



JIMMY JOHN'S | KYLE RAYMER  
APRIL 2013



**64%**  
**OF FANS**

would consider  
switching brands  
or buying habits  
to support a sponsor  
of their college  
sports team!

**39%**  
**OF FANS**

would change  
their opinion of a  
company if it  
stops sponsoring  
the school!

Video  
scoreboard  
ads are  
**12%**  
**MORE**  
**IMPACTFUL**

on purchasing  
decisions than  
regular in-stadium  
signage!

 **OKSTATE.COM**

ORIGINAL PHOTOGRAPHY COURTESY OSU MARKETING





# OSU ATHLETICS PARTNERSHIP AGENDA

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## Partnership Opportunities:

- Radio
- In-Venue
- Digital
- Print
- Interactive



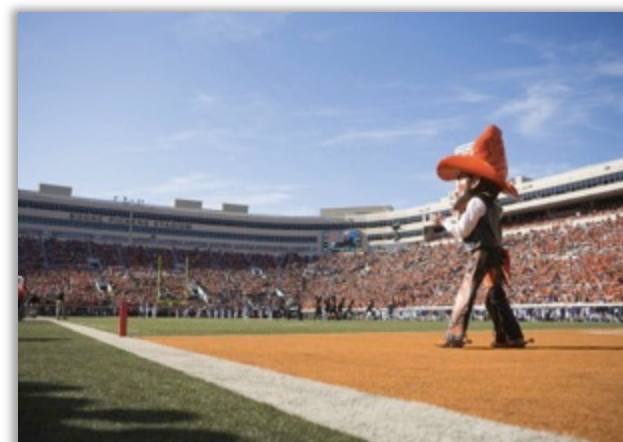


## COWBOY FOOTBALL RADIO



Jimmy John's will receive the following exposure on the Cowboy Sports Radio Network during the 2013 Cowboy Football regular season.

- One (1) :30 Pregame Show Spot
- One (1) :30 In-Game Spot
  - *Twelve (12) games*
  - *Spots will air in Oklahoma City (KXXY-FM 96.1), Stillwater (KSPI-FM 93.7), and Tulsa (KFAQ-AM 1140) Markets*
- One (1) Live Read during each game broadcast
- One (1) :30 spot during each Coach Gundy Weekly Radio Show
  - *Twelve (12) shows*
  - *Airs weekly on Monday nights*







# COWBOY BASKETBALL RADIO

Jimmy John's will receive the following exposure on the Cowboy Sports Radio Network during the 2013 Men's Basketball regular season.

- One (1) :30 Pregame Show Spot
- One (1) :30 In-Game Spot
  - *Twenty-Nine (29) games*
  - *Spots will air in Oklahoma City (KXXY-FM 96.1), Stillwater (KSPI-FM 93.7), and Tulsa (KFAQ-AM 1140) Markets*
- One (1) Live Read during each game broadcast
- One (1) :30 Spot during Coach Ford Weekly Radio Show
  - *Airs weekly on Monday nights*
  - *Fourteen (14) shows*



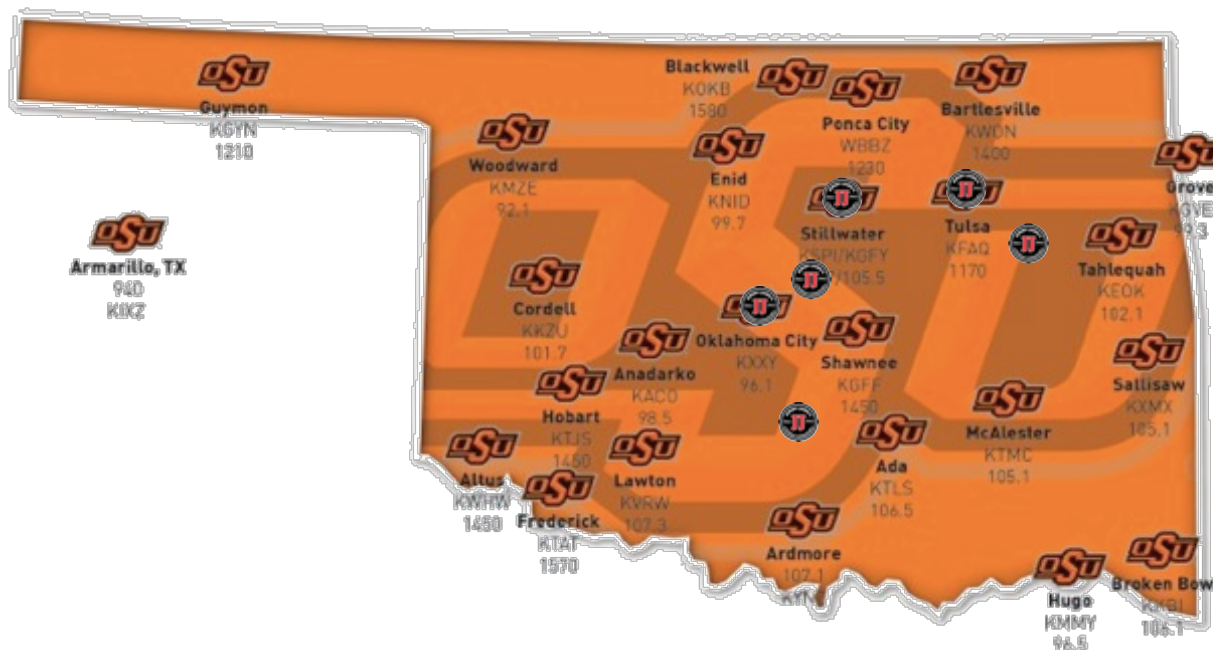


# COWBOY SPORTS RADIO NETWORK



## NETWORK RADIO AFFILIATES

Ada	KYKC-FM	100.1
Altus	KWHW-AM	1450
Anadarko	KACO-FM	98.5
Bartlesville	KWON-AM	1400
Bartlesville	KRIG-FM	104.9
Blackwell	KOKB-AM	1580
Broken Bow	KKBI-FM	106.1
Cordell	KCDL-FM	99.3
Claremore	KRVT-AM	1270
Elk City	KADS-AM	1240
Enid	KNID-FM	103.1
Frederick	KTAT-M	1570
Grove	KGVE-FM	99.3
Guymon	KGYN-AM	1210
Hobart	KTJS-AM	1420
Lawton	KVRW-FM	107.3
McAlester	KTMC-FM	105.1
Oklahoma City	KXXY-FM	96.1
Ponca City	WBBZ-AM	1230
Pryor	KMUR-AM	1570
Shawnee	KGFF-AM	1450
Stillwater	KSPI-FM	93.7
Tahlequah	KTLQ-AM	1350
Tulsa	KFAQ-AM	1170
Vinita	KGND-AM	1470
Weatherford	KWEY-FM	97.3
Woodward	KMZE-FM	92.1





# GALLAGHER IBA ARENA SIGNAGE



Jimmy John's will have the opportunity to display promotional graphics/messaging during all OSU Basketball and Wrestling home events on the Scoreboard Lower LED Panel!

- Ability to run multiple messages/graphics each game
- Flexibility to change your messaging throughout the year
- Incorporate Text to Win Contest(s)

## EVENTS:

- Men's Basketball (16+ games)
- Women's Basketball (16+ games)
- Wrestling (8+ matches)







## OSU ATHLETICS DIGITAL

Promote Jimmy John's on one of the NCAA's Top 25 websites, [www.okstate.com](http://www.okstate.com)! You will have the opportunity to have your banner advertisements displayed on the Official Website of OSU Athletics throughout the year!

### 750,000 Guaranteed Banner Ad Impressions

- Flexibility to change your ad(s) throughout the year
- Promote your online ordering and delivery
- Capability to geo-target your ads so they only appear in specific zip codes



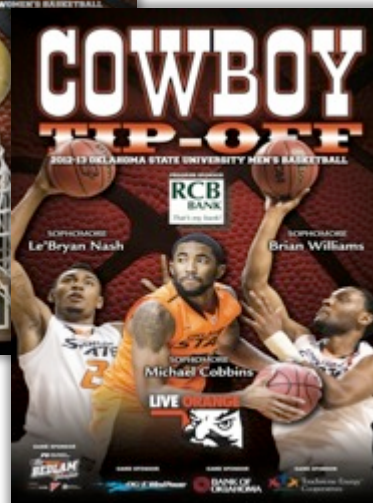
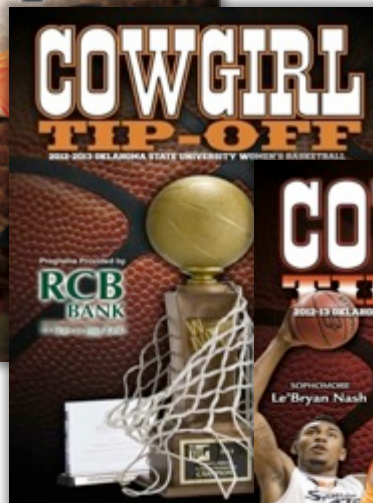




# OSU ATHLETICS PRINT

Jimmy John's will receive one (1) Half-Page, Four Color Ad in all 2013 Gameday Programs for the sports listed below:

- Football
- Men's Basketball
- Women's Basketball
- Wrestling





## COWBOY FOOTBALL INTERACTIVE

Jimmy John's has the opportunity to set up an interactive display in the Cowboy Football pregame Block Party prior to three (3) select games!

- Distribute Promotional Coupons
- Hand out Sample Size Sandwiches
  - *Sandwiches must be 2 in or smaller*
- Conduct on-site fan promotions







# COWBOY SPORTS PARTNERSHIP SUMMARY AND INVESTMENT



## FOOTBALL & BASKETBALL RADIO

- In-Game Spots
- In-Game Live Read
- Coaches Show Spots

## GALLAGHER IBA ARENA SIGNAGE

- Lower LED Messaging

## DIGITAL

- 750,000 Geo-Target Banner Advertisements

## PRINT

- Game Day Programs

## INTERACTIVE

- Pregame Block Party Display

## ANNUAL PARTNERSHIP INVESTMENT

2013 - \$65,750

## MULTI YEAR PARTNERSHIP INVESTMENT

2013 - \$62,500

2014 - \$64,375

*All investments are payable throughout the season. A mutually agreeable payment schedule will be detailed in our partnership agreement.*





RESEARCH



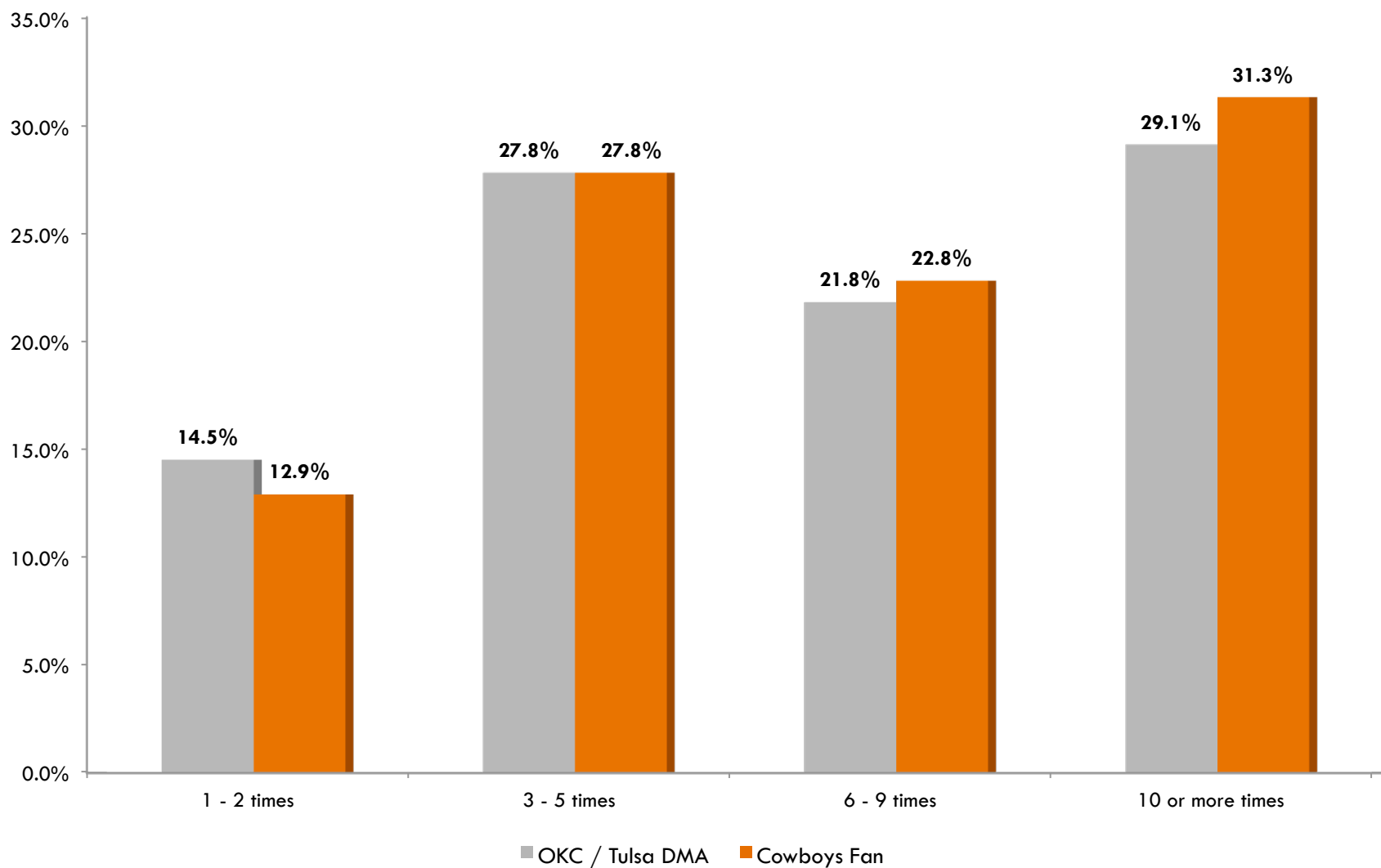


# COWBOY SPORTS REACH QSR PROSPECTS



*OVER 365K COWBOY FANS EAT FAST FOOD 10+ TIMES PER MONTH!*

NUMBER OF TIMES VISITED QUICK SERVICE RESTAURANTS PAST 30 DAYS



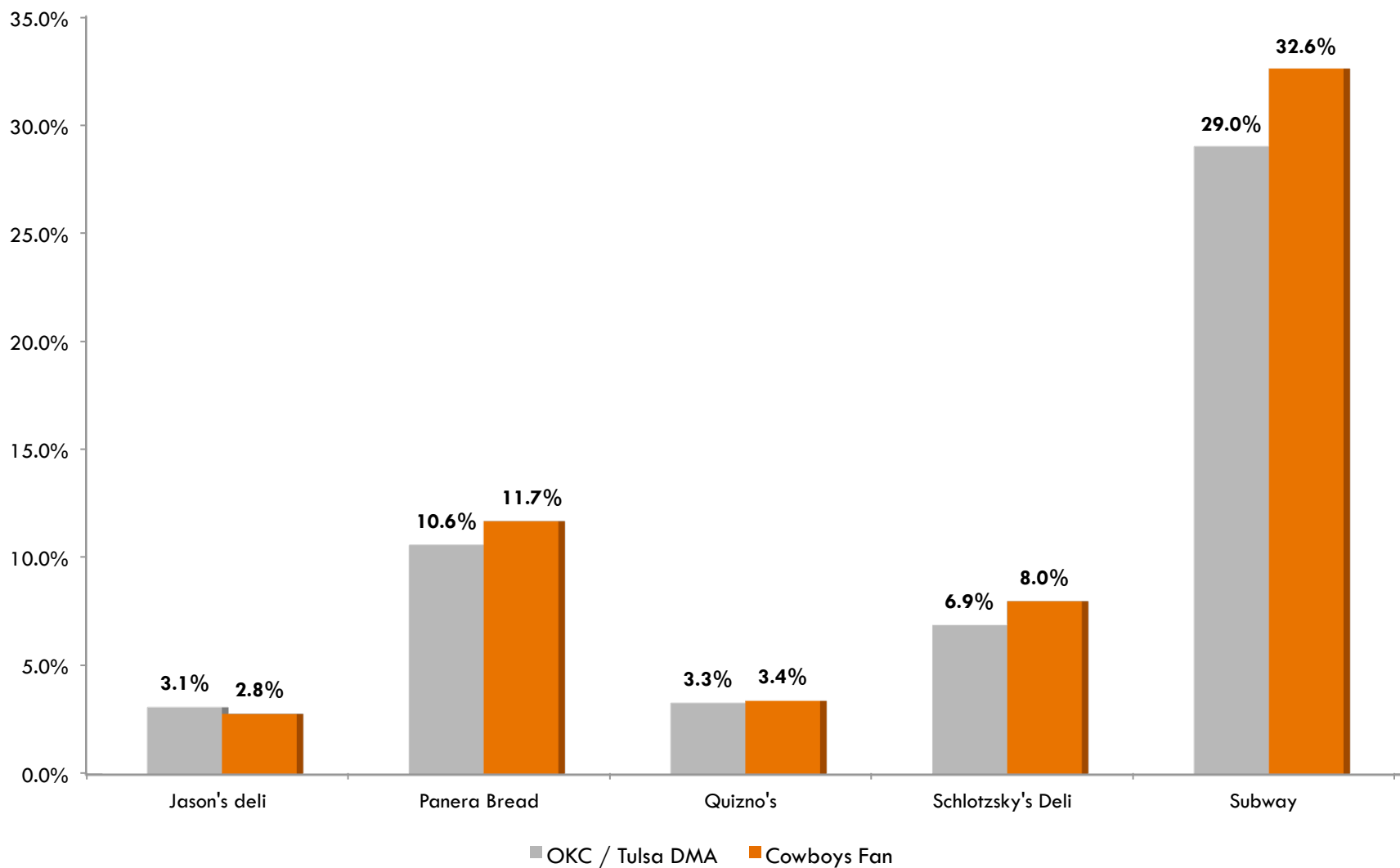


# COWBOY SPORTS REACH QSR PROSPECTS



*COWBOY FANS VISIT YOUR COMPETITORS' STORES FOR FAST FOOD*

QUICK SERVICE RESTAURANTS VISITED PAST 30 DAYS



Source: Scarborough Research, 2012





# COWBOY SPORTS RADIO LISTENERS



OVER 240K FANS LISTENED TO COWBOY SPORTS ON THE RADIO LAST YEAR

<i>Demo</i>	<i>Oklahoma City/ Tulsa DMA</i>	<i>Cume Audience</i>	<i>AQH Rating</i>	<i>AQH Persons</i>
Adults 18+	2,404,204	203,669	5.1	122,201

<i>Statewide Population (18+)</i>	<i>% of DMA Listening</i>	<i>Statewide population of listeners</i>
2,855,006	8.5%	242,675

Arbitron's definition of AQH Persons is Cume divided by Time Spent Listening.

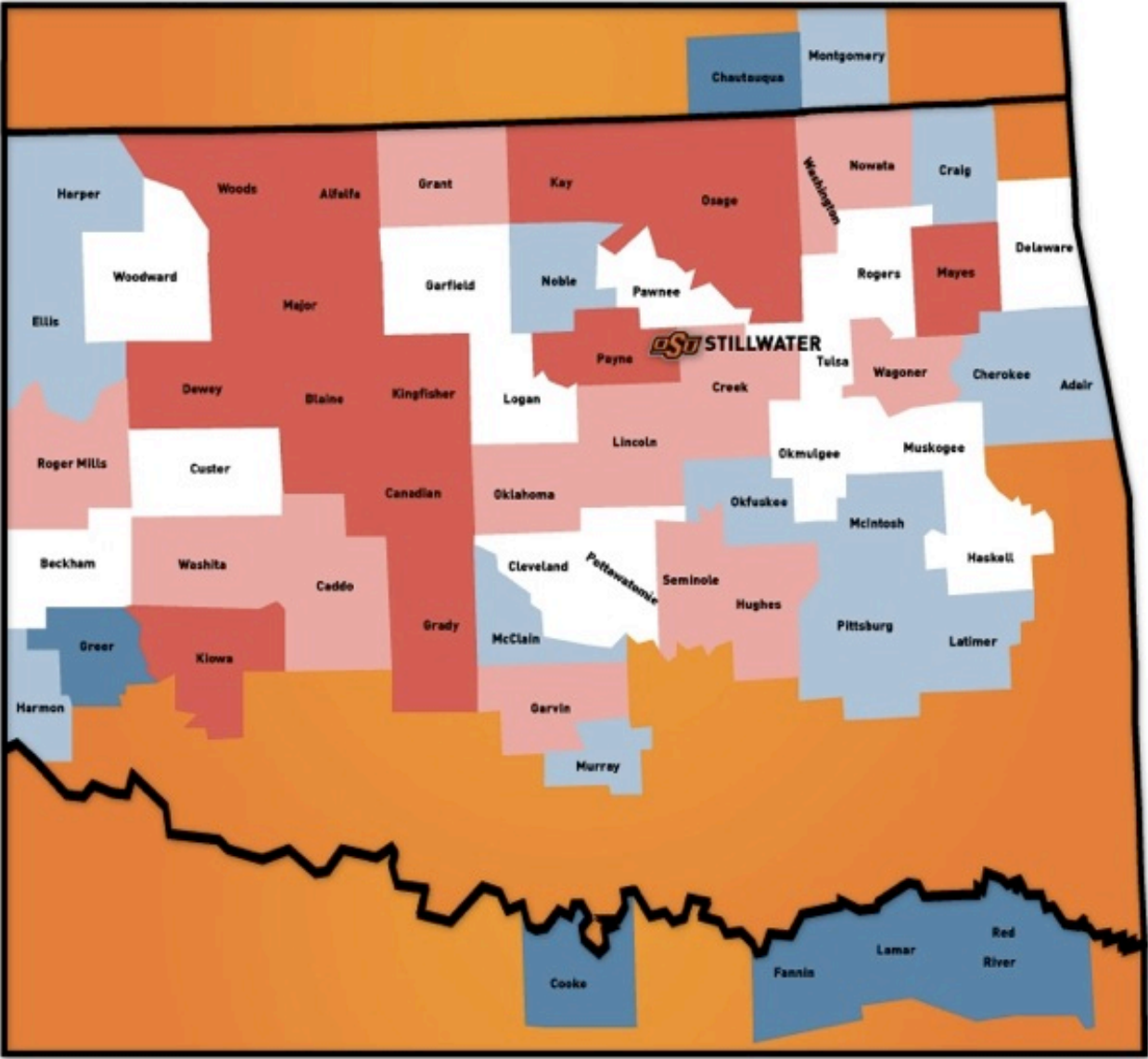
Time Spent Listening is estimated to be 60% of the total broadcast Length

Arbitron's definition of AQH Rating is AQH Persons (60% of Cume) divided by Population X 100.

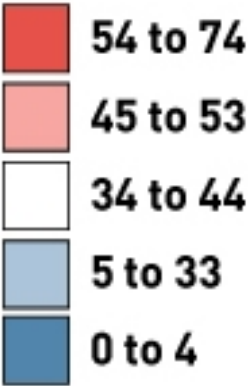
Source: Scarborough Sports Marketing (Oklahoma City & Tulsa DMAs) 2012 Release 1



# COWBOY FANS COUNTY MAP



**This map illustrates  
the percentage of  
Cowboy fans who  
reside in each county**







2013 FOOTBALL SCHEDULE





## COWBOY FOOTBALL 2013 SCHEDULE



DATE	OPPONENT	SITE	GAME NOTE
Aug. 31	Mississippi State	Houston	All-time series tied at 2-2
Sept. 7	UTSA	San Antonio	First meeting
<b>Sept. 14</b>	<b>Lamar</b>	<b>Stillwater</b>	<b>Latest home opener since 1998</b>
Sept. 28	West Virginia	Morgantown	OSU last visited WVU in 1928
<b>Oct. 5</b>	<b>Kansas State</b>	<b>Stillwater</b>	<b>OSU won last three in Stillwater</b>
<b>Oct. 19</b>	<b>TCU</b>	<b>Stillwater</b>	<b>Frogs make second straight visit</b>
Oct. 26	Iowa State	Ames	OSU with 26-18-3 series lead
Nov. 2	Texas Tech	Lubbock	Third trip to Lubbock in four years
<b>Nov. 9</b>	<b>Kansas</b>	<b>Stillwater</b>	<b>OSU has won last 8 of last 9</b>
Nov. 16	Texas	Austin	OSU has won last 2 at Texas
<b>Nov. 23</b>	<b>Baylor</b>	<b>Stillwater</b>	<b>OSU has won last 6 vs. Bears</b>
<b>Dec. 7</b>	<b>Oklahoma</b>	<b>Stillwater</b>	<b>OSU won last Stillwater meeting</b>





WHY COLLEGE ATHLETICS?



# LEARFIELD SPORTS

## WHY COLLEGE ATHLETICS?



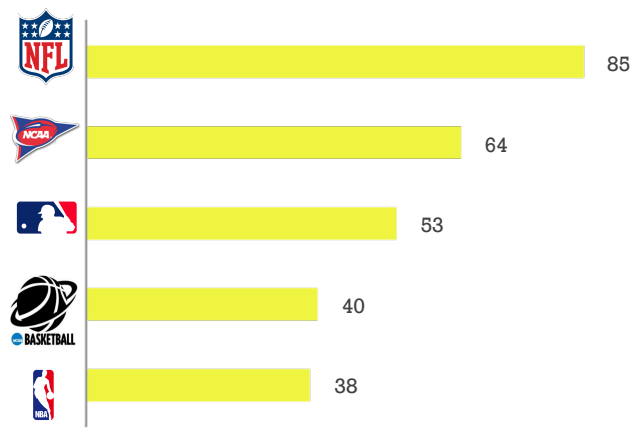
### REACH PASSIONATE FANS WHO SUPPORT THEIR SCHOOLS & SPONSORS

College sports fans are more loyal and passionate. Whether it's another sold out Penn State football game, the electric atmosphere of a Tar Heel basketball game or the excitement of Alford Arena during a Maine Black Bear hockey game, college sports provides the drama, excitement and intimacy unmatched by other events. Even casual fans fiercely support their teams, universities and sponsors.

#### Advantages of College Athletics

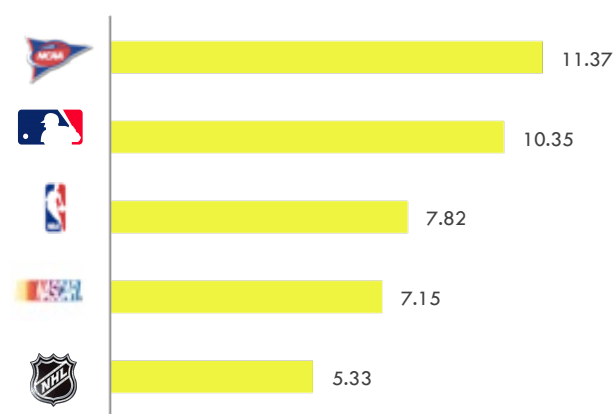
- College football fan avidity has increased more than 37% from 2001-2009
- Effectively reaches local, state, regional and national audiences
- Partnering with a property allows sponsors to tap into rich traditions and tie their brand to these storied programs

College Sports Reaches Avid Fans



\*Millions of Fans

College Sports Fans Buy From Sponsors



\*Endorsement likelihood of purchase of a sponsored brand





# LEARFIELD SPORTS PARTNERSHIP TESTIMONIALS



## RETURN ON INVESTMENT

The best measurements start with clearly defined goals and objectives. Companies work with the property to determine how and when to measure to ensure success of the marketing campaign.

### Success Stories

- “For every dollar Bank of America spends on sports sponsorships it earns back \$10 in revenue and \$3 worth of net income.”  
- Ray Bednar, Bank of America, head of sponsorship
- “Over the last 5 years, traffic to TravelOK.com has grown significantly, and we can tie a portion of that growth to our Sports marketing initiative with Oklahoma and Oklahoma State.” - Hardy Watkins, Oklahoma Tourism
- “After securing the Texas A&M sponsorship, Cane’s immediately saw a positive reaction from the College Station community. They were proud to see Cane’s actively supporting Texas A&M. Do athletic sponsorships drive traffic and build customer loyalty? At Raising Cane’s, we truly believe they do.”  
- Jennifer Simler, Dir of Marketing, Fry Cook & Cashier, Raising Cane’s
- “We at Pepsi believe we have a great opportunity to influence loyal sports fans by partnering with Colorado University Athletics. College students are making decisions regarding what brands they trust and we feel this is a great opportunity to grow our business and support Colorado Athletics.”  
- Chris Harr, VPGM at Pepsi Bottling Company

