



THE UNIVERSITY OF UTAH

Auxiliary Business Development

LICENSING • MARKETING • SPONSORSHIPS

**ANNUAL
REPORT**

FINANCIAL YEAR 2017-2018



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ABOUT OUR OFFICE

We service the university's Auxiliary Services branch and help those departments do a number of important things—generate revenue, develop their brand, share information and messaging, capitalize on assets and develop key partnerships to advance their success. In short, we are responsible for three main functions within Auxiliary Services—licensing & trademarks, marketing and communications and business development.

In the Auxiliary Business Development (ABD) office, no two days are alike. Depending on the season, a given week may include designing cups and popcorn tubs for Rice-Eccles Stadium, co-hosting a fan event with a local retailer, brokering sponsorship deals, managing multi-million dollar contracts, or working with UMC to throw a birthday party for Swoop. Another week may include reviewing Ute Proud designs with the Ute Tribe, executing a Red Zone tailgate giveaway, redesigning websites, writing news stories, taking photos and writing captions for Print & Mail's next calendar, designing web and print ads...the list goes on. It is truly never a dull moment here in ABD and we have a lot of fun helping our departments and colleagues succeed.

OUR TEAM



BRETT EDEN
DIRECTOR, AUXILIARY BUSINESS DEVELOPMENT

✉ brett.eden@utah.edu ☎ 801-581-8298

The captain of our ship, Brett keeps us all on the right track and ensures we are all working to grow the auxiliary departments, find new revenue and elevate the overall presence of Auxiliary Services and the university as a whole.



RICHARD FAIRCHILD
ASSOCIATE DIRECTOR, LICENSING

✉ richard.fairchild@utah.edu ☎ 801-585-7784

Need to use a university mark on something? You're going to have to go through this guy first. Richard ensures university marks are used correctly in all public and private applications. Richard also works closely with vendors and retailers to elevate the university brand and create new revenue opportunities.



AMY MCIFF
SENIOR MANAGER, MARKETING & COMMUNICATIONS

✉ amy.mciff@utah.edu ☎ 801-581-4556

Amy leads marketing, communications and PR efforts for all eight auxiliary departments. Amy also assists the university's licensing efforts by managing the crafter program. Amy is the go to here for editing and 'Amifying®' anything we produce from this document to announcements and feature stories in @TheU.



JOE CANFIELD
SPECIALIST, MARKETING & COMMUNICATIONS

✉ joe.canfield@utah.edu ☎ 801-581-6097

The Swiss Army knife in our office, Joe is the guy you go to if you need something done, right now. Joe is an impeccable designer and has a great mind for business development. He helps us work toward elevating our appearance and assists in finding new revenue and improving existing revenue streams.



SHELBY BOURNE
MANAGER, CAMPUS STORE MARKETING & COMMUNICATIONS

✉ shelby.bourne@utah.edu ☎ 801-581-4693

Between cultivating sponsorship opportunities, planning and organizing events, to designing ad campaigns, the Campus Store keeps Shelby busy. One of the more organized workers in our office, Shelby makes sure all twelve departments within the Campus Store have everything they need when it comes to marketing and communications.



CHASE SMITH
MANAGER, LICENSING

✉ chase.smith@utah.edu ☎ 801-581-6245

Using university marks can get complicated. If anyone has a question on how to use a mark, Chase is the guy to talk to. Chase keeps the university brand in line by reviewing over 5,000 artwork submissions every year and tracks revenue related to each university mark. Chase also works with retailers and licensees to help grow their product offerings and the university's presence at retail.



MAKENNA HOMER
ADMINISTRATIVE COORDINATOR

✉ makenna.homer@utah.edu ☎ 801-213-0969

Makenna is the glue of the office, Gorilla Glue that is, because it takes a lot to keep everything organized around here. If you need something from our office, but aren't quite sure who to get it from, Makenna will point you in the right direction.



LICENSING & TRADEMARKS

PROFIT | PROTECT | PROMOTE

LICENSING AT A GLANCE

ALL NUMBERS AS OF JULY 2, 2018

TOTAL ROYALTIES
\$1,748,995
 FY17 \$1,716,862 | FY16 \$1,386,678

NUMBER OF UNITS
1,190,901
 FY17 1,054,340 | FY16 1,064,300

6,639 ARTWORK SUBMISSIONS

The Licensing and Trademarks Office serves three purposes when it comes to university trademarks. These three p's drive everything that we do in our office.

PROFIT We are responsible for creating revenue from the university's marks. A percentage of everything that is sold with university marks comes back to the university to fund scholarships and other initiatives on campus.

PROMOTE We promote not only the university's marks, but the university as a whole. We work with retailers like Scheels, Dick's Sporting Goods, and the Campus Store / Utah Red Zone to make sure they are carrying the most up-to-date product and are aware of special programs like last year's special Veterans Day program and this year's 125 Years of Football program.

PROTECT Keeping the university brand in line and ensuring that our standards are upheld in all applications of our logos takes a lot of work. Every year we review over 5,000 pieces of artwork from licensed vendors and manage over 400 licensees. We also regularly work with people who are selling unlicensed goods in becoming licensed and using our marks correctly. As a part of our protection efforts we make sure that university marks aren't ending up on any product that would reflect poorly on the university. All of our licensees must carry product liability insurance and be members of the Fair Labor Association.

BY THE MARK



2,820 ARTWORK SUBMISSIONS
\$4,481,676 RETAIL VALUE



674 ARTWORK SUBMISSIONS
\$1,163,089 RETAIL VALUE



506 ARTWORK SUBMISSIONS
\$927,202 RETAIL VALUE



220 ARTWORK SUBMISSIONS
\$335,097 RETAIL VALUE

TOP APPAREL LICENSEES

	\$302,067 ROYALTIES +17.4% GROWTH FROM FY17
	\$161,207 ROYALTIES -15.7% GROWTH FROM FY17
	\$96,616 ROYALTIES +8.6% GROWTH FROM FY17
	\$48,231 ROYALTIES -3% GROWTH FROM FY17
	\$46,153 ROYALTIES +17.8% GROWTH FROM FY17

TOP RETAILERS

	\$501,393 ROYALTIES +3.1% GROWTH FROM FY17
	\$165,221 ROYALTIES +62.1% GROWTH FROM FY17
	\$134,086 ROYALTIES -8.3% GROWTH FROM FY17
	\$77,682 ROYALTIES +26.1% GROWTH FROM FY17
	\$71,734 ROYALTIES -0.6% GROWTH FROM FY17

TOP HARD GOODS LICENSEES

	\$104,286 ROYALTIES +117.4% GROWTH FROM FY17
	\$40,448 ROYALTIES +68.1% GROWTH FROM FY17
	\$33,748 ROYALTIES -11% GROWTH FROM FY17
	\$21,270 ROYALTIES N/A GROWTH FROM FY17
	\$19,198 ROYALTIES -50.1% GROWTH FROM FY17

TOP SELLING ITEMS BY MARK

	STANCE \$46,925 RETAIL VALUE \$7,508 ROYALTIES 3,432 UNITS SOLD		INTERLOCKING U OUTDOOR AREA RUG \$22,501 RETAIL VALUE \$3,600 ROYALTIES 810 UNITS SOLD
	SIDELINE HOODIE \$28,829 RETAIL VALUE \$4,613 ROYALTIES 717 UNITS SOLD		
	WINTER PARKA \$64,254 RETAIL VALUE \$10,280 ROYALTIES 1,642 UNITS SOLD		

LEGAL & ENFORCEMENT

INFRINGEMENTS

Through IMG College Licensing and the Coalition to Advance the Protection of Sports Logos (CAPS), University of Utah has assisted in enforcement actions that included college product leading to the recovery of over 109,000 products through civil and criminal enforcement as well as the removal of over 13,500 infringing product listings from social and web-based sites. We have completed over 150 takedowns through online forms via eBay, Amazon, Etsy, social media platforms, and IMG College Licensing's own infringement form.

ENHANCED LEGAL SERVICES

Over the past fiscal year, IMG College Licensing created strategic partnerships with three online trademark infringement solution providers. These companies can be used to enhance current legal services by handling more in-depth marketplace monitoring. These services can assist to combat online counterfeiting and monitor the United States Patent and Trademark Office for potentially problematic third-party applications. These services are currently being evaluated by our office to determine if they make sense for the University of Utah.

PROTECTION

Protecting marks and logos used by the university helps to avoid confusion among consumers in the marketplace. By registering marks and logos, the university has extended legal protection against unauthorized use. We are actively seeking and working to protect marks used by the University across all departments through registration of current and future designs. We are currently working through the registration process for the Interlocking U logo, U Health logo, ImagineU, and GamerU marks as well as exploring how to register primary university marks in China.

ACTIVATION INITIATIVES

We put together marketing initiatives in all forms to promote Utah gear and the university as a whole. From onsite activations like our patch program with New Era and the Campus Store to nationwide online campaigns, we make sure that Ute fans everywhere are aware of the new gear and any new programs we might be launching or participating in. Our goal with these campaigns is not only to get people to buy more Utah gear, but to also create goodwill for the university.



As a part of the back-to-school festivities at the Campus Store we coordinated with PINKto get their traveling retail experience, the PINK Bus, to come to campus for a day. Over \$10,000 of merchandise was sold, with \$1,250 going directly back to the Campus Store.



The Scheels Kickoff party is a collaboration between Scheels, BYU, and Utah. We hold this event annually to let the community know that Scheels carries officially licenced goods and that they are an option when looking for Utah gear. When all the retailers that carry Utah gear are doing well the entire marketplace is enhanced. We make sure we are doing everything we can to make all of our retailers successful.

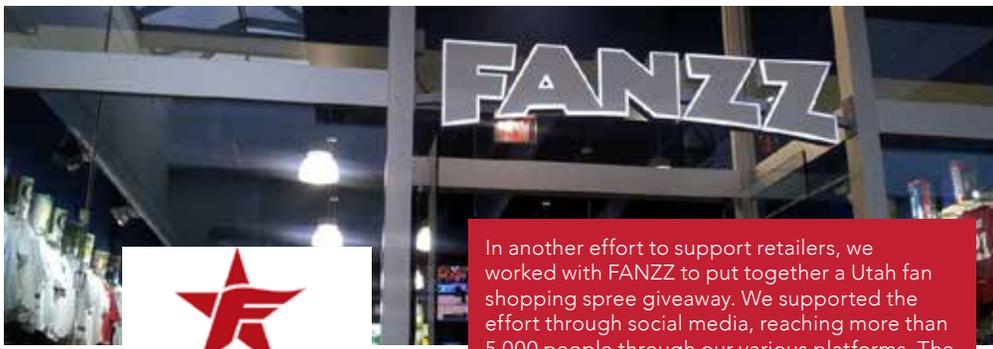


New to retail this year, every apparel item will have a hangtag with the FanUp message on it as well as noting that the product is officially licensed. Previously the officially licensed tag was a generic (and blue) tag that noted the product is licensed. We hope this initiative helps the shift toward a totally inclusive culture at all Utah Athletic events.

FAN UP
MAKE US UTE PROUD
U



In conjunction with the Utah Red Zone, we released a patch program for the Veteran's Day football game. Customers who purchased a New Era hat could add the limited edition patch to their hat for free. We ran the program for two days and sold more than 100 hats. New Era paid for the patches and sent us a heat seal machine to use for applying the logos.



In another effort to support retailers, we worked with FANZZ to put together a Utah fan shopping spree giveaway. We supported the effort through social media, reaching more than 5,000 people through our various platforms. The winner was greeted by Swoop at FANZZ South Towne Mall location. Going forward we are working with FANZZ to provide extra incentive to their sales associates to move Utah product.



DECLARATION DAYS

Each year, Top of the World runs Declaration Days. This is a promotion based around national signing day when athletes typically put a hat on with the school they have chosen to attend. It is a nationwide program and schools are ranked based on how many declarations they get. This program gives us the opportunity to put the university on the national stage and to reach prospective students in an engaging and creative way.



We highlighted a student every week during the campaign and shared why they chose to attend the University of Utah. Our four-week social media campaign reached more than 35,000 Utah fans.

Top of the World gives \$8,500 in scholarships to randomly selected participants through this program. We guaranteed and gave away a \$1,500 scholarship to one participant from Utah.

DIB
TOTAL AWARDED

TOP 25	<ul style="list-style-type: none"> 10. TEXAS A&M - TEXASKANS 11. ARIZONA STATE UNIVERSITY 12. UNIVERSITY OF FLORIDA 13. BAYLOR UNIVERSITY 14. INDIANA STATE UNIVERSITY 15. PITTSBURGH STATE UNIVERSITY 16. UNIVERSITY OF MISSISSIPPI 17. MISSOURI STATE UNIVERSITY 18. ARIZONA STATE UNIVERSITY 19. FLORIDA TECH 20. UNIVERSITY OF TENNESSEE 21. MISSISSIPPI STATE UNIVERSITY 22. DELAWARE BAPTIST UNIVERSITY 23. SOUTHWEST MISSOURI STATE UNIVERSITY 	<ul style="list-style-type: none"> 24. UNIVERSITY OF MISSISSIPPI 25. MISSISSIPPI STATE UNIVERSITY 26. THE UNIVERSITY OF ALABAMA 27. THE UNIVERSITY OF IOWA 28. UNIVERSITY OF CONNACKEE 29. THE UNIVERSITY OF UTAH 30. KENTUCKY STATE UNIVERSITY
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2. WEST VIRGINIA UNIVERSITY
3. THE UNIVERSITY OF OKLAHOMA
1. FLORIDA STATE UNIVERSITY



We finished in 5th place, ahead of some powerhouse schools like Alabama and Michigan State, and were in the top three throughout most of the program's duration.

RETAIL POSTERS

One of the many ways we support retailers is by providing signage for them to display around themed football games. These help educate shoppers on what is happening each week during the football season and allows us to create new lines of product around certain causes. In conjunction with the Veteran's Day game, we were able to launch a new logo and produce product designed around it.



LOOKING FORWARD

CLUB SPORTS

In collaboration with Campus Recreation, we are implementing a Club Sports Rewards Program. The intent of the program is to help guide club sports to better understand licensing policies, why those policies are in place and how they can more effectively plan into the future. There will be one \$1,000 award and two \$500 awards given away at the campus recreation annual dinner in the spring.

PATCH PROGRAM

Providing consumers with unique experiences sets a retailer apart from the others. Again, this fall, we will implement a limited time, limited quantity, exclusive patch with the purchase of any headwear (knits excluded). New this year will be the ability for consumers to purchase the brand and style of headwear they and at the time of purchase, add on a free commemorative 125 Years of Football patch, as worn by the coaches and players.

ASIA CAMPUS RETAIL

We are working with the University of Utah Asia Campus to establish a retail store that will carry similarly licensed products to that of the main Campus Store. The licensed merchandise will be manufactured by local Korean companies who meet the expectations of the Fair Labor Association and who have executed a licensing agreement with our office. The store will be run by administration and students at the Asia Campus and will fill the demand for branded merchandise by students, faculty and staff.

PROMOTIONAL PRODUCTS

Currently, the University of Utah has more than 80 companies servicing the promotional product needs of campus. From pens, mugs and stress balls to headwear, polos and outerwear, these products are often sourced from the same distributors, with each company adding on their expected profit margin. We are working with Campus Purchasing to reduce the number of promotional companies to reduce cost for departments and increase oversight of trademark useage on campus.

INDEPENDENT LICENSING PROGRAM

We are in the process of evaluating the costs and benefits of running our licensing program independent of a licensing agent. Through this evaluation, we will determine our ability to reduce or eliminate agency fees, increase time spent with manufacturers and retailers alike and focus on what matters most to the university as a whole.

QUESTIONS? CONCERNS?



**RICHARD
FAIRCHILD**
ASSOCIATE DIRECTOR, LICENSING

✉ richard.fairchild@utah.edu ☎ 801-585-7784



**CHASE
SMITH**
MANAGER, LICENSING

✉ chase.smith@utah.edu ☎ 801-581-6245



MARKETING AT A GLANCE

ALL NUMBERS AS OF JULY 15, 2018

PHOTO SHOOTS

 **87**

VIDEOS PRODUCED

 **21**

EVENTS HELD

 **52**

 **149** EMAIL CAMPAIGNS

 **51** @THEU, UNIQUE VENUES, VIST SALT LAKE ARTICLES PUBLISHED

Our team leads marketing, communications and PR efforts for the university's 8 auxiliary departments, the most active being the University Campus Store. We create digital and traditional advertising content for these departments, plan and host events and oversee their websites and social media channels. We also generate leads for the Stadium & Arena and support sponsorship arrangements.

As a team of three, our workload rivals that of a small marketing agency and we are always working at somewhere around 150% capacity. In a given week, we will publish an article touting our incredible stadium staff, coordinate a photoshoot for one of our licensees, run a nationwide marketing campaign in conjunction with a scholarship giveaway and plan an event around a new line that the Campus Store is carrying. That is a typical week around our office, and not a particularly busy one.

It's challenging to maintain such a wide scope of work with very different departments but our centralized approach has allowed us to help departments benefit from one another through cross-promotion, shared messaging and a more robust cache of content and resources for each one.

This last year, we ran several very successful campaigns and events for all of the auxiliary departments. We are looking forward to continue elevating the presence of Auxiliary Services, both internally and externally, and creating memorable experiences for everyone that we touch in the coming year.

SOCIAL MEDIA



13,390 FOLLOWERS
1,691,470 PEOPLE REACHED
544 TOTAL POSTS



9,249 FOLLOWERS
526,461 PEOPLE REACHED
307 TOTAL POSTS



8,325 FOLLOWERS
320,698 PEOPLE REACHED
248 TOTAL POSTS



9,928 FOLLOWERS
589,320 PEOPLE REACHED
247 TOTAL POSTS

COLLATERAL & CAMPAIGNS

Our team creates all kinds of content for the auxiliary departments. In the last year, we worked on everything from complete overhauls of websites to print and digital advertisements. These projects are done with the intention of driving business, providing better and more relevant content to people and providing an improved user experience to make sure customers use our services again.

SAES WEBSITES



We completely overhauled both stadium.utah.edu and abovethecity.com to provide a better experience for visitors. The SAES website now features a modern look, a completely overhauled A-Z fan guide, and a more fan-friendly way to find event information and to buy tickets.

We added new ways to contact event coordinators so the public can book an event at The Tower in just a couple of simple steps. We also updated the information about our rental spaces, added new imagery and made improvements to boost our ranking in online search results. Since making these changes, we have seen a huge increase in leads and business.

UNDER ARMOUR CATALOG

In an effort to promote and sell more sideline gear at the beginning of football season, the Campus Store sends every season ticket holder a printed catalog of the new gear they can get online and in store. We designed the layout, arranged photoshoots and printed 10,000 copies and mailed just under 8,200 booklets for the 2018 season.



FRESHMEN & GRAD FAIR MAILERS



In another direct mail effort, UTech sends a brochure to all accepted freshmen with information about educational discounts on computers and other tech supplies. This mailer goes out all year long as new students are accepted.

In the spring, the Campus Store sends out a mailer with information on how to order graduation regalia and other graduation-related items like gifts and class rings. About 7,500 brochures were sent this past year.

THE TOWER BROCHURE

Attracting corporate business and events to The Tower has been the focus of our Tower marketing efforts. In support of this, we have designed a brochure focused on corporate business and made it available on each floor of the tower during football games and every other event held there.



RED ZONE GIVEAWAYS



Giveaways serve two purposes for us. The first is to grow our online audience. Over the last year, we were able to gather 17,196 emails to add to our email database. We also use giveaways to help offset the Campus Store's marketing budget. Giveaways are sponsored, so all of the items and related marketing is covered by sponsorship dollars. With a sponsor, we are also able to leverage their marketing channels and reach new customers.

ONLINE DISPLAY ADS

After the closure of the off-campus Red Zone stores, we made a big push to get people to shop online. We ran a targeted online ad campaign to people who were likely customers of those stores. Ads appeared on popular websites and were featured on UtahUtes.com.



UREDZONE.COM



Without changing the inventory system or how URedZone.com is run, we were able to give the site a facelift by putting an emphasis on using lifestyle imagery on the site. This is a way for people to see how certain items fit real people rather than having to guess from a size chart or a plain image of the item. There have also been other aesthetic improvements to the site, like making the main banner full-width and responsive. The site has also become more mobile-friendly as changes have been made.

CONCESSIONS MARKETING

The concessions team at Rice-Eccles did a great job last football season adding new items for fans to enjoy. During the week of each football home game, we featured a new item on social media along with where in the stadium fans could purchase the item.



PRINT & MAIL CALENDAR

Each year University Print and Mail Services prints 12,500 calendars and distributes them across campus. These calendars are present in nearly every employee's office, including health sciences where they hang in patient waiting rooms, exam rooms and doctors' offices. The theme from last year was "Then & Now" and featured photos from the past superimposed on photos from the present day. The calendar and photos were picked up by the Alumni Association, University Marketing and Communications, and several local news outlets. This calendar was the highest seller of all Print & Mail calendars to date.



AUXILIARY WELLNESS CHALLENGE



The Auxiliary Wellness Challenge is an annual 18-week program where employees are encouraged to participate in healthy behaviors and track their activity. As employees track their behaviors, they are rewarded points that are put toward entries into a grand prize drawing. With the help of a committee composed of representatives from each auxiliary department, we were able to put together a communication plan that more than doubled the participation from 2017's Wellness Challenge. In all, 36 emails were sent, including weekly updates for all of the participants. Also new this year were the auxiliary-wide events like bowling at the Union and kickball on the field at Rice-Eccles.

EVENTS

Events serve as a platform for us to make valuable, face-to-face contact with people who use our services every day and people who might not know that our services exist at all. We also turn events into revenue-generating opportunities through partnerships, increasing traffic and creating more awareness around our services, all while driving licensing revenue and sales. We held 52 events in 2017-18 and already have several planned for 2018-19.



SIDEWALK SALES

Sidewalk sales serve as a way for the Campus Store to move old inventory and to drive traffic to the store. Sidewalk sales typically generate about \$40,000 in revenue during the three-day sale. We held two sidewalk sales last year and plan on continuing a bi-annual schedule for these events.



PATIO PARTIES

With the opening of the new patio at the Campus Store, we started to host patio parties. These served as a way to drive traffic to the store and helped us highlight our community partners like the University Credit Union.



UTECH ONE DAY

UTech's One Day Event is held in conjunction with Apple. Students and faculty get to enjoy an additional 8% off education pricing on Apple products. This event is usually planned around a new product release from Apple. UTech is able to utilize co-op marketing funds from Apple to help offset the cost of marketing on our end. In 2017-18, UTech was the number one campus retailer of Apple Watches, many of which were sold during the One Day Event. These events are held bi-annually and bring in revenue in the high six figure range.



STUDENT & STAFF APPRECIATION DAYS

Throughout the year, the Campus Store holds student and staff appreciation events (three events in 2017-18). These events are designed to thank students and staff for shopping at the Campus Store. Typically, a 30% discount storewide is offered and we bring in food, games and music for people to enjoy while they are shopping.



RETAILER EVENTS

In support of licensing revenue we support retailers throughout the valley with events at their stores. As mentioned in the licensing section of this report, we hold an annual event with Scheels to 'kickoff' football season. We also support new retailers with grand opening events and promotion of their stores.

USA RESIDENT EVENTS

USA puts on several events throughout the year to enhance resident life. We support these events with our staff, inflatables for the kids to play with, collateral creation and connections to community partners to help offset costs. In 2017-18, we supported the annual Block Party, Emergency Preparedness Fest and other Community Center events.



ABD TAILGATES

Football season is an exciting time for us. We host a tailgate before every home game here at our office (you're invited, by the way). These events are designed to help us connect with community and university partners. Typically, we have around 50 people in attendance that will vary from store owners and managers, to manufacturers and even student veterans. Last year, in conjunction with the Veterans Support Center on campus, we hosted more than 200 student veterans on Veteran's Day (November 11th) and served nearly 2,000 tacos.

LOOKING FORWARD

ABD & AUXILIARY WEB PRESENCE

Looking forward into 2018-19, we are going through the entire digital footprint of Auxiliary Services, evaluating how we can unify our web presence to maximize return. With changes happening in our own office, we will be updating our site to be user-friendly for people seeking partnership opportunities, licensing information and how to leverage our team and assets to market the auxiliary departments.

CAMPUS STORE TV NETWORK

Retail has become more and more about providing an experience to customers. To improve the experience of the Campus Store, we are working to install a TV network throughout the store that will display messages about new products, events and some sponsored content to help offset the cost of the system. Funding is in place for this system and we are working with our community partners to better understand what kind of content we can share through this system and what kind of revenue we can drive through it.

CAMPUS STORE E-COMMERCE

With the closure of the off-campus Red Zone stores and with the growth of e-commerce as a whole, we have shifted our marketing focus to driving customers online to purchase product. Along with these efforts has come a focus on online advertising, an emphasis on search rankings, overall user-friendliness of both URedZone.com and CampusStore.utah.edu. We have also ramped up the Campus Store's social media presence in an attempt to reach more students and will continue to grow these channels throughout 2018-19.

NEW CAMPUS STORE LOCATIONS

An initiative prompted by the closing of the off-campus Red Zone stores, we are exploring options for opening and running new on-campus stores in communities that the old Red Zone stores served. The provision for new stores is that they must be on campus. The university has several locations outside of main campus, including the extensive health care network that are classified as campus, so as new sites are being discussed, we are looking for opportunities to add retail space and exploring how to best market new stores. The Sandy One Campus Store is currently being renovated to expand the footprint, allowing us to better serve customers in the south end of the valley.

STADIUM & ARENA ONLINE PRESENCE

The Stadium and Arena has historically had a very fragmented online presence. Together, we manage separate online channels for Rice-Eccles, the Huntsman Center and The Tower when all three spaces largely serve the same audience. We started to unify the web presence by redesigning stadium.utah.edu and making it easier for guests to find information. We will be working to unify the social media channels in the coming year.

QUESTIONS? COMMENTS? IDEAS?



**AMY
MCIFF**
SENIOR MANAGER, MARKETING & COMMUNICATIONS

✉ amy.mciff@utah.edu ☎ 801-581-4556



**SHELBY
BOURNE**
MANAGER, CAMPUS STORE MARKETING & COMMUNICATIONS

✉ shelby.bourne@utah.edu ☎ 801-581-4693



**JOE
CANFIELD**
SPECIALIST, MARKETING & COMMUNICATIONS

✉ joe.canfield@utah.edu ☎ 801-581-6097



BUSINESS DEVELOPMENT AT A GLANCE

TOTAL NEW CONTRACT REVENUE

\$108,375

*DOES NOT INCLUDE PEPSI CONTRACT

The business development and sponsorship side of our office is focused on finding opportunities for new revenue, improving existing revenue streams and providing support to other campus initiatives, like the FanUp program.

Our work with community partners is focused on creating win-win situations. We win in these partnerships by securing funding that allows us to elevate our events and other marketing initiatives. Our partners win by gaining access to students and building goodwill by being a partner of the university. We are sensitive to allowing outside entities advertise to students and ensure that our partners are marketing services and products that can truly benefit students, faculty and staff.

We are also focused on finding solutions for partners all across campus. We manage the Pepsi contract, for example, and have been able to turn the University of Utah into a flagship institution for potential Pepsi accounts. We have created relationships across campus so when a partner like Pepsi comes to us with a request, we can quickly work with the right people to facilitate whatever it is they are asking for.

4 MAJOR PARTNERS



2 FULL-RIDE SCHOLARSHIPS

PROVIDED BY AMERICA FIRST CREDIT UNION FOR SWOOP

AMERICA FIRST CREDIT UNION

Our partnership with America First Credit Union benefits auxiliaries in multiple ways. The first is revenue that allows us to fund the initiatives that we work on with AFCU. The second is being able to leverage their network of members for advertising, attending and tabling at events they may be hosting. Our focus with AFCU is to connect students with their services that will make the transition from student like to work life less complicated.

— ARE PROUD TO PRESENT —

\$500

TO THIS MONTH'S GRANT WINNER!

\$500 GRANT GIVEAWAY

During the school year (August - May), the Campus Store runs a grant giveaway that students can enter. Each month a student is selected at random to receive a \$500 grant from the Campus Store. The grants are funded by America First and students are free to spend the money on textbooks, tuition or other school-related expenses.

RED & WHITE FRIDAYS

Red & White Fridays was an effort to get students to show their school pride by wearing Utah gear on Fridays. The promotion included a weekly prize of \$100 to one random winner who shared a photo of them wearing red or white and a \$1,000 Red Zone shopping spree as a grand prize to one of the weekly winners. This promotion not only encourages school pride, but also drives retail sales and licensing revenue.



SWOOP VAN & SCHOLARSHIPS

America First is the title sponsor on the Swoop Van, which Swoop uses to get to appearances and events. As part of the sponsorship, we are able to provide two full-ride scholarships to the students who are Swoop.



RED ZONE GIVEAWAYS

Mentioned in the marketing section of this report, AFCU sponsors three giveaways a year with the Red Zone. These giveaways give us a chance to grow our email lists, reach new fans through AFCU's network and offer fans a unique experience with our store.



UNIVERSITY FEDERAL CREDIT UNION

Our work with University Federal Credit Union falls along the same lines as our work with America First. We are able to use sponsorship dollars and our partner's networks to promote our events and services. UFCU is a great partner that is willing to work with us to be sure we are sensitive to the needs and concerns of students and the university community.



EVENT SPONSORSHIPS

University Credit Union has become a staple in events at the Campus Store and University Student Apartments. Their involvement feels natural to people and not like a sponsorship or sales pitch. With their sponsorship, we are able to offer better food options and promote the event with added signage and a presence in UFCU branches to get more people to turn out.

AUXILIARY WELLNESS CHALLENGE

2018 marked the second year that UFCU sponsored the Wellness Challenge. With their involvement, we are able to provide an elevated experience to participating employees. New this year was UFCU traveling to departments to educate employees on their new 'Exclusively for U' program, which provides added benefits to employees that bank with UFCU.



AUXILIARY WIDE ACTIVITIES
CHOOSE ONE
OF THE FOLLOWING EVENTS TO ATTEND
ATTENDEES GET 200 POINTS TOWARD THEIR END TOTAL

JAN/FEB	BOWLING	JANUARY 31 st 3 - 4:30 p.m. FEBRUARY 2 nd 11:30 a.m. - 1 p.m. UNION BOWLING ALLEY
MARCH	CAMPUS WALK	MARCH 19 th 12 - 1 p.m. MARCH 22 nd 3 - 4 p.m. MEET AT CAMPUS STORE PATIO
APRIL	KICKBALL	APRIL 16 th 12 - 1:30 p.m. 3:30 - 5 p.m. RICE-ECCLES STADIUM

CAMPUS STORE BAGS

Retail bags are one of the highest expenses the Campus Store has every year. To help offset the cost, we have sold ad space on the outside of the bags. UFCU, alongside the Union, have helped cover the cost and have provided a better product to customers than the Campus Store budget alone could.



PEPSI TRANSITION

Our office was assigned fulfillment of the new Pepsi contract. We supported Pepsi in identifying and replacing every piece of equipment on campus (vending machines, soda fountains and fridges). We also supported Pepsi in their marketing efforts by approving artwork and helping them understand the local market and what is important to the university community.



Pepsi has come in with a robust portfolio of products that includes Gatorade, Mountain Dew, Aquafina, Life Water and others. Everyone on campus now has access to broader and healthier options of drinks. Our campus was the flagship university for Pepsi's Hello Goodness Nspire machine (located in the Union Building), which pours lower calorie drink options like Sobe Life Water, Propel and Gatorade G2 on tap.

We have become the poster university for Pepsi as they expand their collegiate footprint. The University of Arizona is currently going through an RFP process and throughout that process our campus has been an example of how Pepsi would complete the transition at the U of A.



We have also been tasked with managing the Pepsi Ambassador Program. To promote the brand of product offering on campus, Pepsi is hiring student ambassadors. We have hired two students and are interviewing to hire a third. The ambassadors are tasked with coordinating and managing sampling events and further helping to manage the Pepsi brand on campus.



Going into year two of the contract, we are looking forward to working with Pepsi on other campus initiatives like Gatorade fueling stations for student athletes and offering Utah gear as an option for people redeeming their Pepsi reward points, among other initiatives.



J-DAWGS

We worked with J-Dawgs to secure them a spot in the stadium and also a spot on the Campus Store patio to help drive more traffic to the store. We have also built a revenue share component into the contract. This agreement brings a university and fan-friendly brand to campus to better serve students and guests at Rice-Eccles Stadium.



UNIVERSITY DRONE POLICY



Under the direction of the executive leadership team, and with input from stakeholders across campus, we developed a drone policy to help ensure the safety of campus. Under our policy, people who would like to fly drones must submit a flight request that goes through an approval process including the Scheduling Office, UPD, and others that need to be aware of drone activity. Pilots whose requests are approved are sent a reminder that they are flying at their own risk and that they will be held liable if they are flying outside of FAA and local regulations.

Along with creating this process, we had two of our team members take and pass the test to become licensed drone pilots. We have started to offer their services to campus entities who might need aerial photography or videography for their respective areas.

LOOKING FORWARD

AUXILIARY PARTNERSHIP PROGRAM

The mission of the Auxiliary Services Partnership Program is to enhance the on-campus experience of students, faculty and staff at the University of Utah. We want everyone on campus to feel welcome and enhance their learning and working experiences by connecting them with products and services that will better their lives. We seek to achieve this through hands-on partnerships like we have with America First and University Credit Union, instead of simple advertising. Our sales program has been approved and we will be working in the coming months to build asset kits and to identify strategic partners.

COMMUNITY PARTNERSHIPS

Along the same lines as the Auxiliary Partnership Program, we are working on a campus-wide program that would explore partnerships in areas that affect the entire campus, like travel and business services. A program like this would allow the university to not only capture sponsorship revenue, but also lower operating costs with better procurement contracts. The program is being modeled after programs across the country and is being designed to bridge the gap between athletic and campus assets.

COMMUNITY OUTREACH PROGRAM

To further our work with the Swoop program, we are exploring a community outreach program that would involve traveling the state to share messages like being drug free or don't text and drive with elementary, middle and high school students. It is important to us that the university is seen in a positive light across the state and is truly viewed as the flagship university in the minds of young Utahans. This program will require a large sponsorship and ideally will be self-funded.

QUESTIONS? FEEDBACK?



**BRETT
EDEN**

DIRECTOR, AUXILIARY BUSINESS DEVELOPMENT

✉ brett.eden@utah.edu ☎ 801-581-8298



**RICHARD
FAIRCHILD**

ASSOCIATE DIRECTOR, LICENSING

✉ richard.fairchild@utah.edu ☎ 801-585-7784



**CHASE
SMITH**

MANAGER, LICENSING

✉ chase.smith@utah.edu ☎ 801-581-6245



**JOE
CANFIELD**

SPECIALIST, MARKETING & COMMUNICATIONS

✉ joe.canfield@utah.edu ☎ 801-581-6097



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