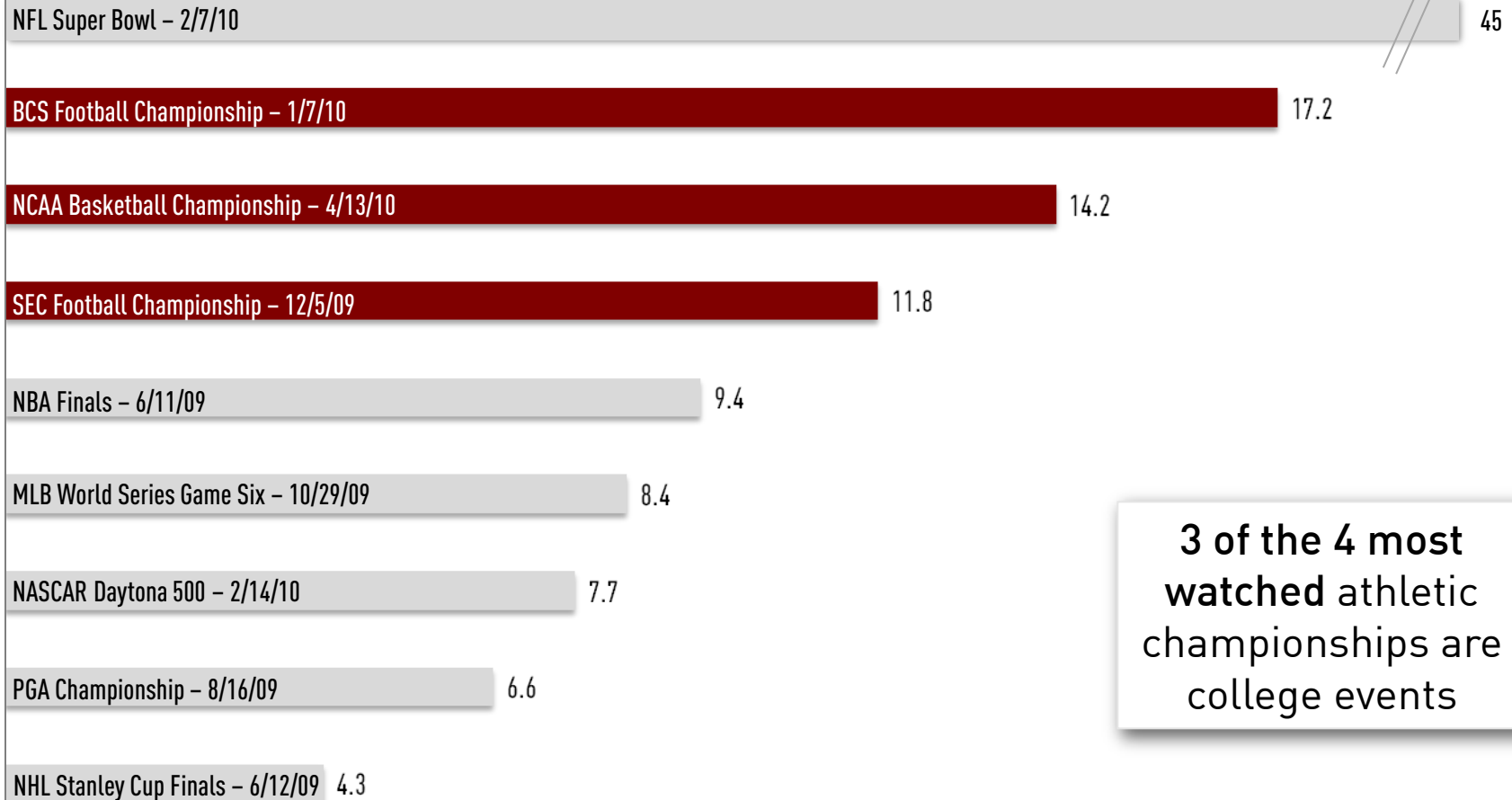
**172 million people**  
ages 12+ consider  
themselves fans of  
college sports

Source: US Census; The ESPN Sports Poll, a service of TNS (2009 survey)



# Nielsen ratings demonstrate the appeal of college sports

## Ratings Across League Championships



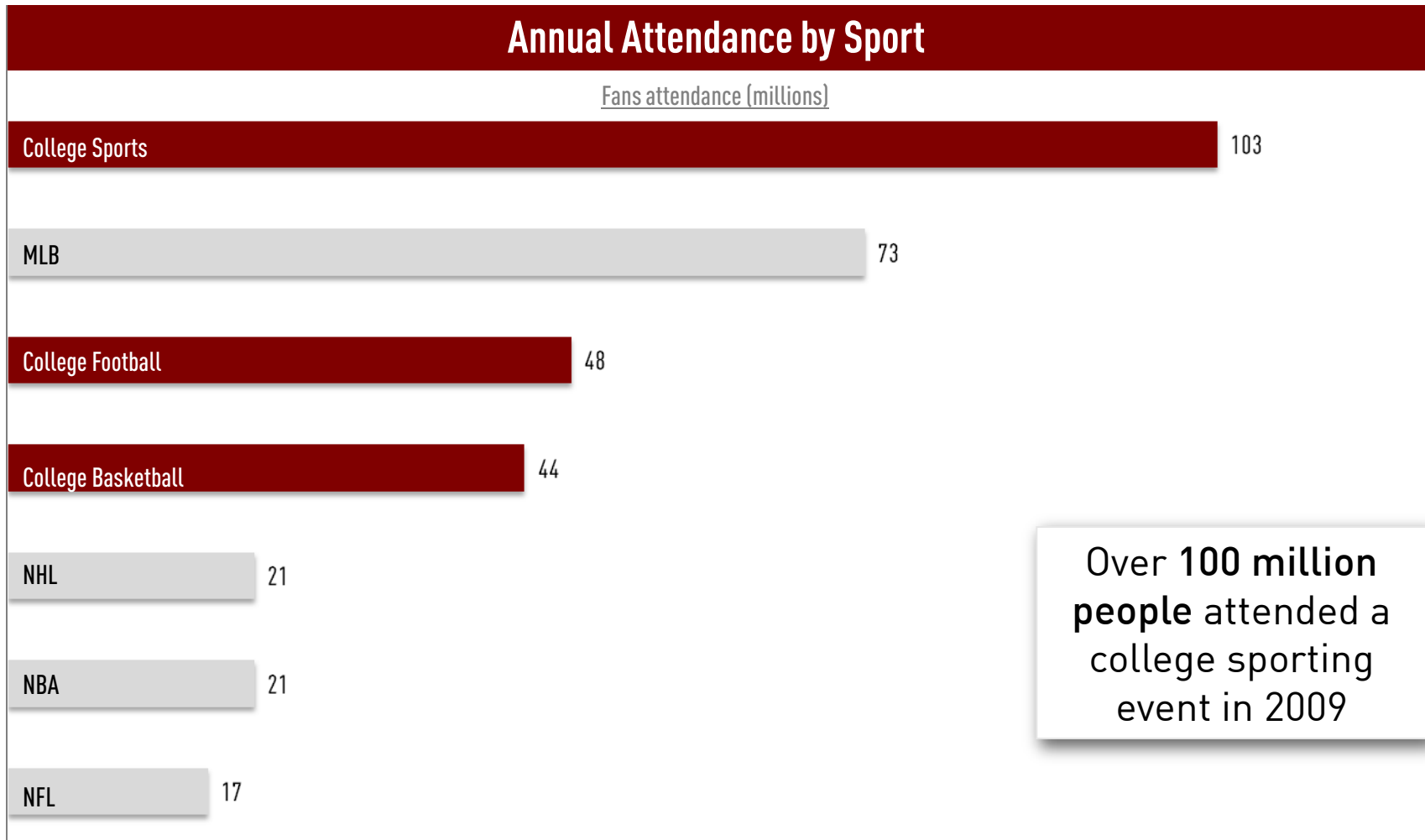
**3 of the 4 most  
watched athletic  
championships are  
college events**

Source: Nielsen Media



# College attendance vastly exceeds all major sports

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Over **100 million people** attended a college sporting event in 2009

Source: ESPN.com & NCAA.com

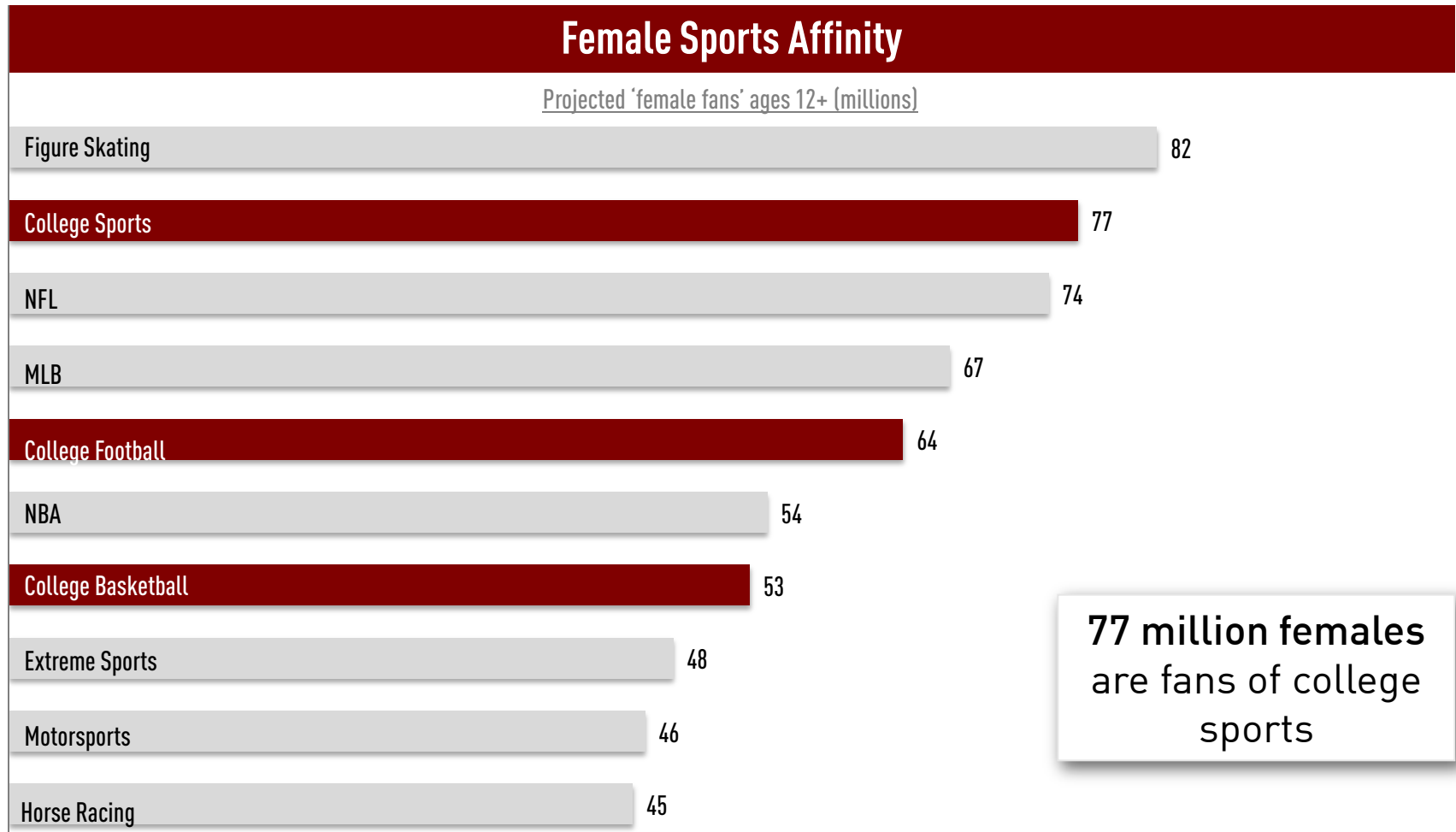


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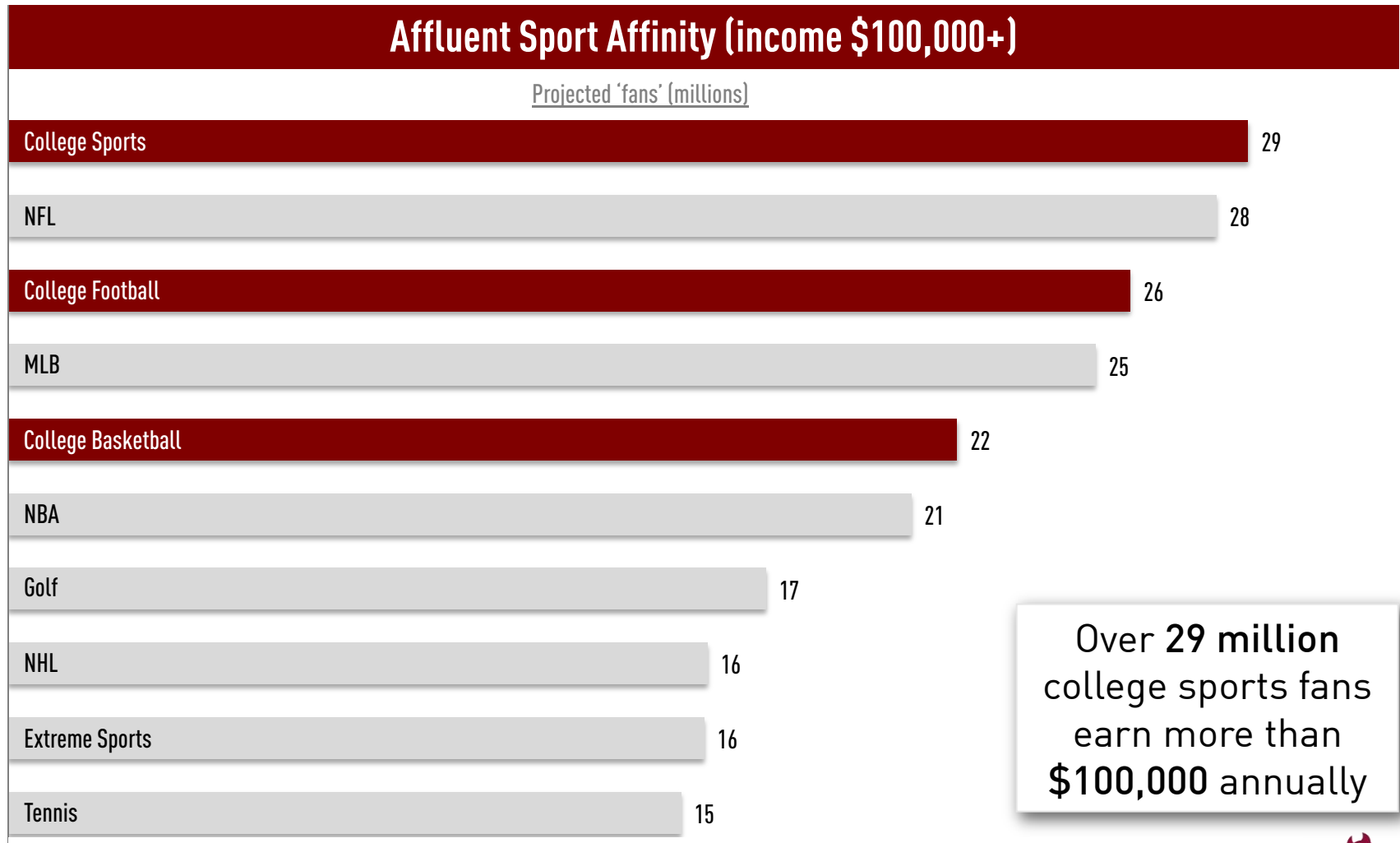
# College has one of the largest female audiences



Source: US Census; The ESPN Sports Poll, a service of TNS (2009 survey)



# College has the largest affluent fan base



Source: US Census; The ESPN Sports Poll, a service of TNS (2009 survey)



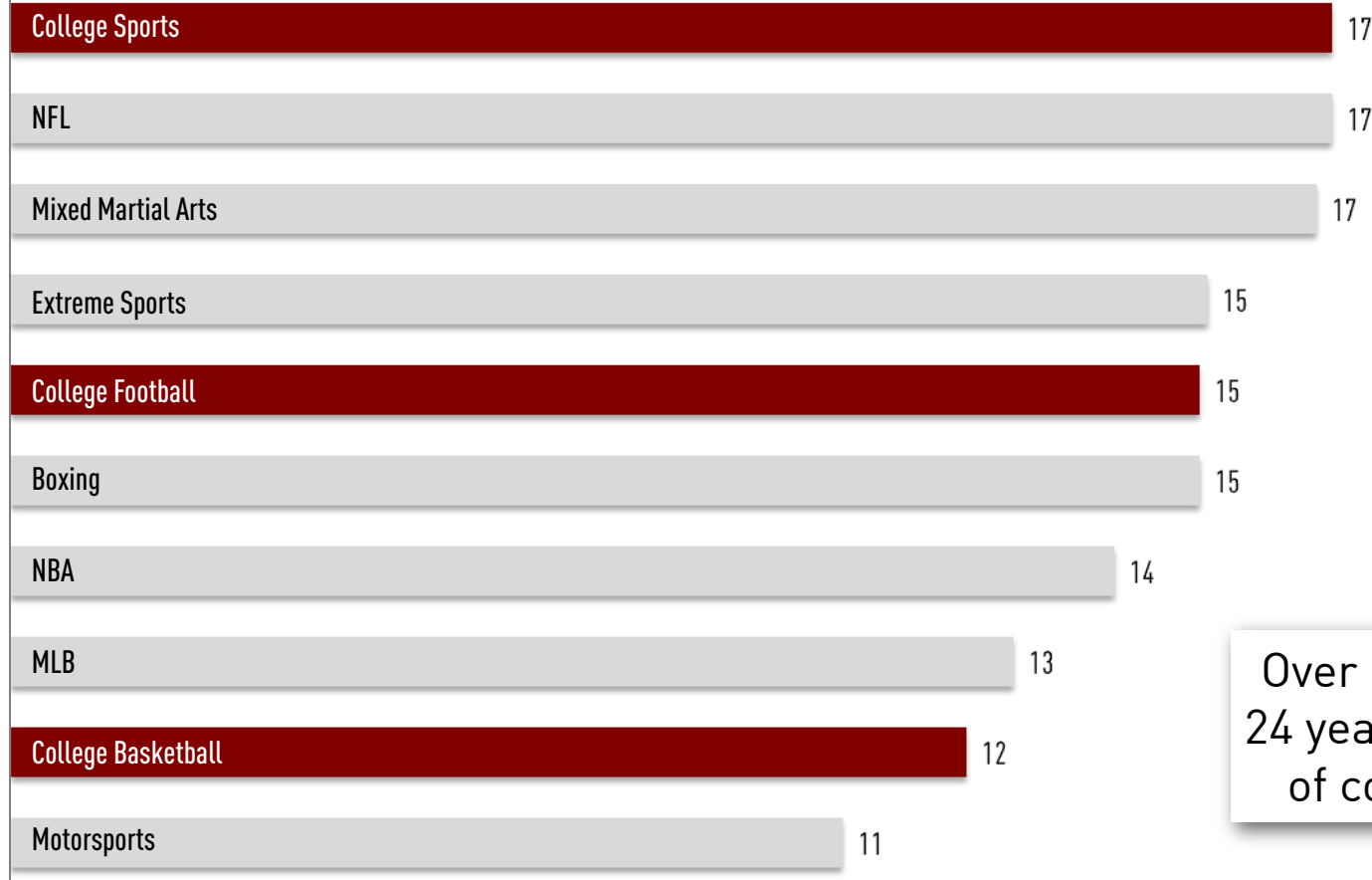


# College reaches the Millennial Generation

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## Sport Affinity Among 18-24 yr olds

Projected 'fans' (millions)



Over 17 million 18-24 year olds are fans of college sports

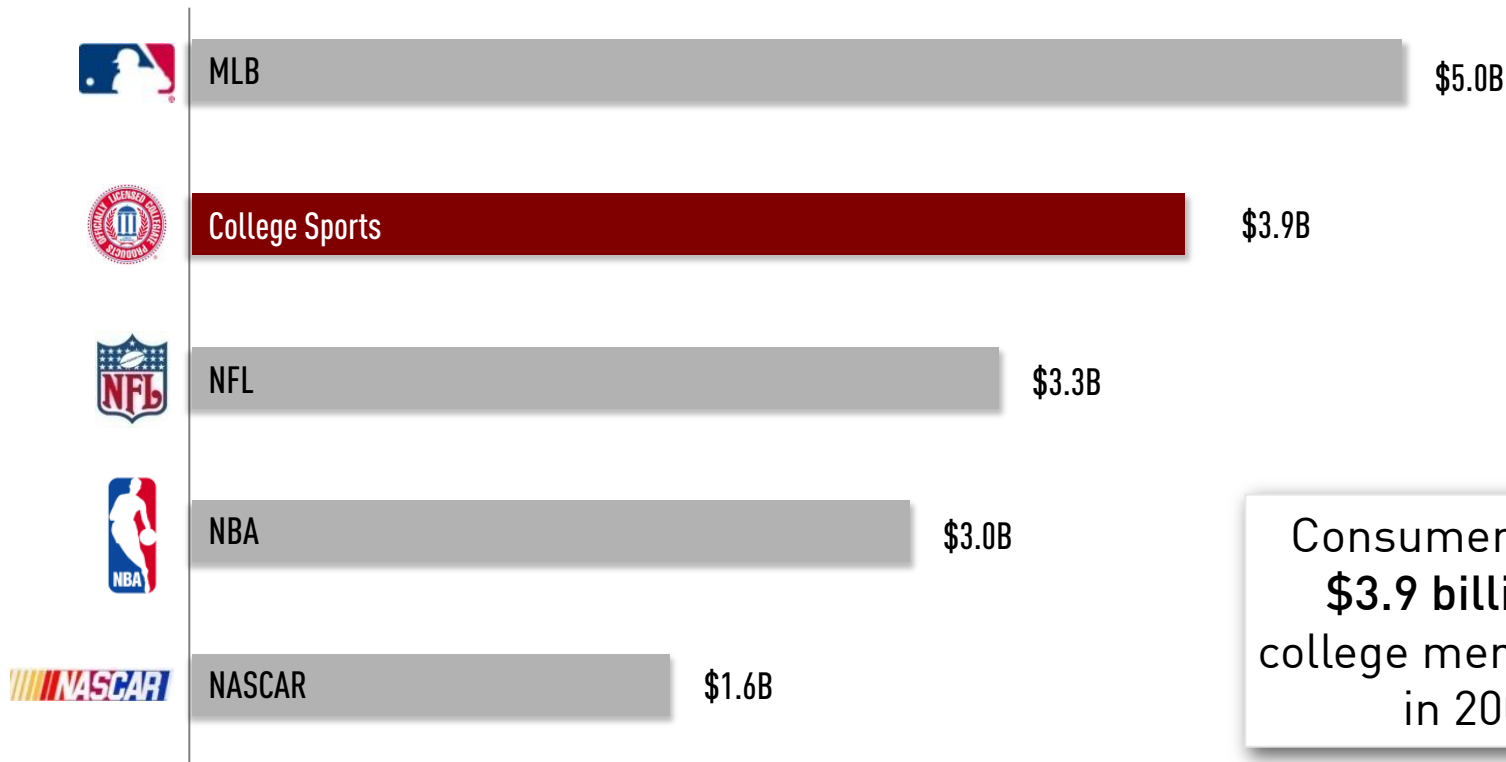
Source: US Census; The ESPN Sports Poll, a service of TNS (2009 survey)



# College sports fans are spending for licensed merchandise

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## Annual Licensed Sales



Consumers spent  
**\$3.9 billion** on  
college merchandise  
in 2009

Source: Global License Magazine and The Collegiate Licensing Company

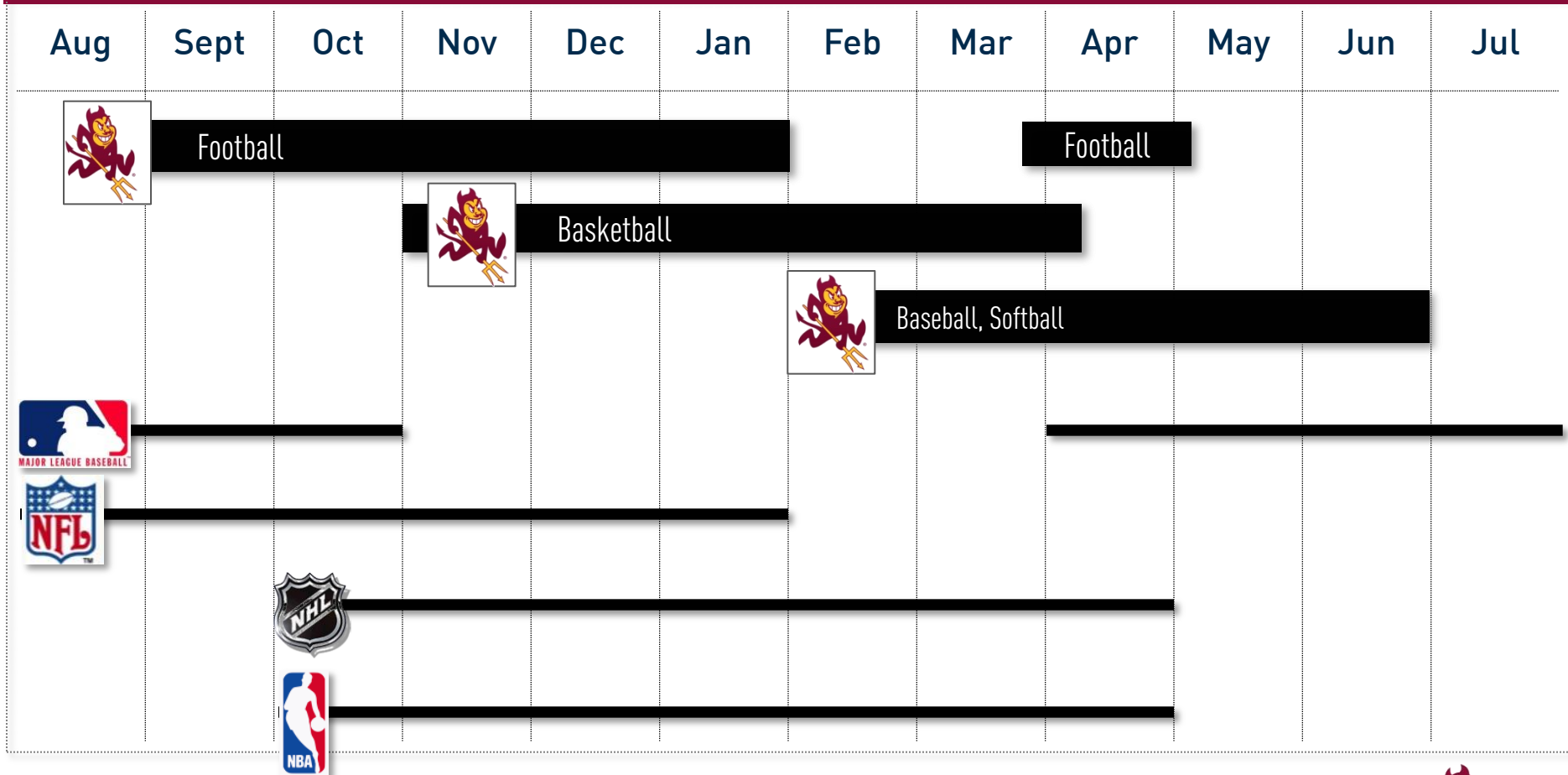




# Year-round marketing platform

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## ARIZONA STATE OFFERS YEAR-ROUND ACTIVATION



# Testimonial

## ASU Online

- » IMG College has become a key partner for ASU Online, helping to enhance our reach and impact with current and prospective students. Their team at ASU really took the time to understand our needs and goals, and they go out of their way to provide great service and support.

... Russ Knocke  
Director of Communications







# Why Arizona State University



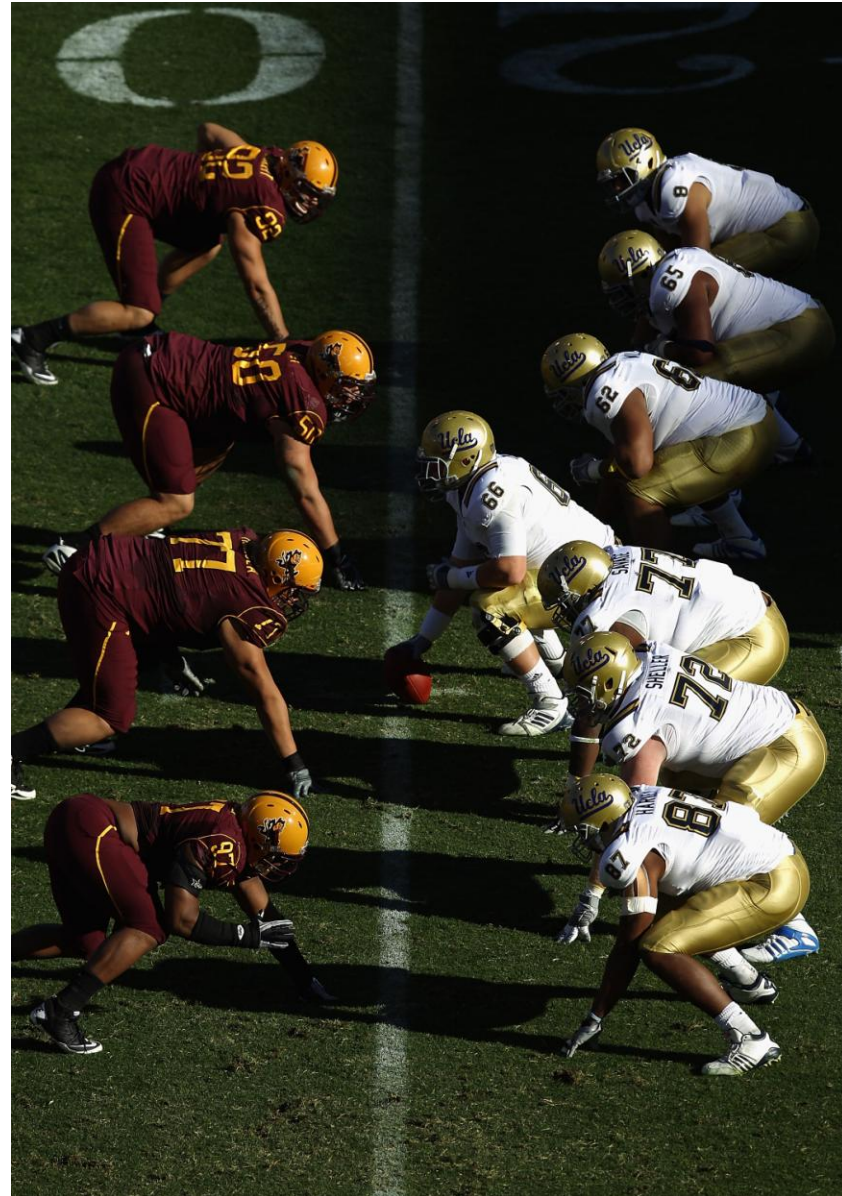
# Testimonial

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## IBEW Local 640

- » We really appreciate our relationship with the Sun Devil Sports Network in sponsoring ASU athletics. IMG has been extremely user-friendly in helping us create an integrated campaign that meets our needs and fits our budget, and the hits on our website have increased greatly since beginning this program. On the marketing side, this continues to be an ideal venue to not only reach a variety of potential consumers, but also has helped us create relationships with the university and promote a positive image of the IBEW in the community through a variety of media included in the package. We love supporting our hometown Sun Devils, and hope to continue and expand this relationship in the future.

... Dean Wine  
Business Manager



# Arizona State University

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- » Founded in 1885, ASU is the largest public research university in the United States, with a total enrollment of 68,064 students. ASU's strategic plan calls for 100,000 total students by the year 2020.
- » Alumni
  - 300,000 ASU alumni in the Phoenix area
  - Seventy-five percent of ASU's alumni worldwide are under the age of 45





# Testimonial

## Heritage Graphics

- » Heritage Graphics' primary business is print and communications media. Our relationship with the Sun Devil Sports Network has been a very successful venture for us and one that we appreciate greatly. Our business is all about relationships and trust. Our partnership with IMG College affords us several avenues to assist in strengthening current client relations and creating new ones.
- » And don't forget the folks at IMG College stage a great tail gate party every game and go long distances out of their way to introduce us to other partners, guests and ASU officials at every chance. They also have very effective networking meetings, generally staged around an ASU event, where one can meet potential clients.
- » Simply put, it's effective, productive and a fun relationship to say nothing of the College atmosphere! Thank you IMG College for your trust and partnership and we look forward to our continuing relationship.

Tom Wells  
Vice President of Sales





# Arizona State Athletics

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- » Arizona State is a proud member of the Pac-12 Conference
- » Total 2010-11 attendance: 708,693
  - Sun Devil Stadium 2010: 287,656 (Average – 47,943) over 6 games
  - Wells Fargo Arena 2010-11: Men's 107,582 (Average – 7,684) over 14 games
    - ... Women's 38,846 (Average – 2,774) over 14 games
  - Packard Field 2010: 129,728 (Average – 3,506) over 37 games
  - Farrington Field 2010: 43,845 (Average – 1,043) over 42 games



## ProCopy Office Solutions

- » ProCopy Office Solutions have been a partner of ASU and Sun Devil IMG Sports & Entertainment Properties since August of 2010 and it has been one of the best decisions we have made for growing our business. Partnering with ASU has raised the brand awareness of ProCopy within the Phoenix market beyond our expectations. The value of the ASU Sun Devil Sports tie in to our community has been fantastic, not to mention the good will of supporting one of the nation's largest universities. It has been a classic "win-win" scenario. In my 25 years in Management and Leadership in our industry, I have been involved in sports marketing relationships with the NBA, NFL, NHL, and MLB local teams. Our ASU relationship represents by far the best value of any I have seen.
- » The customer support we have received from the entire IMG staff has been terrific, meeting and exceeding our business objectives but still keeping it fun, in the true spirit of what sports are supposed to be. As an ASU alum, I have forgotten some of the things about the University that made my time there special. This same nostalgic feeling is in many of our clients and prospects and is helping to grow our business. I would highly recommend doing business with the Sun Devil Sports Network. If you have any questions, feel free to contact me at 602 PRO-COPY.

... Mike McGuirk  
President



# Accessing ASU Fans

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Fully accessing the college market requires multiple points of entry

## POINT OF ENTRY

## AUDIENCE SIZE

On-campus

68,000 students  
10,000 faculty and staff

ARIZONA STATE  
UNIVERSITY

Athletic Department

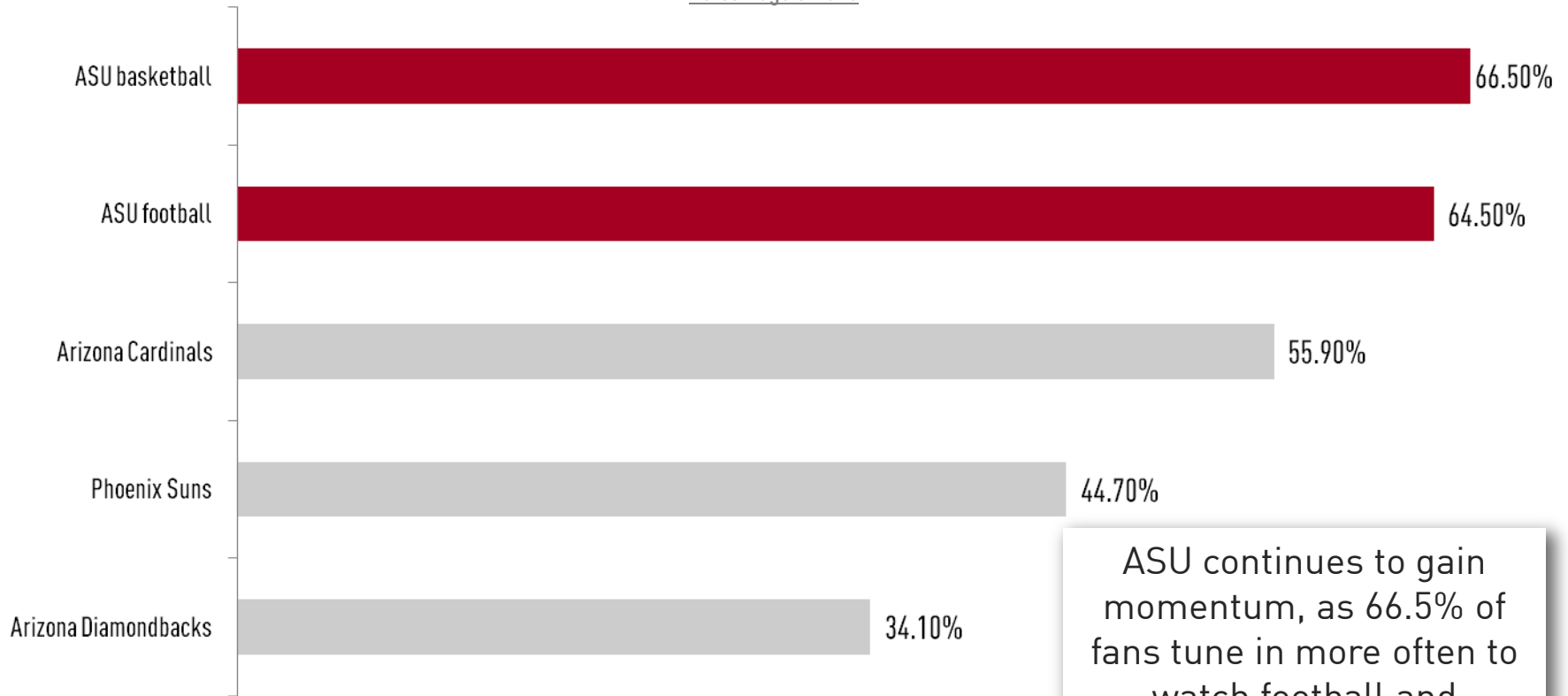
Over 1.6 million fans \*



# ASU fans are watching more often

## Watching Favorite Team Play More Often

Percentage of fans



Source: The ESPN Sports Poll, a service of TNS (2009 survey)

ASU continues to gain momentum, as 66.5% of fans tune in more often to watch football and basketball games



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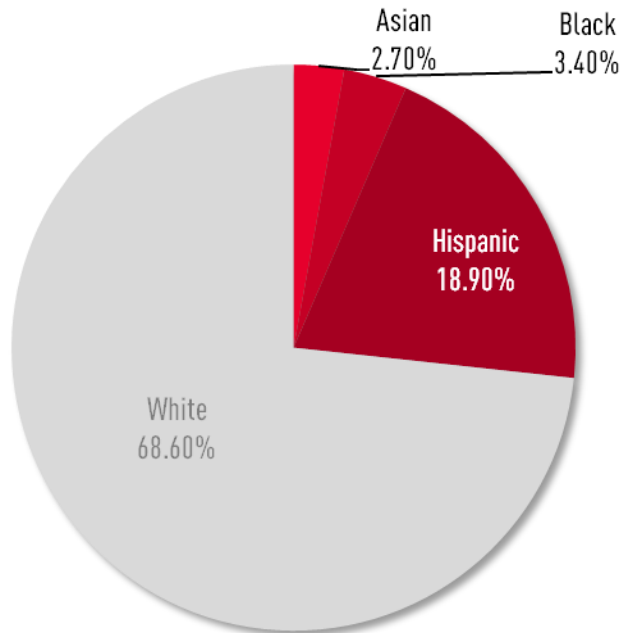


# The Arizona State Fan

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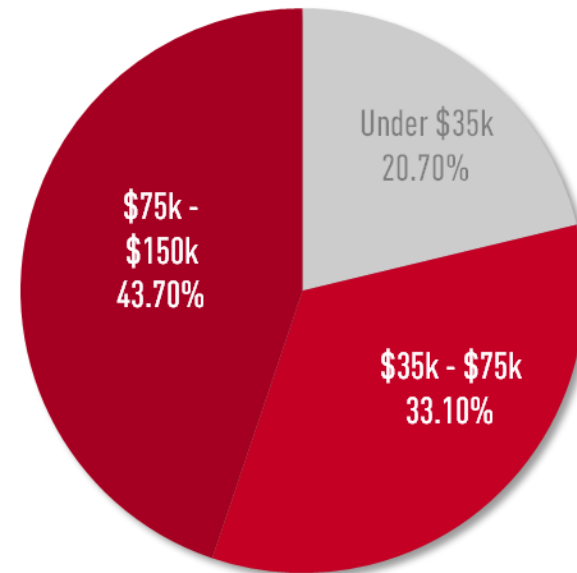
## Diverse Audience

Percentage of fans



## Above Average Income

Percentage of fans



# Testimonial

## Volkswagen

- » IMG Sun Devil Sports Network has been a fantastic partner. The partnership with ASU has not only given us great exposure, but a real sense of community involvement. Almost everyone in our state can identify with ASU in some fashion and IMG is great at strategically offering great venues to promote our product. I have really enjoyed the business relationship and great customer service they provide. If a company is interested in sports marketing in Arizona, I would highly recommend ASU, it's a tremendous value!

... General Manager  
Volkswagen North Scottsdale



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