

ATLANTIC COAST CONFERENCE
2013-2014 ACC CORPORATE CHAMPION



THE ATLANTIC COAST CONFERENCE OVERVIEW

UNMATCHED SUCCESS...

The ACC features one of the richest traditions in all of college sports. The conference boasts three of the top five, winnngest programs in NCAA Division I basketball history. The ACC is one of two conferences nationally that has had at least 31 of its players drafted into the National Football League in each of the last nine years. Since 2005, the league has sent 64 teams to post-season play. Only one other conference has more in that time!

ACC Football:

- 14 National Championship Titles
- 5 Heisman Trophy Winners
- 168 Consensus All-Americans
- 67 NFL First Overall Draft Picks
- 158 Bowl Victories
- 10 National Coaches of the Year
- 125 CoSIDA Academic All-Americans
- 20 AFCA Graduation Awards
- 232 NFL First Round Draft Picks

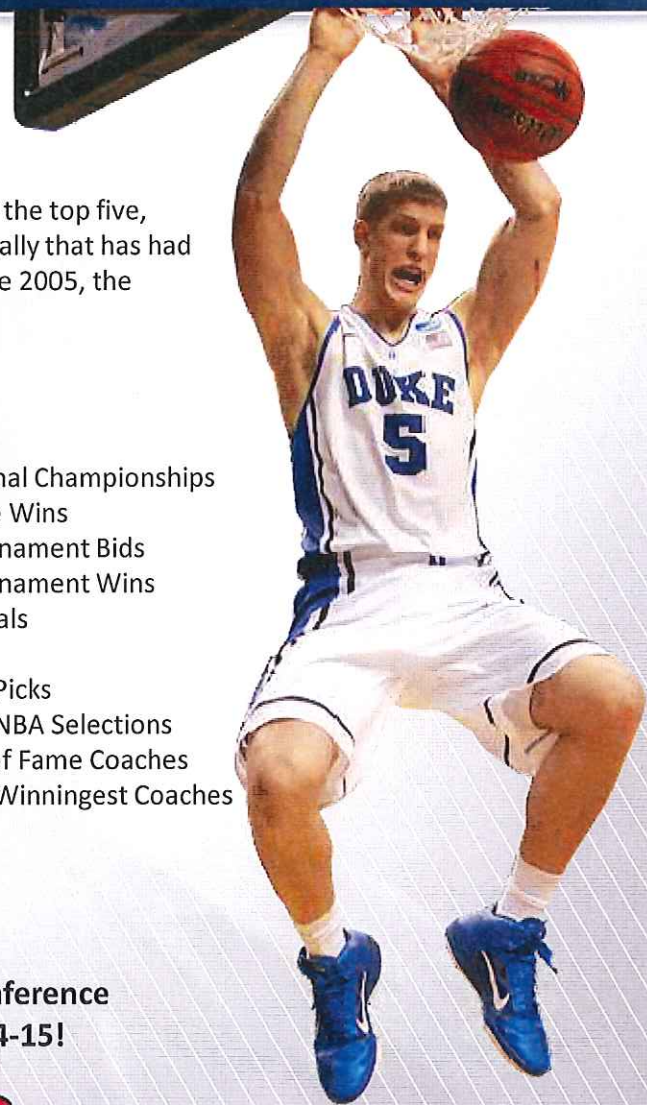
ACC Basketball

- 13 NCAA National Championships
- 22,151 All-Time Wins
- 336 NCAA Tournament Bids
- 532 NCAA Tournament Wins
- 85 Regional Finals
- 51 Final Fours
- 681 NBA Draft Picks
- 221 1st Round NBA Selections
- 3 Current Hall of Fame Coaches
- Top 2 All-Time Winningest Coaches

Notre Dame, Pittsburgh & Syracuse begin conference play in 2013-14 and Louisville joins in 2014-15!



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ACC CORPORATE CHAMPION OVERVIEW

The Atlantic Coast Conference Corporate Champion program is a fully integrated strategic marketing program designed exclusively for major advertisers on the ACC Network. Champions are the highest level of sponsorship with the ACC and receive the most extensive exposure and sponsorship benefits available with the Conference.

It is a year round platform that ties together powerful media with additional brand exposure, promotional opportunities, event activation, community outreach and tickets/hospitality. ACC Corporate Champions receive a broad range of benefits that can be leveraged to accomplish specific business objectives. There is considerable flexibility to tailor programs for messaging, branding, marketing, packaging, promotions, sampling, etc. to a very engaged and desirable consumer...the ACC fan!

ACC Corporate Champions have a dedicated staff to fulfill their partnership elements, implement promotional activations & provide detailed year-end reporting.

OFFICIAL CORPORATE CHAMPIONS OF THE ACC



BRANDING & CONSUMER PROMOTION

ACC Corporate Champions have the rights to use ACC marks in conjunction with client marks/logos in marketing programs, promotions, advertising and/or packaging.



ACC CORPORATE CHAMPION BENEFITS/ASSETS

- Official Corporate Champion status & Full promotional exclusivity in category
- Use of ACC marks & merchandising opportunities
- Comprehensive exposure in ACC Network Men's Basketball and/or Football telecasts
- Incremental media in ACC specific programming, publications & website
- Sponsorship of official ACC digital platforms
- Right to conduct consumer promotions with ACC Tournament and Football Championship tickets
- Exposure at the ACC's 24 Championship events with on-site activation opportunities
- Direct fan interaction at FanFest events
- Entitlement opportunities of specific ACC programs
- Tickets and Hospitality
- Special invites to ACC functions
- Sports marketing & planning assistance



SPONSOR EXPOSURE

ACC Corporate Champions have access to exclusive exposure and activation surrounding ACC Championship Events including ACC FanFest, in venue signage and announcements, and ACC Basketball Tournament ticket promotions.





ACC NETWORK PLATFORMS

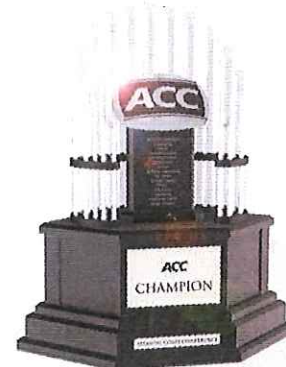
The ACC Network delivers compelling content with the highest degree of quality, innovation and authenticity. The ACC Network provides marketing opportunities through live broadcasts, historical archives, Championship events and in-depth news and analysis. The ACC Network reaches ACC Fans everywhere - through syndicated television, digital, mobile and promotional/experiential platforms.



TELEVISION



OFFICIAL WEBSITE



EVENTS



MOBILE



VIDEO VAULT



SOCIAL



DIGITAL NETWORK

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ACC NETWORK DIGITAL /MOBILE PLATFORMS



As manager of all official ACC Digital Platforms, including operation of the official conference website, the ACC Network gives advertisers an expanded opportunity beyond live games, to reach fans wherever they are. Maximize your ACC marketing with engaging digital inventory that will reinforce your message and strengthen sales and brand awareness.



ACC Network Digital/Mobile Platforms

- theACC.com
- ACC Video Vault
- Mobile
- Social Media
- ACC Digital Network



Mobile Sponsorship Opportunities:

- Presenting sponsorship of Official ACC Application
- Presenting Sponsor of ACC Football Gaming Application
- In-app advertising

Digital Sponsorship Opportunities:

- Banner Ad & geo-targeted campaigns
- Pre-Roll Video Ads
- Section/Feature Sponsorships
- Contests/Sweepstakes
- Texting Promotions
- Email Blasts
- Social Media

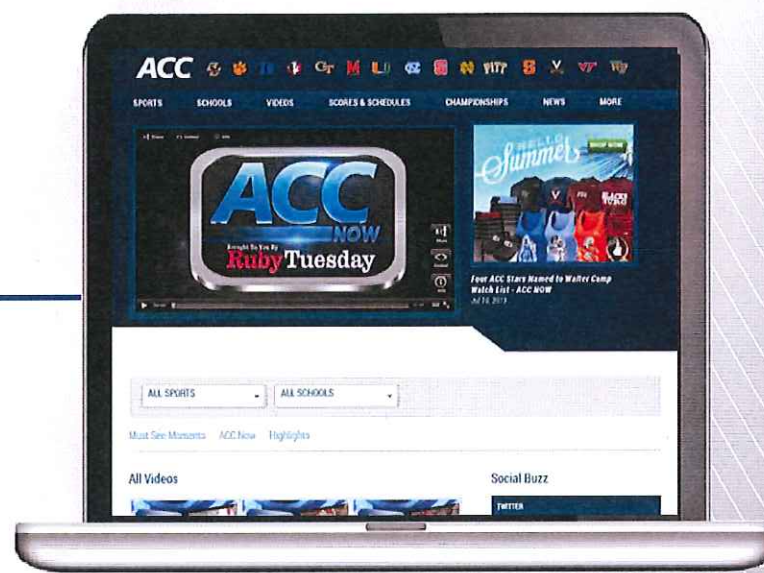


ACC DIGITAL NETWORK OVERVIEW

The ACCDN is a television-quality digital video network, covering the spectrum of one of the nation's top intercollegiate athletic conferences, featuring original content, timely news & highlights and live events throughout the year. Our team of top producers and credible college sports analysts will create free content for network distribution on the platforms that are most relevant and accessible.

The ACC Digital Network includes:

- ✓ News and Information
- ✓ Game Highlights and Analysis
- ✓ Game Day
- ✓ Features
- ✓ Live Studio Shows
- ✓ Live Games
- ✓ Google+ Hangouts
- ✓ Tradition/History



NETWORK DISTRIBUTION:

The ACC Digital Network video is produced and distributed via syndicated video player to multiple web destinations.

- | | |
|-------------------|----------------------------------|
| ▪ YouTube | ▪ Regional/Local TV Sites |
| ▪ National Sites | ▪ Regional/Local Newspaper Sites |
| ▪ Social Media | ▪ Out of Home |
| ▪ Niche Fan Sites | ▪ Mobile Platforms |

ACCESS. ANYTIME. ANYWHERE.

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ACC NETWORK TELEVISION



The ACC Network broadcasts 14 live weekly football games and 39 live basketball games! Customized features, in-game promotions and product placement give advertisers a way to actively market to their consumers. Raycom Sports is now in its fourth decade of televising ACC football and basketball games and the live games are the foundation of the ACC Network television package. These highly rated, HD quality broadcasts showcase America's best collegiate athletes competing at the highest levels.

- 14 Live ACC Football Games
- 39 Live ACC Basketball Games, including full coverage of the ACC Tournament
- Year-Round Original Sports programming
 - Football Saturdays in the South - Summer Series
 - ACC Football Kickoff Show
 - ACC Football Blitz – Live Pregame Studio Show
 - ACC Basketball Tip-Off Show
 - ACC Basketball: Kings of the Court

TV Sponsorship Inventory

- :30 Commercial Units
- In-Game/In-Show Broadcast Integration:
 - Entitlement & Presenting Sponsorships
 - Customized Telecast Features
 - Audio/Video Billboards
 - Promotional Announcements
 - Live Mentions
 - And much more!



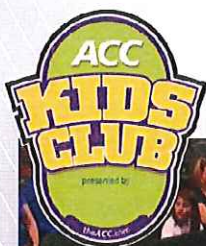
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OFFICIAL ACC PROGRAMS

INDIVIDUAL PRESENTING SPONSORSHIP OPPORTUNITIES:

- Kids Club
- Legends Programs (Men's and Women's Basketball and Football)
- Championships Videoboard Sponsorship
- Community Outreach Programs



The Winners of the ACC/NIE Mural Board Contest:
"Reach for the dream with a hardworking team"

Dream Chasers Kindergarten 1st Place Kinnick Elementary School, Winston Salem Teacher: Mrs. Shirley Johnson	Jose(l)ni 1st Grade 1st Place Kinnick Elementary School, Winston Salem Teacher: Ms. Renee	 2nd & 3rd Grade 1st Place Kinnick Elementary School, Winston Salem Teacher: Ms. Dennis	 4th & 5th Grade 1st Place Kinnick Elementary School, Winston Salem Teacher: Mrs. Wilson
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Runners up:
Kindergarten: Alamance Elementary School, Greensboro
 Teacher: Ms. Lindeman
1st Grade: Kinnick Elementary School, Winston Salem
 Teacher: Ms. Boston
2nd & 3rd Grade: Kinnick Elementary School, Winston Salem
 Teacher: Mrs. Duffy
4th & 5th Grade: Kinnick Elementary School, Winston Salem
 Teacher: Mrs. Forbes-Ashworth

School with most entries and winner of the ACC Team Visit:
 Alamance Elementary School, Greensboro

Sponsored by: ACC, at&t, BB&T, FOOD 54, GEICO, nle, Havoline, Ruby Tuesday, TOYOTA

Winners of the First Annual ACC/NIE "Photojournalism for Facebook!" Contest
 "Score one for the team!"

Grand-Prize Winner: Paul Bullock, 8th grade
 Southwest Guilford Middle School

Southwest Scores One for the Team
 Scoring one for the team rose to a new level at our school. This year, our school supported Special Olympics. There were many opportunities to raise money, including a block-out football game, other small fundraisers, and our annual student faculty basketball game. Principal Carabre produced an incentive. If we raised \$10,000, he would shave his head into a Mohawk. Students at Southwest and the community were enthusiastic to come and support the players. Mr. Carabre inspired us to raise the money. Everyone was proud when we raised over \$11,000 for our cause to help special needs students.

Second Place: Ellen Dreiblisch, 8th grade
 Southwest Guilford Middle School

Third Place: Rylan Ballou, 7th grade
 Greensboro Day School

Sponsored by: ACC, at&t, BB&T, FOOD 54, GEICO, nle, Havoline, Ruby Tuesday, TOYOTA

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CORPORATE CHAMPION: MEDIA ELEMENTS

BROADCAST ELEMENTS Example:

ACC Football Syndicated Sponsorship Elements

- 2x units per game in all 14 ACC Network Football telecasts - 28x total
- 1x in-game feature in all 14 ACC Network Football telecasts - 14x total
- 1x audio/video billboard in all 14 ACC Network Football telecasts - 14x total

ACC Basketball Syndicated Sponsorship Elements

- 3x units per game in 39 ACC Network Men's Basketball telecasts - 117x total
- 1x in-game feature in 39 ACC Network Men's Basketball Regular Season & Tournament telecasts - 39x total
- 1x audio/video billboard in all 39 ACC Network Men's Basketball Regular Season & Tournament telecasts - 39x total

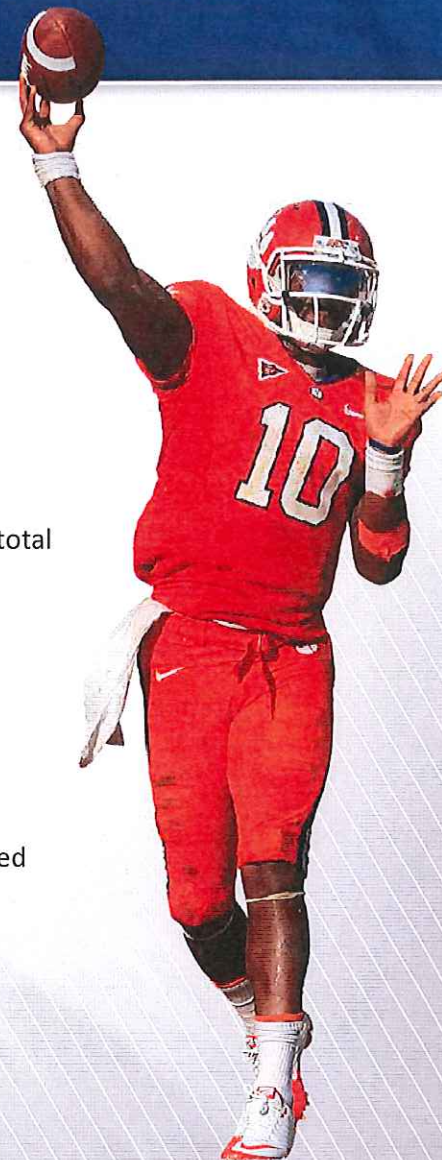
ACC "ACC-ACCESS" Regional Cable Package (RSN)

- One (1) commercial unit to air in each ACC All-Access telecast including weekly studio show, regular season Women's Basketball and select ACC Championships on the Regional Cable Network. (min. of 90 telecasts)

ACC DIGITAL NETWORK:

Sponsor to be branded in the ACC Digital Network, receiving millions of impressions across the nationally syndicated network in the form of:

- Pre-roll commercials (:15 or less)
- Accompanying clickable display ads
- Brand-integrated original programming



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CORPORATE CHAMPION: SPONSORSHIP ELEMENTS

Exclusivity/Endorsement

- Official Category exclusivity
- Rights to use ACC marks (in conjunction with client marks) in marketing programs, advertising or packaging

Men's & Women's Tournament Opportunities

- Collective presenting sponsor of ACC FanFest & opportunity for on-site activation in FanFest for sampling, giveaways, branding and consumer interaction
- Collective exposure in PA, videoboard and permanent/rotational in-arena signage
- Rotation on TV visible courtside signage system (once per half)
- Opportunity to utilize Men's and Women's Tournament tickets for promotional use
- Opportunity to conduct an in-arena (limited opportunity and inventory - must first be approved)
- Dedicated Men's Tournament ticket back space for client specific creative

Football Championship Game

- In-game, collective logo inclusion and PA recognizing the Official Corporate Champions of the ACC
- Opportunity to conduct a consumer promotion utilizing ACC Football Championship game marks, tickets, etc.
- Opportunity for on-site activation in FanFest for sampling, giveaways, branding and consumer interaction
- First right of refusal to sponsor other local events offered by local organizing committee





CORPORATE CHAMPION: SPONSORSHIP ELEMENTS

Football Championship Game

- In-game, collective logo inclusion and PA announcements recognizing the Official Corporate Champions of the ACC
- Client specific messaging within collective LED during the Championship game
- Opportunity to conduct a consumer promotion utilizing ACC Football Championship game marks, tickets, etc.
- Opportunity for on-site activation in FanFest for sampling, giveaways, branding, & consumer interaction
- First right of refusal to sponsor other local events offered by local organizing committee

Olympic Sport Championship Event Exposure

- Exposure at all events via signage and collective PA announcements
- Opportunity for on-site activation, marketing/promotional programs, on-field promotion and hospitality

Print

- ACC Corporate Partner "salute" ad produced by ACC to run in all ACC program books (Fall, Football, Winter, Women's Basketball, Men's Basketball, Spring, Baseball)

theACC.com

- Sponsor to receive branding and recognition as an Official Corporate Champion on theACC.com
- Permanent Logo exposure in 3 locations including the homepage (rotation) with click through opportunity on theACC.com.
- ROS banner ad and pre-roll placements on theACC.com

Tickets & Hospitality

- (10) tickets with hospitality to the ACC Football Championship game
- (4) tickets to the ACC Football Legends Dinner
- (10) tickets to every ACC Olympic Sport Championship event as requested, including the ACC Women's Tournament and Baseball Championship
- (10) ticket books with hospitality to ACC Men's basketball tournament
- (20) tickets to pre-selected regular season ACC football games
- (20) tickets to pre-selected regular season ACC basketball games
- (2) VIP invitations to the ACC Corporate Partner golf outing
- (2) VIP invitations to the ACC Spring Meetings



RAYCOM SPORTS

Raycom Sports is a production, distribution, and event management company with over 30 years of experience and a reputation of being one of the nation's finest independent sports syndicators and producers. With deep roots in college football and basketball, Raycom Sports has also expanded its portfolio to include a vast array of sports opportunities on the local, regional and national level.

Raycom Sports has owned the television rights to Atlantic Coast Conference (ACC) Basketball since 1981 and ACC Football since 1984. In 2001, Raycom entered into a sublicense arrangement with ESPN where Raycom continues to be the national syndicator of "ACC football and basketball, holder of regional cable rights, administration of ACC Sponsorship Programs and management of all ACC digital platforms including operation of theacc.com, the official conference web site.



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