

University of Connecticut Sport Marketing Plan and Sponsorship Package

Nicholas Jallat

Messiah College

December 20, 2014

## **Executive Summary**

A partnership with UConn athletics provides one of the strongest in the state of Connecticut. Brand awareness of UConn's basketball teams has soared in the past few years since winning multiple championships. No other college or sports team in Connecticut can come close to this level of success, and UConn is becoming a more nationally recognized school because of this. While colleges such as Yale, Fairfield, and Hartford provide some level of healthy competition, they struggle to match what UConn can do. UConn basketball has become a key marketing point for the university and sponsors, and the potential to have a profitable partnership is high. Football is still going strong, even with some recent hardships, but it is still the most successful team in the state.

From 2013 to 2014, UConn had a total operating budget of \$65 million, which was one of the highest in the country. This allows the college to allocate resources where they are needed, and help sponsors achieve their goal and increase revenue. Sponsorship packages range in value from approximately \$25,000 to \$70,000 and are based upon the clients' needs. UConn hopes to provide businesses with the best possible opportunity to promote their product across Connecticut and the country. An investment into one of these packages will ensure a positive ROI within at least one season since its start date.

## **Introduction**

The University of Connecticut (UConn) has a long-standing tradition of both academic and athletic success with 24 varsity programs and approximately 700 student-athletes. From a marketing and sponsorship standpoint, UConn has a great opportunity to reach a wide market across Connecticut and even around the country. National success from the men's and women's basketball teams, and also the women's field hockey team, has reinforced the fact that UConn can win consistently and that few other Connecticut colleges can come close to this level of success. In the last 20 years, UConn men's and women's basketball programs have combined to win 13 NCAA National Championships, and in 2013 became the first Division I school to win both the men's and women's championship two times. The other year was 2004. UConn has a great starting point to capitalize on this national success, which few other colleges in and out of the state can compare to.

The main purpose of this report is to discuss the opportunity UConn has to expand its market throughout Connecticut and the country. UConn not only wants to provide a great game day experience for fans but also to provide strong partnerships with sponsors to help promote their product and the college. UConn's goal is also to keep current fans constantly involved with the teams and to create new avid fans. A partnership with UConn provides the best opportunity to create brand awareness because no other college in the state has such a large fan base.

### UCONN's Mission Statement

“The mission of the Division of Athletics is to operate a broadbased program of intercollegiate athletics and recreational and intramural sports opportunities that reflects the ethical philosophy of the University, the interest of the student body, and the desires of the University's internal and external constituencies...The priority of the Division of Athletics is to give student-athletes the opportunity to excel in academic achievement and athletic accomplishments. In addition, the Division of Athletics fosters among its students a sense of citizenship, leadership and social responsibility” (UConn Athletics Website. 2014).

### Products/Services

Currently, UConn only tickets for six of its varsity sports. These sports include football, men's basketball, women's basketball, men's soccer, women's soccer, and men's ice hockey. According to Forbes, since both basketball teams won the national championship in 2013, ticket prices have more than doubled. For men's basketball, the average home game price was approximately \$49 in the 2013-2014, and has risen to an average price of \$177 this current season. UCONN's women's basketball team is one of the few women's teams in the U.S. that has a strong market, and ticket prices are comparable to the men's as a result with an average price of \$47 in the 2013-2014 season and \$103 this season (Lawrence. 2014).

Along with tickets to these sports, UConn offers many other products and services such as apparel, premium membership, fan involvement, and access to venues. The UConn Club is a way to get fan donations to help cover expenses such as athlete scholarships, equipment, and building projects. Once a fan donates at least \$100, they are eligible to become a member of the UConn Club, which entitles them to numerous benefits such as free gifts, email updates, ticket priority, VIP parking, and numerous other benefits. Members also receive points based upon how much they donate that allow access premium seating at home events. This program has received more than \$180 million in donations since its creation in 1978.

There are 13 venues located on and off campus with locations in Storrs, Hartford, and East Hartford. Men's and women's basketball have two venues to play their home games including the XL Center in Hartford that seats over 15,000, and the on-campus Harry A. Gampell Pavilion that can seat approximately 10,000 fans making it the largest on-campus basketball stadium in New England.

### Clients/Customers

Main clients and customers obviously include UConn's current students, alumni, faculty, parents, and Connecticut citizens. It is interesting to note that in the 2010-2011 men's basketball season, UConn was the most viewed basketball team in New York City, and “that number doubled the amount of households watching Syracuse games on ESPN or ESPN2 and was five

times more than the amount of households that watched Rutgers on ESPN or ESPN2” (UConn Athletics View book. 2014).

**Situational Analysis**

An internal and external SWOT analysis will be performed to showcase what is currently at UConn and what some of the challenges from other Division I schools are.

UConn SWOT Analysis

Beginning with strengths, UConn has one of the strongest sport markets throughout Connecticut. UConn is one of the seven Division I schools located in Connecticut and could be considered to be the top one when it comes to athletics, with other college competition coming from Yale, Fairfield University, Quinnipiac, and Sacred Heart. UConn also benefits from the fact that there are no professional sports teams located in Connecticut except for the WNBA team, the Connecticut Sun, who play in Uncasville. A few minor-league baseball and hockey teams are located in the state such as the Bridgeport Bluefish and Sound Tigers. Most sponsors are Connecticut based, but a few are more well-known such as Coca-Cola, Dunkin Donuts, and Webster Bank. Currently, the total number of corporate sponsors is 36.

Average home game attendance at men’s basketball is strong at approximately 10,000, which was around 34<sup>th</sup> in the nation (NCAA Men’s Basketball. 2013). UConn benefits from having two home arenas for basketball which allows access from student fans on campus as well as involvement from the capital of Hartford. Quinnipiac had the next highest average attendance that year at approximately 1,800. For women’s basketball, UConn ranks fourth in the nation with the average being around 8,300 (NCAA Women’s Basketball Attendance. 2014). That number is also 7,000 more than what the national average for attending women’s games is as well. In comparison, Yale only had an average of 500 people at home games. Table 1 provides the home averages for all Division I schools in Connecticut.

<b>Table 1: 2014 NCAA Basketball Home Game Average Attendance (Division I)</b>		
	<b>Men</b>	<b>Women</b>
NCAA Average	4,817	1,526
UConn	10,134	8,313
Central Connecticut St.	1,593	576
Hartford	1,830	1,696
Fairfield	1,703	538
Sacred Heart	516	261
Quinnipiac	1,890	658
Yale	1,078	508

NCAA.org

As well as having the highest men’s and women’s basketball attendance in the state, both teams rank in the top five in the nation for total game attendance. This number includes attendance from all home, neutral, and road games the team played throughout the season. The women’s team ranked first in the nation in 2014, and the men’s team came in fifth. No other college besides Louisville has both the men’s and women’s teams in the top five. Tables 2 and 3 provide the full numbers.

<b>Table 2: 2014 Total Men's Basketball Attendance (Home, Neutral, Road)</b>	
1. Kentucky	922,653
2. Syracuse	654,165
3. Wisconsin	625,692
4. Louisville	623,819
5. UConn	587,705

NCAA.org

<b>Table 3: 2014 Total Women's Basketball Attendance (Home, Neutral, Road)</b>	
1. UConn	327,772
2. Tennessee	289,718
3. Notre Dame	270,078
4. Louisville	264,816
5. Baylor	240,822

NCAA.org

Attendance at football games has been decreasing each year since 2011 from 36,000 to 30,000 in 2013 (NCAA). The decline can be credited to losing seasons in the past few years and distance from many populated areas. Colleges like Yale and Sacred Heart benefit from being located in more populated areas of Connecticut, even if their average game attendances are usually much lower. UConn is the only Division I-FBS school in the state, and Central Connecticut, Sacred Heart, and Yale are the only other colleges that host a football program in the state. Table 4 below provides the trending statistics of the average attendance to football games in the state.

<b>Table 4: Connecticut Football Average Home Attendance (2009-2013)</b>					
	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
NCAA Average (Division I-FBS)	45,545	45,912	45,498	44,970	45,192
NCAA Average (Division I-FCS)	8,025	8,702	9,042	8,575	8,112
UConn	38,229	38,248	36,668	34,672	30,932
Central Connecticut St.*	2,756	3,177	3,170	3,773	3,321
Sacred Heart*	1,839	2,203	2,231	2,294	2,275
Yale*	21,245	14,592	23,730	12,453	19,809

\*Division I-FCS

NCAA.org

Threats mainly come from other colleges, with Yale being the next most popular Division I school for fans. Yale had an average football attendance of almost 20,000 in 2013, which was fifth in the FCS. Yale is popular throughout the New Haven County that is much more densely populated than Storrs and charges much less for tickets than UConn does, so it is way more

accessible to the general public. Yale football is becoming much more successful on the field as well in contrast to what UConn's team is doing, so this might be a possible external threat if the team shows little improvement.

UConn can't move its main campus, but given its success and popularity of the men's and women's basketball teams, there is opportunity to expand the fan base throughout Connecticut and possibly neighboring states. No other college in Connecticut can match UConn's basketball popularity, and UConn's average women's attendance is usually higher than most other college's men's game attendance. In 2013, the WNBA team, Connecticut Sun, only averaged 6,500, which is more than 1,500 less than UConn women's games. UConn, when it comes to basketball, is basically the state's professional team and no other college or team can come close to it in terms of popularity. The two national titles in 2014 also allowed for even more national recognition that provides free media coverage for UConn. Recently, the Yale basketball team upset the UConn men's team, which according to ESPN snaps UConn's 68-game win streak against in-state opponents (ESPN. 2014). This shouldn't be a huge threat, but it is something that UConn does not want to continue.

Yale is a much more selective school with a much smaller enrollment, but casual fans will go to the games where their home teams win. Yale football also benefits from its rivalry games with other Ivy League schools, especially the long running Harvard rivalry. UConn's movement away from the Big East Conference to the American Athletic Conference unfortunately eliminated the more notable rivalry games and replaced them with unfamiliar teams.

### Yale SWOT Analysis

As stated before, Yale benefits from being located directly in one of the most populated cities in the state, New Haven. New Haven has a population of approximately 130,600 and is the second largest city in Connecticut. Yale's main campus is located in downtown New Haven, so there is easy access to the non-field sporting venues. Yale has 35 varsity sports with less common ones such as crew, sailing, fencing, and squash that appeal to a variety of athletes. Hockey is one of the strongest sports; winning a national title in 2013 against Quinnipiac. As of 2013, there were around 800 student-athletes with a total enrollment of 12,109, and an athletic operating budget of \$13.5 million (Yale Athletics). UConn has around 100 fewer student-athletes and has an athletic operating budget of \$65 million (UConn Athletic View book).

One of the biggest strengths Yale has is the fact that it is an Ivy League that everyone in the U.S. has heard of. It is one of the top schools in the nation and probably the world. Rivalry games against other Ivy League schools are huge and consist of heavy student involvement, halftime events, and giveaways. Academics are top-notch, and the athletes promote good character both on and off the field. The Yale Bowl in particular is considered to be one of the most historical stadiums in the U.S. with a capacity of over 60,000. Yale has been known to host

many concerts, international soccer games, professional tennis tournaments, and other events at the Yale Bowl and other venues.

One weakness of Yale athletics is the location of the fields such as the Yale Bowl football field and baseball field. These fields are located more on the outside of New Haven because it is the only place there is room for them. When games are off campus, student attendance may drop along with overall attendance. Some of these venues are very outdated as well and need renovations. For example, the Yale Bowl doesn't have overhead lights or video screens, and the wooden seats are beginning to fall apart. While rivalry games are big, attendance dips at other non-conference games unless a well-known team is being played.

Another weakness for Yale is that it is an Ivy League school, and athletic competition isn't always too great when compared to UConn. Yale also cannot capitalize on TV contracts, bowl football games, and other endorsements that other colleges can. According to Yale's athletic department, the lack of this additional revenue means "the amount being invested by the Universities in the Ivy League are significantly more than schools in more high profile conferences" (Yale Athletics. p. 14. 2013). As a result of this, Yale needs to increasingly rely on donations and endowments to improve athletic facilities and other areas. While academics are the most important part of college, Yale will always be an academic school before an athletic one. Since Yale only has a six percent acceptance rate, it becomes difficult to recruit athletes, and there is the risk of the school being viewed as elitist.

Yale has a good opportunity to expand its sport market since it already has an academic one in place. There is a great chance to increase the Yale brand awareness throughout Connecticut and the globe, but financial constraints might make this difficult. While attendance at games is mixed, most teams play on a fairly success level. Both football and men's basketball posted winning records in their past seasons and show potential to keep this trend going. This is the first step in increasing attendance and selling more products, but they need to capitalize on this success. Yale can market its historic tradition more than most other schools, but just needs to find an affordable way to do so. Currently Yale works with Campus Customs for all of its apparel and merchandise, and most sales are kept in-house through the campus bookstore or online. Some major corporate partners include Coca-Cola, AT & T, and Webster Bank.

Threats come from every other Division I college in Connecticut, but Yale appears to be the second most popular school based upon its football attendance. While Yale boasts the second highest football attendance, it has the second lowest attendance for men's and women's basketball as seen in Table 1. Quinnipiac, Fairfield, and Hartford all have much better basketball attendance than Yale, but none of these schools are near any of the NCAA averages. Out of all these schools, Yale is in the most populated area, so attendance has potential to be so much higher.

### University of Hartford SWOT Analysis

The University of Hartford is located in West Hartford, Connecticut and has an enrollment of approximately 7,000. West Hartford has a population of around 63,000 and neighbors the capital of Hartford that has a population of 125,000. Men's and women's basketball have the second highest attendance rates in the state with the women's team coming in above the NCAA average. The college only sponsors 18 varsity sports and currently lacks a varsity football program, but does have a club one. Hartford is a member of the American East Conference that contains notable members such as the University of New Hampshire, Stony Brook, and Vermont. Home basketball games are played at the modestly sized Chase Family Arena in Hartford while many of the other sporting venues are located on campus. Some notable sponsors include Coca-Cola, TD Bank, Enterprise, Purina, and Moe's Southwest Grill.

One major weakness is the previously stated fact that Hartford does not sponsor a varsity football team. The cost of starting a Division I team is extremely expensive, and Hartford would rather stay Division I without a football instead of Division II with one. Another result of this is that men's and women's basketball become the primary sport to watch, hence the higher average home attendance. There are only 18 varsity sports and the only ticketed ones are men's and women's basketball and men's and women's soccer. Season ticket prices for men's and women's soccer run from \$27 to \$30, while single game ticket cost \$6 to \$7. Basketball is more expensive at around \$135 to \$375 for season tickets depending on age and seating area. The lack of any large sporting venues also hurt because the Chase Family Center provides the most capacity for any sporting event at 4,000.

Opportunity to increase brand awareness in the market might prove to be difficult for Hartford due to their relatively small size and lack of a football team. Being close to the capital is a benefit since it is one of the largest cities in the state, so there is room to grow. By having only a few notable varsity sports, it becomes much easier to focus on the four major ones of men's and women's soccer and men's and women's basketball. There is a great chance to market the success of these sports and create a number of game day promotions and events to go along with them.

One major threat comes from UConn, and the fact that they play some of their home basketball games at the XL Center in Hartford, which is a much larger and well-known venue. Hartford has to directly compete with a team that is from a stronger athletic conference, has a larger enrollment, and has won multiple national championships within the last few years. Hartford isn't as well-known as other Connecticut schools like Yale and UConn, so it becomes even harder to position themselves in the marketplace.

### **Target Markets**

To understand UConn's market place in regards to customers and corporate sponsorships, it is important to look at UConn's location and effect on Connecticut. UConn has an enrollment



of approximately 30,000, while the town the town it's located in, Storrs, has a population of just over 15,000. Storrs is considered to be part of the town of Manchester. Students in Storrs are the main consumers of the various athletic events UConn has to offer. Because of such a small hometown market, UConn has to expand its brand across the state, which it can do because it is the most successful Division I school in the state.

The capital Hartford is located about 30 minutes away from UConn and houses the XL Center where the men's and women's basketball teams play some of their home games when not at the on-campus site. Because of UConn's basketball success and size of the venue, this is a key way to expand the market across Connecticut, since Hartford provides a potential market of 126,000. UConn controls most of the athletic marketplace when it comes to athletics in Connecticut because there are no other schools that are on that level.

Basketball is able to receive the most corporate sponsorship because of the location in Hartford and ease of people attending the games. Football and other sports are mainly played near the UConn campus, which is a rural area, far away from the more populated sections of Connecticut such as New Haven County. Also the poor success of the football team in recent years has hurt the marketability of the sport when compared to basketball. Consumers and sponsors want to support teams that win and one's that are easy for a lot of people to get to.

### **Marketing Objectives**

UConn's main marketing objective is to increase the sponsor's brand awareness through the use of athletics. UConn provides a sporting venue for a large group of people that is unmatched in the state of Connecticut. A sponsorship deal with UConn provides the business with the state's most popular athletic team. UConn controls a large portion of the college athletic market in Connecticut that any business can benefit from. Our goal is to increase brand awareness through game day events up 20 to 30 percent through a variety of signage opportunities, sponsored events, and advertisements. These results can be expected after one full season of the particular sport that is sponsored. A sponsorship with UConn Athletics will be based upon the following objectives:

- Catering to the specific needs of the business to create positive brand awareness for the product or service.
- Creating a connection between the school and the sponsor at sporting events and around the campus.
- Expanding brand awareness by having consistent exposure at sporting venues and on game day.
- The chance for sponsors to promote their product or service through various marketing strategies such as giveaways, samplings, halftime events, or other events.

### Marketing Strategies and Tactics

Potential and current sponsors at UCONN have various signage and sponsorship opportunities if they partner with the university and IMG. Packages will be based upon what will benefit both the business and the college, and brand awareness should be drastically increased as a result. Football and basketball provide the strongest opportunity for investment for businesses due to their popularity and success. Signage opportunities are available at the Rentschler Field for football, Harry A. Gampel Pavilion and XL Center for men’s and women’s basketball, along with some of the smaller venues. Areas for signage include the midfield at football games, scoreboards, score tables, certain areas of the basketball court, and video screens. A partnership with UCONN and IMG offers television and radio spots for the sponsor. Sponsors will also be shown on all athletic programs. At games, sponsors will be able to offer samples of their products or give coupons out for their products. Partners will be allowed use of the Husky dog logo, UConn color palates, and slogans such as “Husky Pride.” None of these images can be changed in size, color, or font and must be approved by the university first.

### Ticket Prices

Current prices at UConn’s sporting events vary greatly based upon success, demand, venue, and competition. Only six varsity sports are charged for tickets, which is reasonable based upon what sports they are. Prices also depend on where the tickets are sold from. The on-campus ticket center sells general admission tickets at a set price, while secondary markets such as Easy Seat and Stubhub can vary significantly. Secondary markets can charge around an average of \$150 to \$300 for home basketball games this year, while the UConn ticket center charges anywhere from \$15 to \$50. Typical prices from the UConn Ticket Center are provided in Table 5.

Table 5: UConn Ticket Center Prices						
	Football	Men's Basketball	Women's Basketball	Men's Soccer	Women's Soccer	Men's Ice Hockey
Single Game (General Admission)	\$40-\$50	\$36-\$50	\$15-\$26	\$10	\$8	\$17
Season Ticket	\$175	\$243-\$513	\$136-\$289	\$50	\$45	\$165
Holiday Flex Plan (Any 3 Games)	N/A	\$48	\$48	N/A	N/A	\$48
5-Game Flex Plan	N/A	\$180	\$110	N/A	N/A	N/A

To show the contrast in prices, the average secondary market prices are provided in Table 6. These prices can vary greatly game by game and whether or not it is premium season. The price shown is the total average for all season home games. On average, prices can vary from anywhere from \$40 to \$100. Basketball prices have drastically increased in the past year due to demand and success of the teams. Men and women’s soccer are not provided because there is little secondary market for these sports.

<b>Table 6: Secondary Market Average Prices</b>				
	Football	Men's Basketball	Women's Basketball	Men's Ice Hockey
Single Game (General Admission)	\$80-\$100	\$177	\$103	\$20-\$60

As well as receiving in-game benefits, sponsors can receive a number of single game or season tickets to give out to potential clients. Retailers of UCONN merchandise are able to place their logo on the product, but it has to remain the same consistent size for each product. Various sponsorship packages will be available based upon each particular sport. A full list of possible branding and sponsorship opportunities:

**Signage Opportunities**

- Rentschler Field- Football
- Harry A. Gampel Pavilion- Men’s and Women’s Basketball, Volleyball
- XL Center- Men’s and Women’s Basketball
- Joesph J. Morrone Stadium- Men’s and Women’s Soccer
- Mark Edward Freitas Ice Forum- Men’s and Women’s Hockey

**Radio**

- Football, men’s and women’s basketball broadcasts
- Various coach interviews

**Television**

- Locally broadcasted games

**Internet**

- Brand on UCONNHuskies.com

**Print**

- Posters
- Calendars
- Tickets
- School newspaper
- Athletic programs

### Game Day Promotions

To initially promote a new or current sponsor, game day events will be the key way to increase product and brand awareness. These include both pregame and halftime events, along with radio and social media advertisements where sponsors are mentioned. Potential game day events are suggested below:

1. 3-point shooting challenge/ Half-court shot- Students or fans that enter a raffle will be eligible to participate in one of these halftime events. They will be similar to the challenges the NBA has during its All-Star Break, but there will be various prizes awarded such as season tickets, clothing, or lunch with the coach. At more championship events there is the possibility for an even bigger prize such as tuition being paid from a sponsor (Dr. Pepper sponsors a similar event for some championship football games).
2. Theme Night- Themed nights that can be done for almost any sporting event. Various types of holiday themed games such as an ugly sweater night for Christmas or costume night for Halloween. A lot of MLB and minor league baseball teams do a “Star Wars” night, so something like that would be popular as well. Fans with the best outfit or costume will have the chance to win prizes. Also there is the possibility for free giveaways for the fans who attend such as t-shirts or posters emphasizing what the particular theme that night was.
3. Pregame Cookout/BBQ- Huge cookout before a football, soccer, field hockey, or other outside event. This will be advertised weeks in advance of the game. Can be the big homecoming event for students and parents. Fee includes ticket to the game and a discount at the school store. Will host a variety of vendors, and before the game starts there will be a cooking contest that students can enter. Sponsors will be heavily involved and will promote their products. This includes free samples, giveaways, and games created by the sponsor with a UConn theme. They will also have a great opportunity to be the presenting sponsor.

### **Implementation and Control**

The three main sponsorship packages include men’s basketball, women’s basketball, and football. There are great opportunities in all of them, and the value can vary on what the sponsor desires to achieve. Each package acts as the initial startup cost for the sponsor and multiple ones can be purchased or modified.

### Sponsorship Packages

#### Men’s or Women’s Basketball Package

- Signage opportunity at Gampel Pavillion and XL Center including:
  - o Static signs on upper or lower scoreboard
  - o Static or video advertisements below scorers’ table.

- Brand decals at mid-court.
  - Value: \$5,000-\$15,000
- Tickets
  - Access to ten season tickets for clients.
    - Value: \$2,880-\$5,130
  - Pool of 25-50 single-game tickets.
    - Value: \$4,425-\$8,850
- Game day item with UConn logo and sponsor's brand/name
  - T-shirts
  - Baseball hats
  - Bobble heads
  - Posters
  - Cups/Mugs
    - Value: \$2,000
- 30-second Radio spot (Five minimum per home game)
  - Pre-game: \$150/spot
  - In-game: \$350/spot
  - Post-game: \$100/spot
    - Value: \$9,000-\$31,500
- Print Media
  - Sponsor's name in programs.
  - Presenting Sponsor
    - Ex.) Coca-Cola Student-Athlete of the Week
    - Value: \$1,000-\$3,000
- Total Value: \$24,305- \$65,480

#### Football Sponsorship Package

- Signage opportunity at Rentschler Field
  - Upper stadium
  - Scoreboard
  - Field
    - Value- \$5,000-\$15,000
- Tickets
  - Access to 20 season tickets
    - Value: \$12,000
  - Pool of 100 single-game tickets
    - Value: \$10,000
- Game day item with UConn logo and sponsor's brand/name
  - T-shirts
  - Baseball hats

- Bobble heads
- Posters
- Cups/Mugs
  - Value: \$5,000
- 30-second Radio spot (Five minimum per home game)
  - Pre-game: \$150/spot
  - In-game: \$350/spot
  - Post-game: \$100/spot
    - Value: \$9,000-\$31,500
- Print Media
  - Sponsor's name in programs.
  - Presenting Sponsor
    - Ex.) Coca-Cola Student-Athlete of the Week
    - Sponsor halftime events and giveaways
    - Value: \$1,000-\$5,000
- Total Value: \$31,200-\$73,500

### Public Relations

If a sponsorship is agreed upon with UConn, all the necessary steps will be taken to ensure positive public relations with the UConn community. Through newsletters, emails, direct mailing, and press conferences, UConn will showcase will a particular sponsor was chosen and how it reflects the university's academic and athletic mission. The UConn brand is meant to exemplify being "optimistic, smart, inquisitive, trusted, driven, and winning," (UConn Brand Identity Standards. p. 1 2013). All sponsors need to show these traits and promote them. As a result, brand awareness and product awareness will increase. Feedback will be collected from students, faculty, and alumni to determine if there is a positive or negative response from a sponsor and then it will be handled accordingly.

**References**

ESPN Associate Press. (2014). Jack Montague's late 3 helps Yale score first win over UConn since 1986. Retrieved from <http://scores.espn.go.com/ncb/recap?gameId=400586712>

Lawrence, J. (2014). UConn basketball tickets more than double in price for both men and women following championship seasons. *Forbes*. Retrieved from <http://www.forbes.com/sites/jesselawrence/2014/10/29/uconn-basketball-tickets-more-than-double-in-price-for-both-men-and-women-following-championship-seasons/>

The UConn Club 2014-2015 Donor Guidebook. (2014). Storrs, Connecticut. Retrieved from [http://grfx.cstv.com/photos/schools/conn/sports/uconnclub/auto\\_pdf/2013-14/misc\\_non\\_event/conn-donor-guide-2014.pdf](http://grfx.cstv.com/photos/schools/conn/sports/uconnclub/auto_pdf/2013-14/misc_non_event/conn-donor-guide-2014.pdf)

“UConn Athletics View Book” (2014). Storrs, Connecticut. Retrieved from [http://grfx.cstv.com/photos/schools/conn/genrel/auto\\_pdf/2013-14/misc\\_non\\_event/athletics\\_viewbook.pdf](http://grfx.cstv.com/photos/schools/conn/genrel/auto_pdf/2013-14/misc_non_event/athletics_viewbook.pdf)

UConn Brand Identity Standards. (2013). Storrs, Connecticut. Retrieved from [http://brand.uconn.edu/sites/default/files/BrandStandards\\_Guide0913.pdf](http://brand.uconn.edu/sites/default/files/BrandStandards_Guide0913.pdf)

University of Connecticut (2013). “Division of Athletics Mission Statement.” Retrieved from <http://www.uconnhuskies.com/compliance/mission-statement.html>

Yale Athletics 2013-2014. (2014). New Haven, Connecticut. Retrieved from <http://issuu.com/yaleathletics/docs/yathrpt2014final?e=1621512/8956379>