

# AUXILIARY BUSINESS DEVELOPMENT ANNUAL REPORT

**VOL. 2 | FY19**





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We service the university's Auxiliary Services branch and help those departments do several 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 Business Development.

In the Auxiliary Business Development 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 BBQ. 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, 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 the university grow and reach their goals.



TRADEMARKS &amp; LICENSING



MARKETING &amp; COMMUNICATIONS



BUSINESS DEVELOPMENT

In the last year, we have added three new team members—Claudia, Alex, and Corinne have all joined our team. Claudia and Corinne have been busy marketing for Commuter Services and Print & Mail, respectively. You'll read more about their specific projects in a few pages. Alex has joined us in her role as Administrative Coordinator and has done an incredible job of making sure all our team members have what they need to succeed in their roles.

We have built our team in the spirit of creating collaborative opportunities across Auxiliary Services and the university. Managing *marketing and communication* activities centrally across auxiliaries allows us to maximize *sponsorship* opportunities, and having *trademarks & licensing* in house allows us to build, maintain, and leverage the university brand across campus. These three pillars of our office work hand-in-hand and allow us to recognize and take advantage of new revenue opportunities, create operational efficiencies, and allocate resources appropriately.



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### STUDENT EMPLOYEES & INTERNS:

Sunny Beuerman, Pepsi Ambassador  
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Gill Smith, Intellectual Property  
Hunter Moreton, Data Analytics  
Michael Asinene, Special Events  
Joshua Jensen, Special Events  
Jackson Murray, Special Events  
Anna Dorsey, Special Events  
Carolyn Whipple, Special Events  
Liam Hammons, Special Events  
Ryan Hoo, Special Events  
Puneet Singh, Sepcial Events  
Elena Knaras, Special Events  
Aleksandra Szuszkiewics, Special Events





### AUXILIARY WELLNESS CHALLENGE

The Auxiliary Wellness Challenge completed its third year with the third annual Auxiliary Employee Appreciation Breakfast. The 18-week program ran from January through April and saw 212 people sign up and participate across Auxiliaries. Our entire team is involved in this project, from bringing University Federal Credit Union on as the title sponsor, to Licensing using their relationships to get prizes for the raffle, and our marketing team building artwork and putting together events like bowling and team walks.

The Auxiliary Employee Appreciation Breakfast featured former Olympic freestyle skier, Shannon Bharke, who addressed the group about the importance of hard work and dedication to whatever it is you're doing.

2019 Wellness Challenge Participants: 212

Number of points tracked: 344,1893

Total number of workouts completed by participants: 6,269



### VETERAN'S DAY TAILGATE

On November 10, 2018, we opened our office tailgate party for a second year to all student veterans and their families. We worked closely with the Veteran Support Center on campus to get the word out about the event, and also worked with Image One, a licensee, to make special edition t-shirts to give out during the tailgate. We had nearly 300 people attend our tailgate party that day.

Hosting 300 people is no small task, so we rely on help from our partners at the University Guest House and some extra labor from our team of student interns. Even with the extra work, this is consistently one of our favorites of the 6-7 tailgate parties that we host every year.



### POP-UP SHOPS

An emerging trend in retail right now is pop-up shops. Retailers come in and set up a limited-time shop usually featuring products or discounts that are only available for the time their shop is set up. Using our relationships with licensees, we were able to set up several of these pop-up shops around the Campus Store. We featured products from PINK, who brought their traveling retail experience to campus twice, Top of the World, who partnered with Pepsi to build a lounge on the south plaza of the campus store, and several other vendors that built unique experiences for students and fans to enjoy.

These events take a lot of coordinating. The Licensing & Trademarks office works with vendors and the Campus Store to find dates and facilitate sales. Our business development team works to find sponsors for the events, and our brand activation team coordinates with the scheduling office and vendors to ensure flawless execution. All of this happens while our marketing team builds custom marketing campaigns and artwork to promote the event.



### SCHOLARSHIPS

In an effort to align with the university's mission to promote student success and transform lives, we have expanded the number of scholarships our office offers students. We have done this through creative partnerships with community businesses, licensees and other vendors from our network.

The Licensing & Trademarks Office partnered with Top of the World to run Declaration Days for a fourth year and awarded a \$1,500 scholarship to a University of Utah student. In sum, Top of the World put up \$10,000 to be awarded to students across the country.

The Campus Store awarded several scholarships through a partnership with MBS, University Federal Credit Union and America First Credit Union (AFCU). Our office also provides two scholarships to support the swoop mascot program, in partnership with AFCU.

We are always looking for opportunities to expand our support of students, whether in the form of scholarships, employment opportunities or specialized education and training.

Total scholarship dollars awarded in FY19: \$26,500



EVENT TIMELINE

JULY '18 JAN '19 JUNE '19

Our team put together and helped manage more than 65 events last year. These ranged from small tabling events on campus to full-scale tailgate parties with 2,000 attendees with some of our retail partners. New to our events team this year is our special event student employees that have helped take our events to the next level.

As part of our ongoing effort to make the University Campus Store the hub of campus, we hosted scores of events in and around the store during FY19. From sidewalk sales to Faculty and Staff night, to inviting licensees and other vendors to use the space, we've made great strides in increasing foot traffic into the store, as well as

fostering a welcoming environment for students and staff to gather, hang out and of course, purchase Utah product. We've also integrated our sponsorship program as a means of funding these events while offering those partners great opportunities to interface with the

often-hard-to-reach audience of students, faculty, and staff here at the U. We have collaborated with local hot dog vendor J-Dawgs, America First Credit Union, University Federal Credit Union, Pepsi, and many others to host memorable, fun events for our campus community.





*The Trademarks and Licensing arm of the ABD office serves three purposes when it comes to university trademarks. The three "P's" of licensing drive everything that we do.*

**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 U to fund scholarships and other initiatives on campus. We are also able to leverage the brand in sponsorship and partnership agreements, ensuring the proper valuation is being assigned consistently across all agreements.

**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 Veteran's 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 more than 6,000 pieces of artwork from licensed vendors and manage more than 400 licensees. We also regularly work with people who are selling unlicensed goods to help them become licensed and use our marks correctly. As part of our protection efforts, we make sure university marks aren't ending up on any product that would reflect poorly on the university.



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The Dynamic Duo. Between Richard's seven years in the office, his time serving on the board of the Fair Labor Association, and Chase's previous experience in international trademark and product registration, these two know all the ins-and-outs of the licensing industry.

A typical day for these two might consist of approving artwork, digging into numbers to make strategic decisions on category management and product distribution or working with a licensee to coordinate a pop-up shop at the Campus Store.

Chase is a life-long Yankees fan and Richard, being from the Houston area, is a die-hard Astros fan. So, if you think they get along, don't come around the next time the Yankees and Astros play each other.



The retail market in Utah and the licensed goods category as a whole shifted significantly in FY19. We saw the closing of the three off-campus Utah Red Zone stores, FANZZ being sold off by the Larry Miller Group, and ultimately merging with Lids. We also saw other retailers, like Walmart, changing up their strategies on purchasing and carrying college products. All of these changes have us exploring how to best prepare for the future. We are continuing to explore and stay up to date on all industry trends, successes, and following peer institutions that are leading the way in these initiatives.

## TOP RETAILERS



## TOP APPAREL LICENCEES



## TOP HARD GOODS LICENCEES



**FY19 ROYALTIES**  
**\$1,406,029**  
 FY18 - \$1,749,313 | FY17 - \$1,716,862

**6,635**  
**ARTWORK SUBMISSIONS**

**372**  
**LICENSEES**

**807,203**  
**UNITS SOLD**  
 FY18 - 1,194,538 | FY17 - 1,054,340

**150+**  
**ONLINE TAKEDOWNS**

**857**  
**RETAILERS**

## BY THE MARK



WHOLESALE VALUE: **\$4,588,146**  
 ARTWORK SUBMISSIONS: **3,827**



WHOLESALE VALUE: **\$1,430,631**  
 ARTWORK SUBMISSIONS: **1,364**



WHOLESALE VALUE: **\$1,250,550**  
 ARTWORK SUBMISSIONS: **819**



WHOLESALE VALUE: **\$501,021**  
 ARTWORK SUBMISSIONS: **447**



WHOLESALE VALUE: **\$760,951**  
 ARTWORK SUBMISSIONS: **570**

## TOP SELLING ITEMS BY MARK



CIRCLE & FEATHER DOME CANOPY  
 VENDOR **Rawlings**  
 WHOLESALE VALUE: **\$101,258**  
 ROYALTIES: **\$16,201**  
 UNITS SOLD: **744**



WOMEN'S "UTAH UTES" FLEECE HOODIE  
 VENDOR **Captivating**  
 WHOLESALE VALUE: **\$36,674**  
 ROYALTIES: **\$5,868**  
 UNITS SOLD: **1,680**



"UTAH" FLEECE HOODIE  
 VENDOR **Knights Apparel**  
 WHOLESALE VALUE: **\$60,580**  
 ROYALTIES: **\$9,693**  
 UNITS SOLD: **2,400**

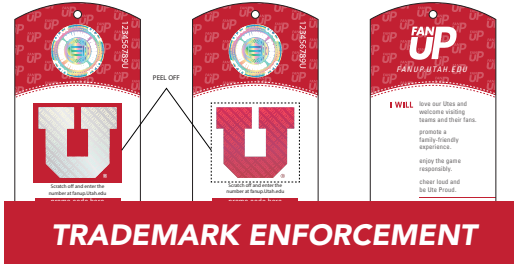


BLOCK U FLEECE  
 VENDOR **PINK**  
 WHOLESALE VALUE: **\$10,965**  
 ROYALTIES: **\$2,193**  
 UNITS SOLD: **305**



INTERLOCKING U T-SHIRT  
 VENDOR **Captivating**  
 WHOLESALE VALUE: **\$22,564**  
 ROYALTIES: **\$3,610**  
 UNITS SOLD: **2,500**





### TRADEMARK ENFORCEMENT

Ensuring the protection, authorization and proper use of the university's trademarks is an essential part of our daily focus. We have been successful in removing more than 150 postings of infringing products found on social media platforms and other online retail websites in the last year.

In addition to the removal of unauthorized product postings, we were able to issue two new crafter's licenses by reaching out and connecting with individuals to educate them on the importance and benefit of becoming licensed to sell Utah product.

We are currently finalizing an approval to purchase counterfeit monitoring software that will streamline the process, not only for finding infringing products but for the automated removal of the postings as well. In one 24-hour sample run done for us by this software service, the system was able to remove \$19,000 worth of products on social media channels and another \$39,900 from sites like Redbubble and Amazon. This adds up to a total impact of \$58,900 in one day.



### SYNERGY AWARD NOMINATION

The ABD Office was nominated, for a fourth time, to receive the International Collegiate Licensing Association's Synergy Award. This award is given annually to an exceptional "team" that has demonstrated an extraordinary commitment to collegiate licensing and has directly contributed to the betterment of the industry. The winning team must have made significant contributions to the collegiate licensing industry through innovative and new ideas during the last academic year and played a vital role on campus and in the industry through leadership, demonstrated teamwork and involvement from multiple components in the licensing process. We are honored to again be considered for this award.

#### ABOUT THE SYNERGY AWARD

- The ABD office won the award in 2012
- We are the only institution to be nominated four times



### UU LOGO USE AT RETAIL

### HISTORY

Traditionally, the University of Utah has not restricted the number of licensees competing in the marketplace in the same product categories. While we believe this approach fuels the internal drive to differentiate our licensees' product in style and quality, we recognize product differentiation in distribution channels is also key to a program's success. In an effort to provide better differentiation between apparel items, we are adjusting logo use between the mass and mid-tier/better distribution channels.

In the 1960s the University of Utah used an Interlocking UU trademark on football helmets. More recently in 2012, the Interlocking UU trademark was updated to reflect the style of our Block U trademark. Since the implementation of the updated Interlocking UU on a football jersey in 2015, the mark has grown in popularity, as it simultaneously represents both the University of Utah and Utah Utes.

The Circle/Feather trademark has seen a number of variations, starting in the 1970s and the most recent update taking effect in 2009. It was the primary trademark for Athletics when we joined the Pac-12 and continues to be a prominent trademark across most Utah Division I sports.

### ONWARD & UPWARD

Entrance into the Pac-12 has had a positive impact on the University of Utah, elevating not only academia but also the level of athletic competition and differentiating Utah as part of a Power 5 Conference. Through this transition, the demand on the number of retailers carrying licensed merchandise has increased significantly. This, in turn, has carried over into the number of products available, wholesale sales and royalty revenue.

In an effort to differentiate distribution channels from each other, in Spring 2019 we extended rights for the Interlocking UU trademark to all distribution channels and notified licensees and retailers that the Circle/Feather trademark would be available only through the Campus Store and other mid-tier and better retail locations, starting in 2021. The distribution channels restricted from future purchases of apparel products with the Circle/Feather trademark will be allowed to sell through any inventory on hand and will continue to be allowed to carry hard-line products with the Circle/Feather trademark.



**LICENSING 101**

"Are the university's trademarks just the 'Circle and Feather' and 'Block U' logos or do things go beyond that?" "How do we legally use the university's marks on apparel and other hard-line products?" These were the questions being asked of one of the university's retail partners, Utah Sports Collective.

This past Spring, in collaboration with Utah Sports Collective, we hosted our first Trademark 101 class, designed to answer these questions and more. We brought together more than a dozen business owners and fans to enjoy a light dinner and to learn how to work with the university to produce licensed merchandise. This class provided an opportunity for us to interact with and better understand the point of view of the business community and fans interested in promoting licensed goods.

**PINK BUS COLLEGE TOUR**

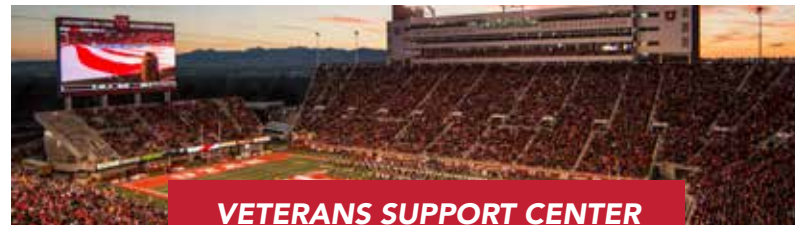
In an ever-growing relationship, the PINK Bus visited the Utah campus twice in one school year. The PINK Bus came to campus in collaboration with the Campus Store to share it's traveling retail experience with Utah fans. Fall 2018 was focused on fan apparel and resulted in \$15,000 total sales for PINK, \$11,700 worth of branded Utah product. This resulted in a \$2,341 profit share for the Campus Store. The Spring 2019 tour was centered around the theme PINK GRL PWR. The purpose of this event was to empower college girls by helping set them up for success as they search for internships and entry-level roles. Along with the unique shopping experience, the pop-up shop offered LinkedIn headshots and a resume review station. PINK paid \$2,000 in rights fees to the Campus Store.

We are one of the few campuses that the PINK Bus has visited twice in one year. Both visits saw record sales topping \$10,000 in just a few hours.

**125 YEARS PATCH PROGRAM**

Building off a successful patch program in 2017, we looked to capitalize on the 125 Years of Utah Football celebration, which took place in 2018. Using the 125 Year logo, we offered a free patch to be heat-sealed onto any Utah hat, purchased at Red Zone locations and online.

More than 1,000 patches were added to hats during the football season.

**VETERANS SUPPORT CENTER**

We teamed up with the Veterans Support Center on a few projects this year. What we are honored and excited to participate in most is helping select veterans each year to be honored for their courage, commitment, and sacrifice during their military service to our nation. The annual ceremony takes place the week leading up to Veteran's Day on campus, with 10-12 honorees. Thank you, Paul Morgan, for allowing us to participate in this annual event honoring some of America's greatest heroes!

**DECLARATION DAYS**

For the third year in a row and in collaboration with licensee, Top of the World, our office participated in Declaration Days. This is an opportunity for incoming Freshman to declare where they will be attending school on social media, share their school spirit, and potentially win scholarship money. Top of the World picks three random scholarship winners across the nation. Trademarks & Licensing gifted an additional \$1,500 scholarship to one of the University of Utah's own students who participated.

#### DECLARATION DAYS HIGHLIGHTS:

- Finished 24th in the country out of 300+ schools
- Gave away a \$1,500 scholarship
- Generated more than 250,000 social media impressions



### CLUB SPORTS

In collaboration with Campus Recreation Services, we were able to work closely with Club Sports to make sure their clubs were aligning with campus trademark policies. Through our efforts, we provided \$3,000 in revenues to club sports who had submitted their club logo, worked to purchase products from licensed vendors and followed the Club Sports logo use policy. Swim & Dive was awarded Brand of the Year, followed up by Rugby and Track & Field. This new partnership has opened communication between our office and these clubs, resulting in improved trademark use through licensed vendors.

#### CLUB SPORTS BRAND OF THE YEAR WINNERS

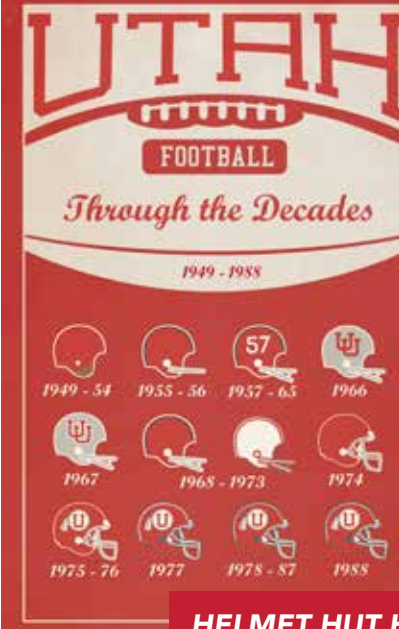
- First Place: Swim & Dive
- Runner Up: Rugby
- Runner Up: Track & Field



### UTAH SPORTS COLLECTIVE

In August 2018, Utah Sports Collective opened its retail doors to the public in Gardner Village. They are the first retailer in the valley to not only sell Utah merchandise but also to be a licensee of the university.

While there were a number of activations we worked on together, Utah Sports Collective held the university's first away game watch party. There were more than a hundred fans in attendance to enjoy games, food, giveaways and watching Utah solidly defeat the University of Colorado 30-7.



### HELMET HUT HISTORIC HELMETS

In the midst of celebrating 125 Years of Utah Football and the ensuing celebration of 150 years of college football, we were fortunate to be introduced to a company named Historic Helmets. Diving deep into Utah Football history, Historic Helmets was able to provide a thorough history lesson on the program, with a focus on the various helmet design and style changes throughout the years. Using this research, Historic Helmet specializes in recreating replicas of the various helmets down to the finite details including chin straps, internal padding, and face masks. These replicas are now available in retail.

See all of the replicas at the Campus Store or on online at [helmethut.com](http://helmethut.com).



AUTHENTIC GAME-USED COLLECTION  
by TOKENS & ICONS

### TOKENS & ICONS

Paying homage to history and those who honor it, collaborating with Tokens & Icons has made it possible to preserve and repurpose varying products linked to Utah's athletic history. Tokens & Icons has used a portion of the original Huntsman Center flooring to make special pens, pendants, cufflinks, and bottle openers. They have also repurposed game-used footballs for cufflinks and wallets.



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**INDEPENDENT LICENSING**

FY19 proved to be another year of significant change in the collegiate industry. Two of the college industry's top licensing agencies merged when the Department of Justice approved the Learfield and IMG merger late in 2018. We are waiting to see how this impacts the service level of our current licensing agency partner. This merger, combined with other changing industry trends as well as the university looking for opportunities to leverage and monetize existing assets, has put our consideration of an independent licensing program on hold. We will continue to evaluate industry changes and, hopefully, come to a resolution in FY20 on the direction we will propose to head.

**PROMOTIONAL PRODUCTS**

The number of licensed promotional companies servicing the University of Utah has surpassed one hundred. This coming fiscal year, we will be reviewing those companies and determining how we improve the promotional products being sold to campus.

**LICENSED ALCOHOL**

Licensed wine and alcohol is on the rise in university settings throughout the country. Licensed wine has taken the lead in this area, with more schools focused on this as an alternative to licensed alcohol or beer. We will continue to follow this as it develops for potential opportunities.

**AUCTION SITE**

Beginning Fall of 2019, the Utah Football team will begin using a new football, created by a company called The Big Game. These footballs will have an RFID chip inside them that will allow for the football to be tracked, registered and sold as a commemorative piece. Enthusiasm generated by saying, 'This football was kicked for the game-winning field goal against USC in 2019' will open doors to offer the footballs and other one-of-a-kind products for purchase through an online auction system.





*In a given week we will coordinate a pop-up shop with a licensee, execute a photoshoot for the latest Under Armour sideline gear, giveaway 2,000 tacos at a University Student Apartments community event, and work with Swoop to surprise a student with a scholarship.*



Our team leads marketing, communications and PR efforts for the university's ten auxiliary departments. We create digital and traditional advertising content for these departments, host and manage events and oversee their websites and social media channels.

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 coordinate a pop-up shop with a licensee, execute a photoshoot for the latest Under Armour sideline gear, giveaway 2,000 tacos at a University Student Apartments community event, and work with Swoop to surprise a student with a scholarship. That is a calm week around here.

It's challenging to maintain such a wide scope of work with very different departments, but our centralized approach has allowed us to help each one benefit from one another through cross-promotion, shared messaging and a more robust cache of content and resources. The additions of Corinne and Claudia to our team has greatly improved our ability to provide top-notch marketing support to all of the auxiliary departments.

Between the five of us, we have more than 70 years of combined marketing and communications experience in fields from extreme sports to public policy. Our team was built with combining our experience and expertise in mind. We are able to support each other with photography, video editing, graphic design, copywriting, research and more, all within the walls of our office. This allows us to be extremely efficient and turn marketing assets and projects faster than taking an outsourcing approach.



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We are constantly sending messages out to fans, faculty and staff, students and the campus community as a whole. In an average week, we publish one @TheU article, put out 95 social media posts and deliver nearly 43,000 emails to our Campus Store and Red Zone audiences. We carefully craft all of our messages to have maximum impact across the 6.3 million+ impressions they make every year. Monitoring all of our metrics allows us to adapt our messages to the changing preferences of our audiences. We are constantly trying new things like video content in email campaigns, high-quality lifestyle imagery and exploring new ways to get our audiences to interact with our content.

**68**  
EVENTS

**117**  
PHOTO SHOTS

**4**  
WEBSITE OVERHAULS

**53**  
@THEU ARTICLES

**128**  
EMAIL CAMPAIGNS

**16** MANAGED SOCIAL  
MEDIA ACCOUNTS

#### CAMPUS STORE EMAIL STATS

**2,225,006**  
EMAILS DELIVERED

AVERAGE OPEN RATE  
**17.7%**

**70,031**  
TOTAL CLICKS

#### SOCIAL MEDIA

We manage 16 social media accounts across Auxiliary Services. We reach audiences spanning students, faculty and staff, as well as football, basketball and gymnastics fans through these channels. Our approach emphasizes quality content that drives engagement and keeps people coming back for more.

**4,114,141** TOTAL  
IMPRESSIONS

**46,087** TOTAL  
FOLLOWERS

**4,943** NEW  
FOLLOWERS

**2,671** TOTAL  
POSTS

FOLLOW ALONG! (Facebook, Twitter, & Instagram)

@UtahRedZone @UtahLikesRed @UofUCampusStore @UofUCommuterServices  
@RiceEcclesStadium @JonMHuntsmanCenter



## WEBSITES &amp; AUXILIARY BRANDING

The total revamp of the Stadium & Arena website last year has led us to take on the redesign of several other websites across Auxiliary Services. Print & Mail's website has been completed, Commuter Services and The Tower section of the Stadium & Arena project are underway and close to completion. We also updated the websites for Managed Print Services and Fleet Services in the last year. The next projects in our pipeline are the Trademarks & Licensing site and the Auxiliary Business Development site.

As we work on these websites we are able to incorporate consistent branding, creating a cohesive feel and consistent messaging across all of the auxiliary departments. Looking forward, we hope to continue to find ways to brand the auxiliary departments all as one unit, working to enhance the university on multiple levels.

## OUR WEB TRAFFIC AT A GLANCE (AUGUST 1, 2018 - AUGUST 1, 2019)

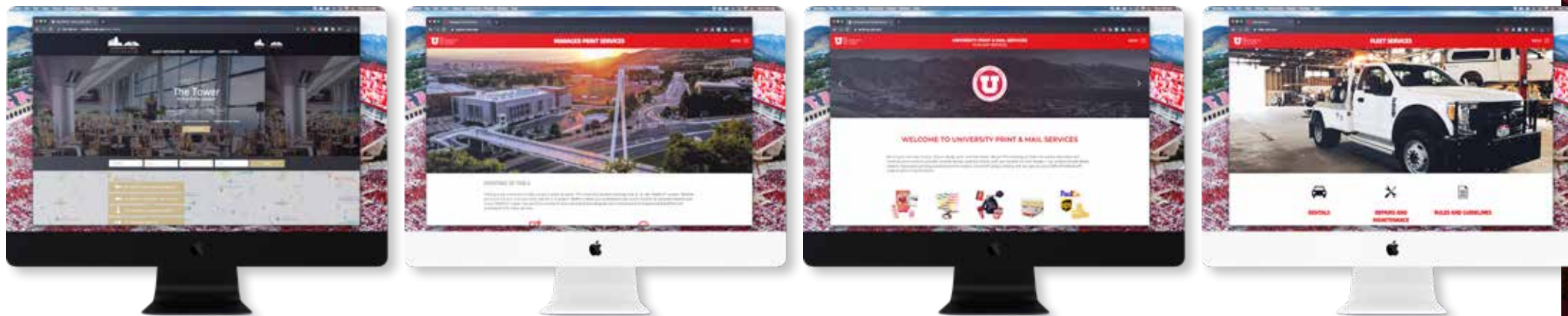
Total sites reporting traffic: 7

Total web sessions: 802,062

Total Page views: 3,931,676

Average time on site: 1 min 16 seconds

Average bounce rate: 58.98%



**AUXILIARY SERVICES**  
THE UNIVERSITY OF UTAH



**PRINT & MAIL SERVICES**



**COMMUTER SERVICES**



**UNIVERSITY CAMPUS STORE**



**STUDENT APARTMENTS**



**LICENSING & TRADEMARKS**



**UCARD SERVICES**



**MANAGED PRINT SERVICES**



**STADIUM & ARENA EVENT SERVICES**



**FLEET SERVICES**



## RED ZONE GIVEAWAYS

For the last four years, we have been promoting big-package giveaways in conjunction with our partner, America First Credit Union. Prize packages are typically worth up to \$5,000. These giveaways get the Red Zone in front of their target customers, grows our email lists, and get people excited about new products the Red Zone has in-store and online. We routinely hit close to 10,000 unique entries each giveaway and have hit a combined social media reach of over 1,000,000 people over the last year.

Partnering with America First on these giveaways allows us to build prize packages that get people excited and allows us to leverage their network to reach new and potential Red Zone customers. Last year, we were able to integrate other university partners like Pepsi into these giveaways.



### SUMMER 2018

Total Entries: 6,957  
Social Media Reach: 189,633  
Duration: approx. 10 weeks

The Ultimate Tailgate Giveaway featured a custom wrapped freezer, custom painted Traeger Grill and a year's supply of meat from Sunbow Distributing. This giveaway was launched at the spring football game with an interactive display. The display was set up in the campus store for 8 weeks and was featured at other events throughout the valley. The winner was awarded live on ESPN 700 with Bill Riley during Fan Fest.

Featured partners: America First Credit Union, Pepsi, Sunbow Distributing, Fusion, Logo Brands, Under Armour, Orca Coolers



### FALL 2018

Total Entries: 10,821  
Social Media Reach: 211,915  
Duration: approx. 10 weeks

Moving away from purely product-based giveaways, fall 2018 saw our first experience giveaway. We flew the winner and a guest to Boulder, CO for the football game versus Colorado. The package included flights to and from Denver, a two-night stay in Boulder and tickets to the game. Upon their return to Utah, the winners were given two tickets to the BYU game, pregame sideline passes and unprecedented access to the locker room pregame as honorary equipment managers for the day. The winner was also given a \$500 shopping spree to the Utah Red Zone.

Featured partners: America First Credit Union, Utah Football Equipment Room



### SUMMER 2019

Total Entries: 10,270  
Social Media Reach: 349,121  
Duration: approx. 12 weeks

Utah's season ticket waiting list has been growing ever since joining the Pac-12. We wanted to give the opportunity to a lucky fan to jump the line and get two season tickets for the 2019 football season. Also included in this giveaway is \$250 in concession vouchers, a \$250 shopping spree to the Utah Red Zone and a year's supply of Pepsi products. The social media response to this giveaway is the best we have ever had and resulted in an increased following for all of the Red Zone channels.

Featured partners: America First Credit Union, Pepsi, Stadium & Arena Event Services

## A DECEMBER TO REMEMBER

December brought record-setting sales to the Campus Store and Red Zone. *Online sales reached their highest level ever at \$112,074.* With the help of Pepsi, we were able to run several promotions around the success of the football team. Pepsi covered shipping costs in December, allowing us to offer free shipping on all online orders. Our online ad campaign promoting free shipping directly generated 215 orders over a three-week period.

Pepsi also funded a Holiday Bowl Flyaway package that we were able to award to one lucky fan. The package included a two-night stay in San Diego, tickets to the game and entry into the Alumni tailgate event outside SDCU Stadium before the game.

Our team put together this entire holiday promotion in just under two weeks. It included three full online digital campaigns, print advertising, coordinating a flyaway promotion and three full social media campaigns. We built out over 70 pieces of artwork and published more than 50 ads across the internet targeted to Utah fans and potential Red Zone customers.



Holiday Bowl Fly Away Promotion:  
Total Entries: 3,543 | Duration: 3 weeks



December Online Sales: \$112,074 | Orders from Online Campaign: 215 | Total Pieces of Artwork: 70



## APPLE ONE DAY SALE

Twice a year (Spring and Fall), Utech, in partnership with Apple, offers 8% off already discounted Apple products to students, faculty and staff. *The Spring sale set a new record for most sales ever at an Apple One Day Sale with \$1,280,126 in sales, shattering the previous record of \$849,000, set by USC.* The fall sale saw \$757,176 in sales. These sales help solidify our standing as one of the top Apple Authorized campus stores in the country.



## BUCKS FOR BOOKS

The growing costs of course materials for students is something we are working to combat. In an effort to make class materials more accessible and affordable to students, the Campus Store began offering up to \$1,000 in advance credit to students interest-free. Our team built a marketing plan including a new logo, print and online marketing pieces to promote this program and its benefits to students.

## INCLUSIVE ACCESS

As part of its ongoing effort to support students and faculty in meaningful ways, the University Campus Store and Campus Store Health now offer an Inclusive Access program that helps students save 70-80 percent on course materials—a welcome alternative to the high cost of textbooks with the added convenience of accessing materials online the first day of class. *This program saved students more than \$2,000,000 in course materials last year.*

Inclusive Access puts textbooks online for easy access anytime, anywhere, and especially on the first day of class. So no more out-of-stock textbooks or waiting for a book to arrive. Any course is eligible for Inclusive Access and the fee is paid by the student along with the course tuition, eliminating the need to search for and purchase textbooks independently.

Inclusive access saved students more than \$2,000,000 last year



In FY19, we were able to focus on and develop communication efforts for Commuter Services. It's no secret that getting to campus, parking, and construction are major pain points for the campus community, so we worked to change the perception of Commuter Services from negative to positive. No longer just ticket-givers, but a true community partner working to make the campus safe and convenient for everyone.

### @THEU COMMUTER EDITIONS

#### CAMPUS CONSTRUCTION IMPACTS EDITION

To prepare the university community for summer 2019 construction projects, we worked with University Marketing and Communications to create a special edition of @TheU that was sent to the university community on May 1, 2019. This special edition included commuter impacts and information about five Commuter Services-related construction projects.

#### UTA CONSTRUCTION IMPACTS EDITION

This special edition of @TheU included information about the UTA TRAX rails replacement construction project (May 4 - June 2, 2019), which impacted the Red Line route and the thousands of people per day that use it as their preferred mode of transportation to campus.

These efforts involved all departments within Commuter Services, along with some help from University Marketing and Communications, HR and other campus entities. We presented our services to more than 45 new student orientation groups, added educational pieces to the new hire orientation process and held listening sessions and ride-alongs with students to better understand their pain points.

### UTA LISTENING SESSIONS

Commuter Services hosted UTA listening sessions on campus to allow the community to ask questions, provide feedback and enhance the university's relationship with public transportation. These listening sessions primarily focused on bus service options, asking should UTA focus on increasing ridership or expanding coverage? In addition, UTA will provide information on bus service changes coming this August.

Held on June 18, 2019

Main Campus Audience session held in Union Building  
Health Sciences audience addressed at HSBC

### COMMUTER INFO BROCHURE

This brochure was designed to give new students and employees information and quick facts about the university's relationship with UTA and the benefits of riding public transportation.

400 brochures printed and distributed

HR specialists share this brochure with new hires when discussing the benefits of using their UCard for transit to work.

### COMMUTER OF THE WEEK

Commuter of the Week was a five-week marketing awareness campaign with two purposes, to reward [randomly selected] students who commute to campus by bike, bus, TRAX, and Campus Shuttle and to create social media content that promotes commuter options, aside from driving. We filmed the live-reaction video of our winners and posted them on the Commuter Services channels.

119,111 social media impressions over the 5 weeks

Cross-promoted with Campus Store to highlight availability of the Apple Watch in UTech.



## DEPARTMENT REBRANDING

**PARKING ENFORCEMENT BRAND IDENTITY**

To increase visibility on campus, the Parking Enforcement decal was designed and installed on all enforcement vehicles. In addition, ID cards for parking enforcement officers to wear while on duty were also designed and implemented.

**CAMPUS BIKE SHOP & SHUTTLES REBRAND**

In order for Commuter Services to have a better-recognized brand, the divisions within the department must have marketing materials that look cohesive. The logos for the Campus Bike Shop and Campus Shuttles were redesigned and branded to connect with the Commuter Services marketing style. These logos were used on promotional items passed out to students during New Student Orientation. The Bike Shop bicycle bell, Campus Shuttle pop sockets, handouts, and other collateral were also passed out during New Student Orientation.

Bike Shop cards with service info and Campus Shuttle cards with the live shuttle tracker website URL were created and distributed using the new branding.



**CAMPUS  
BIKE SHOP**  
1901 S Campus Dr.



**CAMPUS  
SHUTTLE**  
uofubus.com

## BIKE WEEK SOCIAL MEDIA &amp; VIDEOS

10,552 social media impressions  
115,034 total video views

May is National Bike Month and the University of Utah is #4 on the list of most bike-friendly campuses, according to Bicycling.com. For these reasons, five bicycle safety tip videos were filmed and posted on the Commuter Services social media channels during the last week of May.

Video 1 - Always wear a helmet

Video 2 - Keep your bicycle in good shape

Video 3 - Yield to pedestrians

Video 4 - Use bicycle turn signals

Video 5 - Control your speed



## FUEL FOR FINALS

Pepsi donated more than \$4,000 in drinks to quench the thirst of any anxious test-takers during spring finals week. Commuter Services also provided more than \$5,000 in healthy snacks to ensure students do not take their final tests on an empty stomach. Because the overarching goal of the university is to promote student success, we made a conscious effort to offer snack options that provided some kind of nutritional value, instead of pastries. In order to reach as many students as possible, three Fuel for Finals stations were located at commuter hot spots on campus.

Fuel locations: Business Loop, Merrill Engineering Lot & Stadium Tunnel

Handed out more than 15,000 drinks to students

Pepsi was able to use this event to promote two products that were new to campus—GameFuel and Starbucks Triple shot Energy drinks.





## UNIVERSITY PRINT & MAIL CALENDAR



University Print & Mail Services creates a calendar each year for faculty and staff. It is a great resource and provides university-specific dates and information. The 2019 calendar featured great moments in the history of Utah Football, as part of the 125 Years of Football celebration.

Our office was able to bring University Federal Credit Union on as a sponsor of the calendar allowing us to embellish it using special printing processes like spot UV treatments to make the red in the vintage photos stand out.

Sold over 10,000 copies to departments and through the Campus Store

## HOW-TO VIDEOS

UPMS wants to make ordering simple for consumers, increasing sales, alleviating stress and reducing time wasted. To accomplish this, we created "how-to" videos, explaining in detail how to use services and software programs provided by UPMS. Videos included how-to's on creating an account, ordering graduation announcements and shipping packages using SendSuite.

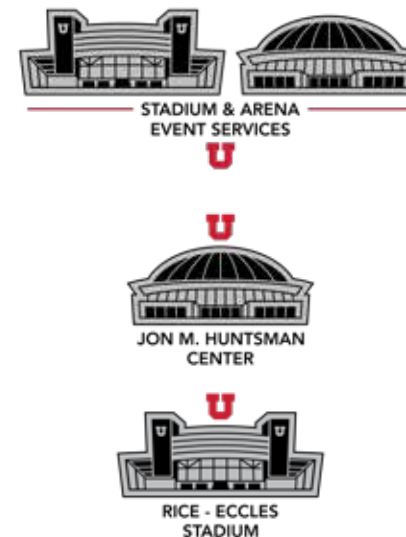
These videos have more than 500 views in just a couple of months.

## IPMA GOLD AWARD

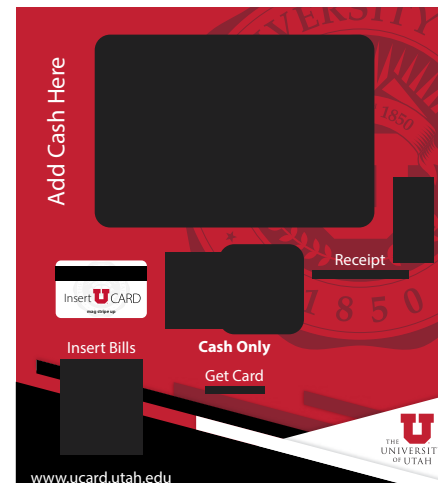
University Print & Mail Services won Gold at the coveted 2019 In-Plant Printing Management Association's (IPMA) In-Plant Awards, a competition that receives more than 400 submissions, for its excellence in the variable data category. Variable data allows marketers to boost their campaigns by better targeting audiences through personalized mail. UPMS submitted a project done in conjunction with Utah Athletics, intended to wow prospective recruits to join the Utah Football program by featuring each recruit's name and photo on the envelope.

## OTHER BRANDING & WRAPS

Our marketing team worked on numerous other branding and design projects across auxiliaries during FY19. Some highlights included new RedPrint branded copier wraps for Managed Print Services, updated logos and information signs for the stadium and arena and redesigned wraps for UCard kiosks across campus. Our centralized approach to marketing and branding within auxiliaries allows us to create a cohesive look and feel across all ten departments.



STADIUM & ARENA INFORMATION SIGNS AND LOGOS



UCARD KISOK WRAPS



CAMPUS STORE RETAIL TRAILER WRAPS

**IMPROVED ONLINE PROCESSES**

Redesigning and updating websites gives us the opportunity to review online processes and update them to make things more efficient. We have updated how people contact the Stadium & Arena and with the launch of the new Tower website, we will make booking space at the Stadium much easier and user-friendly. Other processes we are examining include renting cars from Fleet Services, ordering from Print & Mail, paying parking tickets and ordering parking permits.

**PRINT & MAIL LEARNING VIDEOS**

Print & Mail is a resource on campus that can save departments all kinds of money on printed materials and mailings. Unfortunately, there are a lot of departments on campus that don't utilize their services. In an effort to educate the campus community, we are now producing quick videos that train people on how to use Print & Mail's online services like SendSuite and UPrint. We have shot and published five videos already and plan to have 15 - 20 published by the end of FY20.

**FLEET SERVICES MARKETING**

Fleet Services was added to the Auxiliary family of departments during FY19. As we enter a new year we are looking forward to spreading the benefits and services their department offers across campus. We will be building them a new website that will help the campus community book service appointments, know the rates for service and rental vehicles and will promote service offerings campus might not know about like their small engine repair services.

**SAFERIDE & SHARED MOBILITY**

Commuter Services will be rolling out its SafeRide program in Fall 2019. This service will allow students to get a ride on campus between the hours of 6 p.m. and 12:30 a.m. Our staff has put together artwork and a full messaging campaign for the program set to launch the first week of school.

In a separate initiative, we are working on a communication plan for shared mobility on campus. This includes electric scooters like Lime and Bird, as well as e-bikes and other shared modes of transportation.







The business development and sponsorship arm of our office is focused on finding opportunities for new revenue, improving existing revenue streams and providing support to campus-wide initiatives like monetizing university assets as a part of President Watkins' focus on ensuring the long term vitality of the university.

We are focused on building partnerships that are truly win-win for both the campus and our partners. These deep relationships keep people coming back to the university and will ensure the long term success of our business development initiatives like the Auxiliary Partnership Program and other affinity programs that we are managing on campus.

Companies in the Salt Lake Valley and beyond are starting to recognize the value of being associated with the university, not only from the perspective of recruiting top talent, but also creating an affinity with students, faculty, staff and the university community as a whole. We are working to help campus realize that value by standardizing asset pricing across campus, leveraging our buying power and finding opportunities for larger, campus-wide deals like our pouring rights agreement with Pepsi.



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Our team is built to encompass everything we need to create and maintain successful partnerships. Brett comes in with the big-picture vision, Joe researches, translates and puts those visions on paper and Makenna makes sure we come through with what we have promised our partners. This system has led to us renewing one partner with a contract worth nearly four times their previous commitment and has us on the verge of signing several other significant deals.



FY19 marked year two of our 10-year partnership with Pepsi. With all of the equipment transitioned on campus, we were able to focus on fully integrating the Pepsi brand on campus and in the marketplace. Through product donations, product samplings, event sponsorships, and retail activations, Pepsi has made a large impact on the university community.

### STUDENT SUPPORT

Student support and recruitment is one of Pepsi's main objectives for partnering with the university. Over the course of FY19, we worked together on several scholarship and student employment opportunities.

#### SCHOLARSHIPS

Pepsi provides \$380,000 in scholarships annually to the general scholarship fund. Outside of that scholarship funding, our team presents other opportunities for Pepsi to invest in student success. In FY19, we were able to coordinate with Pepsi to provide the Union Scholarship Fund with \$3,000. Pepsi's campus team attended the Union Scholarship Celebration and presented the award.

Our office and Pepsi are committed to finding these opportunities to invest in students and look forward to enhancing student opportunities over the course of this partnership.

Fun fact: The CEO of PepsiCo Beverages North America got his start as a Pepsi Ambassador right here on the campus of the University of Utah.

#### AMBASSADOR PROGRAM

The Pepsi Ambassador Program is a deeply engaged learning opportunity for highly qualified students. Students in this role are asked to build the Pepsi brand on campus, whether that is through a student-driven event, product sampling opportunities or some other initiative is completely up to the students. Students are challenged to think big and create something special and ask for the support they will need to execute their vision. Students have the opportunity to attend bi-weekly meetings with Pepsi's campus team and a monthly meeting that includes all of the stakeholders in this partnership. We had two Pepsi Ambassadors in FY19 and we will be expanding the program to three in FY20.

### PRODUCT DONATIONS

Pepsi supports campus with product donations for student, faculty and staff events including Employee Appreciation Day and Be Well Utah. Our office manages this service and ensures that the donation budget is used primarily to serve students and enhance their events.

Pepsi donated more than 40,000 cans and bottled drinks to student, faculty and staff events in FY19.

### EVENT SPONSORSHIPS

Several events and department level initiatives were made possible by financial support from Pepsi. Pepsi was involved in events all over campus including the Huntsman Sports Festival, U Recycle Day, Fuel for Finals and several others. Their support has also helped with sustainability efforts, the Career Services Center and Utah Presents programing.

We are looking forward to further integrating Pepsi into campus at a departmental level as premier partner of the university in FY20. Plans are being made for a total revamp of the Union Lounge area, as well as support for programing at UMFA and the Natural History Museum of Utah.

In FY20, we will be launching a website and implementing a formal process for campus departments to request sponsorship dollars from Pepsi.

### PRODUCT SAMPLING

Pepsi brought several new products to campus, along with some familiar products. They supported Commuter Service's Fuel For Finals event with their new Gamefuel product, as well as Starbucks Triple Shot energy drinks to help students through the stress of finals.

These events are a win-win. Pepsi is able to get its product out to the market and we are able to enhance our events and provide a service to students. We are also able to promote the cafes and convenience stores on campus where people can purchase the products being sampled.

We are looking forward to the release of several new products and sampling opportunities as part of larger campus events in FY20.







Our partnership with UFCU was formalized in FY19 as a one-year agreement with the option to add additional one-year periods through June 30, 2022. This partnership has allowed us to enhance our offerings to the campus community in the form of better events, lower operating costs, and enhanced existing projects.

### OFFICIAL PARTNERSHIP FORMED

Up until 2018, UFCU would occasionally sponsor events and purchase other advertising assets held by the Campus Store and other auxiliary departments. By activating these limited assets at a high level and delivering an exceptional experience, we were able to show UFCU the value of partnering with Auxiliary Services. In FY19, we signed a formal agreement with UFCU granting them rights to title sponsor of the Auxiliary Wellness Challenge, title sponsor of six Campus Store events and title sponsor of three University Student Apartments events together with other auxiliary assets.

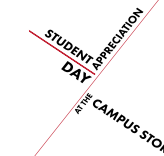
This partnership allows us to fund and deliver exceptional events for students, faculty, and staff and helps offset some fixed costs at the Campus Store and Stadium & Arena. Under this new agreement, UFCU receives a spot on two mailers sent out by the Campus Store, one to incoming Freshman and the other to students eligible for graduation, an ad on customer bags in the Campus Store, logos on cups at concessions in both Rice-Eccles Stadium and the Jon M. Huntsman Center, and advertising in the University Print & Mail Calendar.



### EVENT SPONSORSHIPS

With UFCU's help, we are able to create unforgettable experiences for everyone who attends our events. Makenna and her team of students make sure every detail is in place, from coordinating with vendors to placing our 15-foot tall inflatable Swoop to welcome people to the event.

Fulfillment of our partnerships is a key focus for us. This is why we chose to hire a team of students to help execute our events and partnerships. It is our belief that as we continue to deliver on our contractual agreements at a high level, more and more partners will want to be a part of the Auxiliary Partnership Program.





America First Credit Union is a strong supporter of the university. Through their agreement with Auxiliary Services, they are able to reach the campus community as a resource in the financial space. They are able to reach students and the university community through scholarship initiatives, giveaways, and participation in the Swoop program.

### SWOOP PROGRAM SUPPORT

America First provides two full scholarships for the Swoop program that supports two students who spend their time in costume at sporting and community engagement events. Previous to these scholarships, Swoop was purely a student volunteer. With the scholarships in place, we can recruit mascots that have experience interacting with crowds in different settings. Having experienced mascots allows us to interact more closely with the community and create lasting memories.

AFCU is also the presenting sponsor of the Swoop-mobile. Complete with flashing lights, an air horn, and an external sound system, the Swoop-mobile serves as Swoop's transportation to and from appearances. When it isn't being used to transport Swoop, it is used as a utility vehicle for Auxiliary Services. The Campus Store utilized the van to transport product twice during FY19, making the trek to San Francisco for the Pac-12 Championship and later, to San Diego for the Holiday Bowl game.



### #UCAMPUSLIFE CAMPAIGN

The #UCampusLife campaign launched during welcome week in Fall 2018. America First and the Campus Store teamed up in this effort to encourage students to interact on social media by posting their photos from campus events, classes, and other campus happenings with the hashtag #UCampusLife.

America First randomly selected a student who used the tag on social media and awarded \$250 via the Campus Store on a bi-weekly basis. In total, AFCU awarded \$2,000 to students that participated.

### COMMUNITY PARTNERSHIPS

America First has partnerships throughout its footprint across Idaho, Utah, Nevada, and Arizona. In FY19, AFCU invited the Red Zone to join with some of their community partners to promote the giveaways sponsored in conjunction with AFCU. Most notable was their Community Nights; held at Station Park in Farmington. We drove the Swoop van there and set up a kiosk to gather giveaway entries and were able to show off some of the product the Red Zone has to offer.

AFCU has also invited Swoop to participate in other community events like elementary school fun runs, branch grand openings, and 'Member Nights' held at various locations throughout the state.





## AUXILIARY PARTNERSHIP PROGRAM

The Auxiliary Services Partnership Program has been created to enhance and support the on-campus experience of everyone who interacts with the University of Utah. All campus visitors, students, faculty and staff interact with an Auxiliary Services department, whether they know it or not, every time they are on campus. To better serve them, we want to create connections with services and businesses that will have a positive impact on their lives.

We accomplished several initiatives during FY19 related to the Auxiliary Partnership Program. We installed the U-View TV network in the Campus Store and Commuter Services and University Student Apartments lobbies, valued all of the assets across Auxiliary Services with input from key stakeholders in each area, and signed on Utah Presents, UMFA, and the Natural History Museum of Utah to be part of the program.

With partners from across campus joining us in our sponsorship efforts we are able to consistently and appropriately assign value to assets across campus. Properly valuing campus assets will elevate the university brand and presence in the community.

### UNIFORM SPONSORSHIP

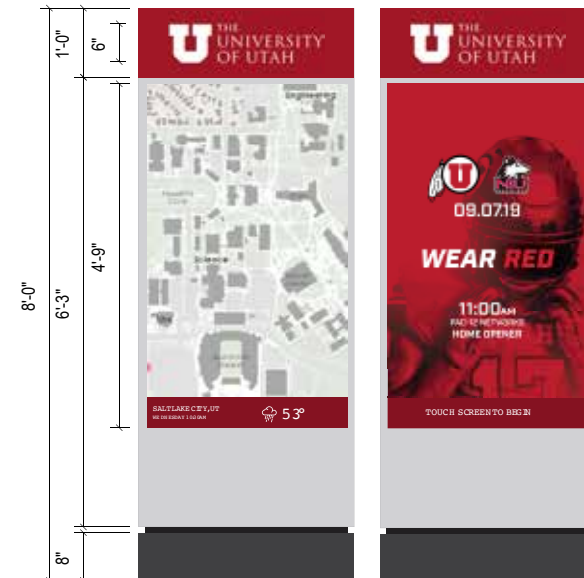
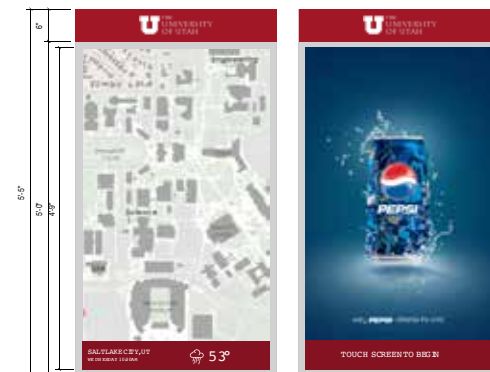
With the help of Utes Sports Properties, we were able to negotiate a sponsorship with Interform, a local promotional goods company, to supply Auxiliary Services with uniforms for all public-facing employees. This partnership will save Auxiliary Services an estimated \$150,000 per year of the contract and will provide 2,437 new uniforms for parking lot attendants, shuttle drivers, FanUp ambassadors, concessions staff, and guest services staff at both the Huntsman Center and Rice-Eccles Stadium. This contract runs through July 1, 2022.



## DIGITAL SIGNS ON CAMPUS

The campus is currently littered with A-frame signs, yard signs, marquees, rack cards, and fliers. There is little to no oversight of the current advertising strategy on campus and once signs are placed around campus, daily maintenance is neglected. Further, there is no thought behind university branding in these communications. These analog methods are time and labor intensive to manage and make it difficult—if not impossible—to monitor and regulate the messages displayed. The clutter of signs can also cause pedestrian hazards and other right-of-way issues.

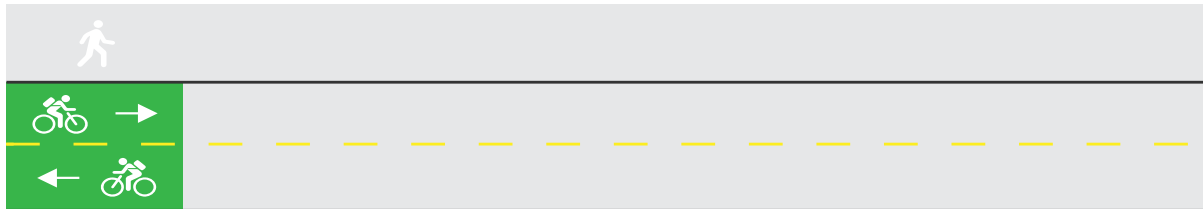
Our team along with Planning Design & Construction, UMC, and Student Media have been working diligently to replace analog signs with digital signs. We received funding and approval for the first digital sign to be installed on the corner of South Campus Drive and 1500 East. This sign is slated to be in place by the end of 2019. We were also able to work with Facilities to write official guidelines for installing and managing digital signs on campus. A full rollout and installation plan is being developed, along with funding options and recommendations.



### SHARED MOBILITY & E-SCOOTERS

How do we manage and monetize shared mobility devices on campus? Currently, students and other members of the community are utilizing shared mobility devices like electric scooters to get around campus. The campus does not have a formal policy in place for managing these devices. We have been fortunate that most users have been responsible and kept devices out of right-of-ways, have been parking them in safe places, and have been riding responsibly, but we can't sit and hope that will continue to happen.

We have been working diligently with Salt Lake City, the Office of Sustainability, campus stakeholders and companies in the shared mobility space to create a plan that will work for everyone. Our current recommendation on this issue is to formalize a policy that identifies parking, slow, and no riding zones for the devices. We will also identify a financial model that will cover any costs associated with maintaining a program on campus. The current plan is to have a formal policy and vendor contracts reviewed and approved by both Risk Management and General Counsel early Spring 2020.



### AFFINITY OFFICE

Departments across campus are selling sponsorships and assets to community partners with little to no coordination. This creates a climate where a single company will receive multiple requests for money; or, another way to put it, death by 1,000 paper cuts. Further, the current approach does not allow for any oversight of the partners that are being allowed to utilize campus assets for advertising.

Most of the sponsorships being sold are undervalued and are being done to simply cover the immediate costs of special programs and events rather than building funds to allow for multiple events and sustainable, multi-year projects while increasing overall revenue for the university.

Consolidating sponsorship deals across campus into single agreements will allow us to better serve our campus partners by having oversight of deals and ensuring what has been agreed upon is being fulfilled. This will also allow us to properly value campus and departmental assets to ensure the full value of the university brand and that assets are being realized. Further, this approach allows the campus to control commercialization and only offer assets to companies and partners that are giving back to the university by creating true value for students, faculty, and staff.

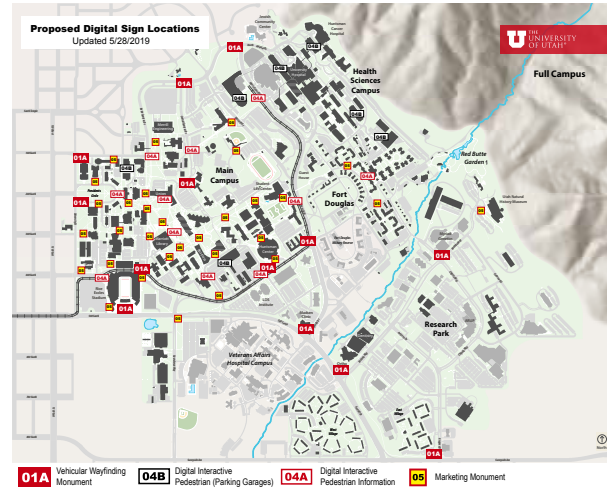
In FY19, we took steps to move toward centralizing sponsorships and affinity agreements on campus. We began working with the Alumni Association, Kingsbury Hall, UMFA, and the Natural History Museum of Utah to value their assets and bring partners on board to support their programs. We also centralized all requests for sponsorships from Pepsi, ensuring the value Pepsi receives from sponsoring events and other programs is consistent.





## DIGITAL SIGNS

With the approval of the digital sign to be installed at the corner of South Campus Drive and 1500 East, we are working on getting approval for an entire network of signs on campus. The digital sign master plan calls for 62 signs, made up of a mixture of digital monument signs, pedestrian wayfinding signs, and larger vehicular wayfinding signs. To fund this project, we are looking to sign a naming rights partner (the partner will have a static logo on each sign) and are beginning to gauge interest in advertising opportunities on the network.



## CAMPUS-WIDE AFFINITY PARTNERSHIPS

We are looking forward to further consolidating sponsorship agreements on campus and working to bring more Pepsi-style agreements to the university. Under the direction of the Chief Business Strategy Officer, we are deeply engaged in finding a financial services partner and are exploring several other categories where deeper, campus-wide agreements can exist.

As part of this effort, we are developing guidelines for campus groups to follow when seeking sponsorships, a website where groups can contact our office for advice and to learn more about how they can utilize our expertise when seeking department-level sponsorships, and a formal process for approving and managing sponsorships.



# NOTES



This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



THE UNIVERSITY OF UTAH  
Auxiliary Business Development  
LICENSING • MARKETING • AFFINITY