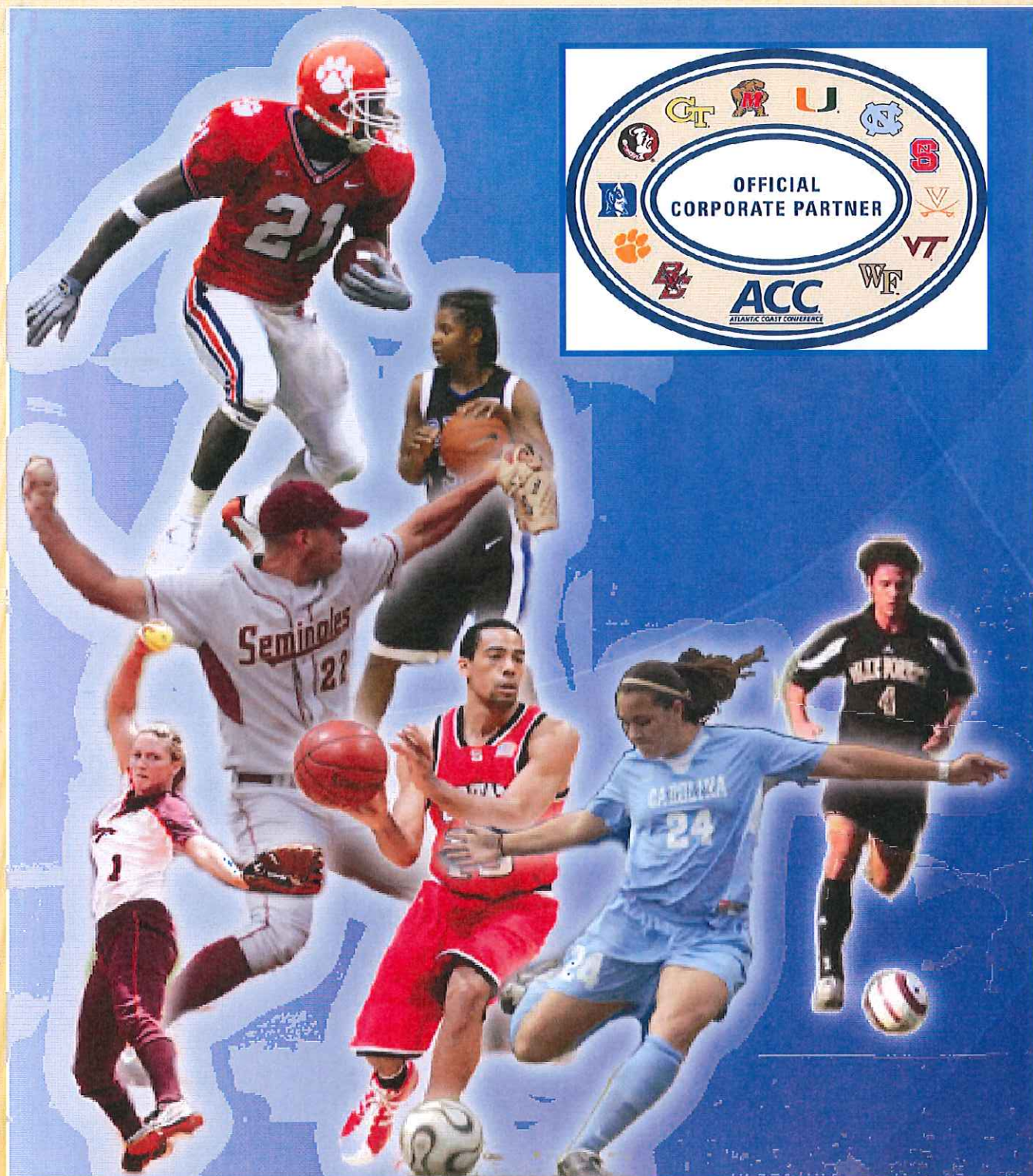















# ACC CORPORATE PARTNER PROGRAM





# A TRADITION OF EXCELLENCE. THEN, NOW AND ALWAYS...

	Boston College Eagles Chestnut Hill, MA		Miami Hurricanes Miami, FL	
	Clemson Tigers Clemson, SC		North Carolina Tar Heels Chapel Hill, NC	
	Duke Blue Devils Durham, NC		NC State Wolfpack Raleigh, NC	
	Florida State Seminoles Tallahassee, FL		Virginia Cavaliers Charlottesville, VA	
	Georgia Tech Yellow Jackets Atlanta, GA		Virginia Tech Hokies Blacksburg, VA	
	Maryland Terrapins College Park, MD		Wake Forest Demon Deacons Winston-Salem, NC	

## UNMATCHED SUCCESS

The ACC features one of the richest traditions in all of college sports. The winningest team in the NCAA Men's Basketball Tournament by both wins & percentage.

7 National Championships in 2009-2001, the most ever for the ACC in a single year!

## Men's Basketball Tradition

- ✓12 NCAA Championship Titles
- ✓29 National Players of the Year
- ✓60 Consensus All-Americans
- ✓34 Academic All-Americans
- ✓9 NBA First Overall Draft Picks
- ✓387 NCAA Tournament Wins
- ✓20 National Coaches of the Year
- ✓133 First-Team All-Americans
- ✓155 NBA First Round Draft Picks



## Football Tradition

- ✓14 National Championship Titles
- ✓5 Heisman Trophy Winners
- ✓160 Consensus All-Americans
- ✓67 Academic All-Americans
- ✓6 NFL First Overall Draft Picks
- ✓149 Bowl Victories
- ✓8 National Coaches of the Year
- ✓132 First-Team All-Americans
- ✓221 NFL First Round Draft Picks







OFFICIAL CORPORATE PARTNERS OF THE ACC



at&t



GEICO

Havoline



pepsi



Progress Energy



TOYOTA

PARTNER

EXCLUSIVITY

AT&T

All communications, satellite/cable

Food Lion

Supermarket, Supercenter, Mass Merchandiser

Geico

Auto Insurance

Havoline

Motor Oil

Pepsi

Non-Alcoholic Beverage (Including, but not limited to: CSD's bottled water – flavored, sparkling, enhanced/vitamin, RTD teas, RTD coffees, energy and juices) - Beyond CSDs and Aquafina, beverages with the PepsiCo family are protected, but additional funds from those brand lines are required to activate.

Gatorade

Isotonic beverage, sports drink, energy drink, athletic nutritional supplements and meal replacement products

Progress Energy Utility

Toyota

Import Car/Truck/SUV





#### BRANDING & CONSUMER PROMOTION

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

## Corporate Partner Overview

**The Atlantic Coast Conference Corporate Partnership is a fully integrated strategic marketing program designed exclusively for major advertisers in Raycom's ACC television programs.**

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 Partners 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! Through ACC Properties, Partners have a dedicated staff to fulfill their partnership elements, implement promotional activations & provide detailed year-end reporting.



# Corporate Partner Benefits

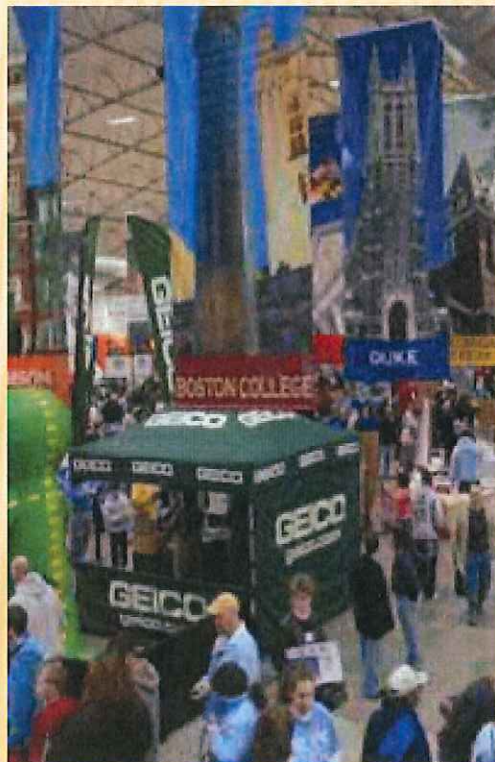
- Official Corporate Partner status & Full promotional exclusivity in category
- Use of ACC marks & merchandising opportunities
- Comprehensive exposure in ACC Men's Basketball and/or Football telecasts
- Incremental media in ACC specific programming, publications & website
- Right to conduct consumer 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
- Collective sponsorship of ACC Outreach programs
- Tickets and Hospitality
- Special invites to ACC functions
- Sports marketing & planning assistance
- Does not include marketing rights or logo usage at the school level, but ACC Properties can help to facilitate programs at schools on a case by case basis.



**Men's Basketball Tournament**  
Tickets are not available to the public, making them a hot commodity!!

## SPONSOR EXPOSURE

ACC Corporate Partners 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.





# Corporate Partner Package

## BROADCAST MEDIA ELEMENTS

### ACC Football Syndicated Sponsorship Elements

- 4x units per game in all 12 Raycom Sports ACC Football telecasts - 48x total
- Full-Game Media Exclusivity
- 1x in-game feature in all 12 Raycom Sports ACC Football telecasts - 12x total
- 2x audio/video billboards in all 12 Raycom Sports ACC Football telecasts - 12x total.

### ACC Basketball Syndicated Sponsorship Elements

- 4x units per game in all 35 Raycom Sports ACC Men's Basketball telecasts - 140x total
- Full-Game Media Exclusivity
- 1x in-game feature in all 35 Raycom Sports ACC Men's Basketball Regular Season & Tournament telecasts - 35x total
- 2x audio/video billboards in all 35 Raycom Sports ACC Men's Basketball Regular Season & Tournament telecasts - 70x total.

## MULTIMEDIA & ADDITIONAL SPONSORSHIP BENEFITS

### Exclusivity/Endorsement

- Official Category exclusivity
- Rights to use ACC marks (in conjunction with client marks/logos) in marketing programs, advertising or packaging
- Use of Collective school logo for mediums other than TV

### Incremental Media

- ACC Corporate Partner "salute" spot produced by ACCP to air:
  - Each ACC football telecast on the Raycom syndicated network (~12 games)
  - Each ACC men's basketball telecast on the Raycom syndicated network (~35 games)
  - Each ACC men's basketball telecast on the regional sports cable networks\* (~20 games)
  - All ACC regular season games, Championship events and ACC All-Access studio show telecasts across the "All-Access Package" airing on the RSN cable network. (~90 telecasts)

\*Regional Sports Networks (RSNs) include: Fox Sports South, Fox Sports Florida, NESN, Comcast Mid-Atlantic

### Men's & Women's Tournament Opportunities

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



# Corporate Partner Package

## MULTIMEDIA & ADDITIONAL SPONSORSHIP BENEFITS (cont'd)

Football Championship Game (for Charlotte 2010 and 2011)

- In-game, collective logo inclusion and PA announcements recognizing the Official Corporate Partners of the ACC.
- Opportunity to conduct a consumer promotion utilizing ACC Football Championship game marks, tickets, etc.
- Collective presenting sponsor of ACC FanFest & 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 and hospitality

Print

- ACC Corporate Partner "salute" ad produced by ACCP to run in all ACC program books (Fall, Football, Winter, Women's Basketball, Men's Basketball, Spring, Baseball)
- Full page, full color, client specific ad to run in Men's and Women's Basketball programs
- Full page, black/white, client specific ad to run in Fall, Winter, Spring and Baseball Championship programs

Digital Media

- Sponsor to receive branding and recognition as an Official Corporate Partner on theACC.com, the official athletic site of the ACC.
- Permanent Logo exposure in 3 locations including the homepage (rotation) with click through opportunity on theACC.com.
- Opportunity to utilize theACC.com for rotating banner ad campaign in support of a promotion.
- One (1) featured content sponsorship on TheACC.com and RaycomSports.com.
- Two (2) dedicated email blasts to TheACC.com email database.

ACC Outreach Programs

- Presenting sponsorship of ACC Outreach, a series of programs dedicated to supporting middle school youth in conjunction with the ACC Football Championship, Men's & Women's Basketball Tournaments and Baseball Championship for a given year. Program details may vary – ACCP will promote program on behalf of the Official Corporate Partners.

Tickets & Hospitality

- (10) tickets with hospitality to the ACC Football Championship game
- (4) tickets to the ACC Football Legends Gala
- (10) tickets to every ACC Olympic Sport Championship event as requested, including the ACC Women's Tournament and Baseball Championship (hospitality varies by Championship)
- (10) tickets with hospitality to ACC Men's basketball tournament for promotional use
- (72) tickets to pre-selected regular season ACC football games
- (60) 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

ACC FanFests provide Partners direct fan touch points and exposure opportunities.





# ACC Corporate Partnership Marketing Guidelines

- ✓ Only Official Corporate Partners have the opportunity to give away Men's Tournament tickets. *The ACC Basketball Tournament hasn't had a public sale of tickets since 1966, making it an exclusive experience. Use of Tournament tickets for promotional use moves the needle for Official Corporate Partners.*
- ✓ ACC Men's Basketball FanFest is an open venue for partners to execute programs without limitation. *The FanFest event is free to all fans whether they have a Tournament ticket or not and runs in conjunction with the four day ACC Tournament. Over 25,000 fans attend each year. Partners have the exclusive ability to activate in the space.*
- ✓ Partners have the ability to utilize Football Championship tickets in a promotion, as well as activate in Football FanFest.
- ✓ Once a business objective is defined (i.e. dealership visits, brand visibility, prize offerings, fan touch points), ACCP can assist in developing opportunities within the scope of the Partnership.
- ✓ ACC Championship events, many of them on ACC campuses, provide an excellent opportunity for grass roots level marketing and promotion at the school level.
- ✓ ACCP does not control any of the marketing rights of the ACC schools or bowl games, but can provide assistance for Partners as requested on a situational basis.
- ✓ Images/likenesses of current players, coaches, individual schools marks/images, mascots and nicknames are not available for use by ACC corporate partners.
- ✓ Tickets for regular season games on school campuses and team autographed items cannot be given away in any type of contest or promotion.



# RAYCOM SPORTS

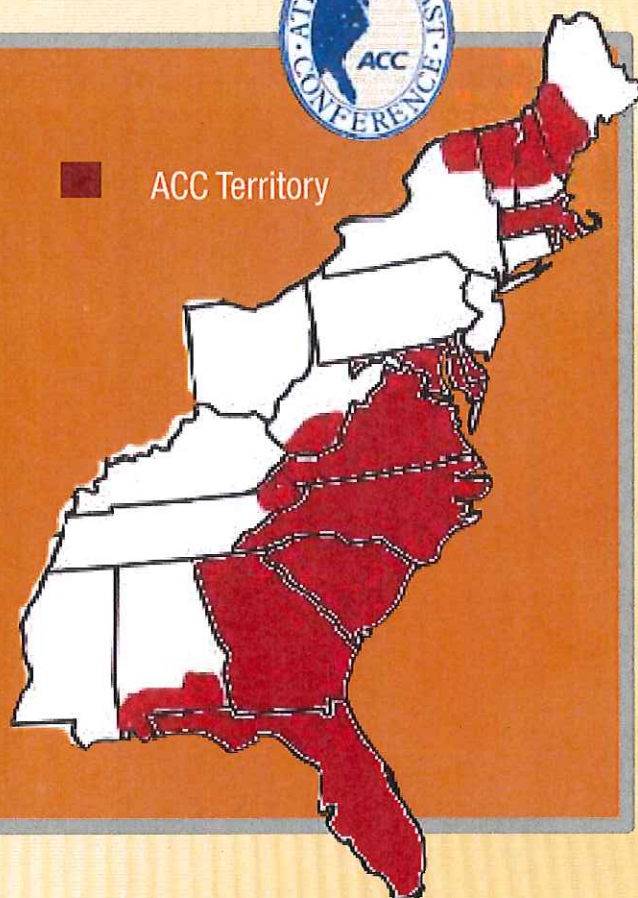
## ACC BASKETBALL AND FOOTBALL



# **RAYCOM**

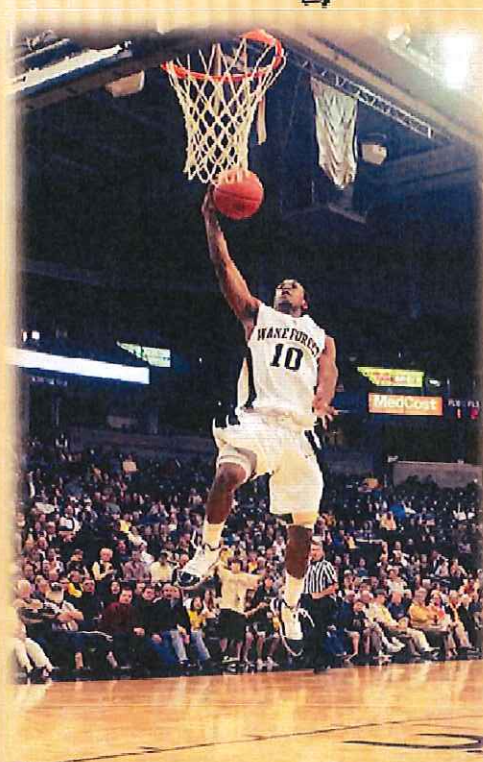
## *Sports*

Raycom Sports' ACC Network  
Reaches Over 40 DMAs and  
Covers Over 27.8 Million TV  
Households- reaching nearly 1/4  
of all US TV Households!



Albany, GA  
Atlanta, GA  
Augusta, GA  
Baltimore, MD  
Bluefield, WV  
Boston, MA  
Charleston, SC  
Charlotte, NC  
Charlottesville, VA  
Chattanooga, TN  
Columbia, SC  
Columbus, GA  
Dothan, AL  
Fort Myers, FL  
Gainesville, FL  
Greensboro, NC  
Greenville, NC  
Greenville, SC  
Hagerstown, MD  
Harrisonburg, VA  
Jacksonville, FL

Macon, GA  
Miami, FL  
Mobile, AL  
Myrtle Beach, SC  
Norfolk, VA  
Orlando, FL  
Panama City, FL  
Portland, ME  
Providence, RI  
Raleigh, NC  
Richmond, VA  
Roanoke, VA  
Salisbury, MD  
Savannah, GA  
Springfield, MA  
Tallahassee, FL  
Tampa, FL  
Tri-Cities, VA-TN  
Washington, DC  
West Palm, FL  
Wilmington, NC





# RAYCOM SPORTS

## 2010 ACC FOOTBALL



### 2009 ACC Football Broadcast Schedule:

September 12	Stanford at Wake Forest
September 19	Boston College at Clemson
September 26	UNC at Georgia Tech
October 3	Virginia at North Carolina
October 10	Boston College at VA Tech
October 17	Wake Forest at Clemson
October 24	Georgia Tech at Virginia
October 31	NC State at Florida State
November 7	Virginia at Miami
November 14	Clemson at NC State
November 21	Maryland at Florida State
November 28	Wake Forest at Duke

## ACC FOOTBALL

✓2008 and 2009 were the highest rated ACC football seasons in the history of Raycom Sports.

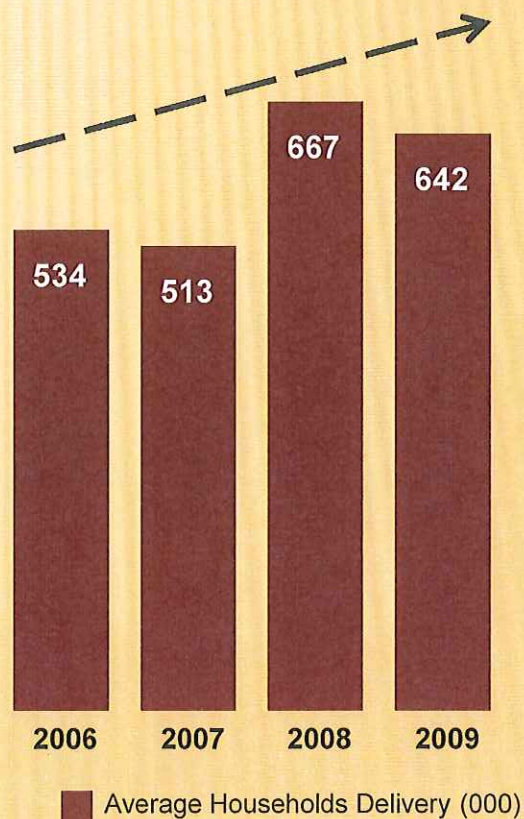
✓The ACC had 7 teams bowl eligible In 2009, giving it 41 bowl teams in the last five years. Only one other conference has had more.

✓In 2009, the ACC was one of three conferences to have three teams ranked among the top 15 teams in the final BCS rankings with Georgia Tech (9), Virginia Tech (11) and Miami (15).

✓The ACC leads all other conferences in 1st Round NFL Draft picks and Overall Selections over the past 4 years.

### Consistently strong viewership!

ACC Football on Raycom Sports continues to be steady year end and year out!

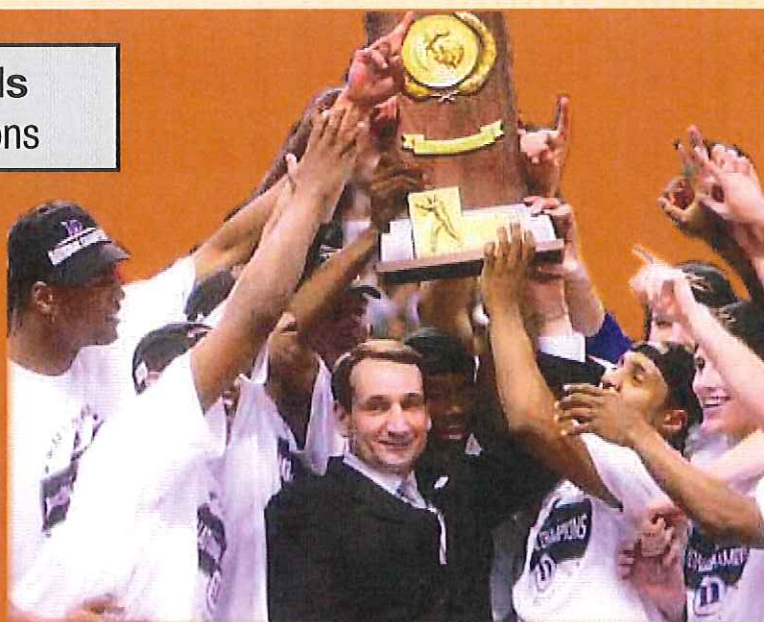




# RAYCOM SPORTS

## 2010 ACC BASKETBALL

**Duke Blue Devils**  
2010 NCAA Champions



*ACC Basketball...A Tradition of Excellence.*

### ACC BASKETBALL

✓ The ACC is one of the strongest and most competitive intercollegiate conferences in the nation, capturing back to back national titles in 2009 and 2010!

✓ The NATIONAL CHAMPION Duke Blue Devils won their 4<sup>th</sup> National Championship this year and made their 15<sup>th</sup> Final Four appearance.

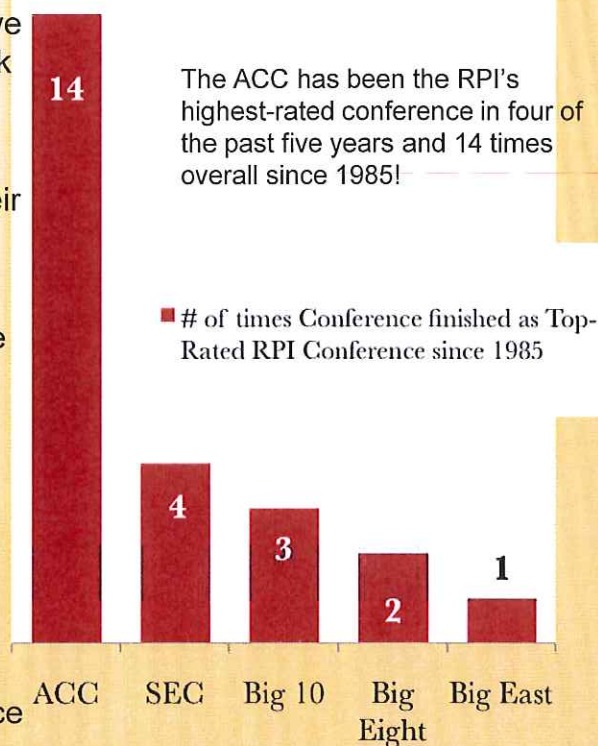
✓ Four different ACC teams have captured 12 NCAA basketball championships, including five in the last nine years.

✓ The ACC is the winningest conference in NCAA tournament history in both total wins and winning percentage.

✓ The ACC has 49 straight seasons with at least one team ranked in the top 10 of the final AP Poll.

✓ The ACC is the only conference to have each of its teams make at least one NCAA Tournament appearance over the past four years.

### CONSISTENTLY THE TOP RATED CONFERENCE IN THE NATION!





## ACC Marks, Font, and Colors



Bar Logo



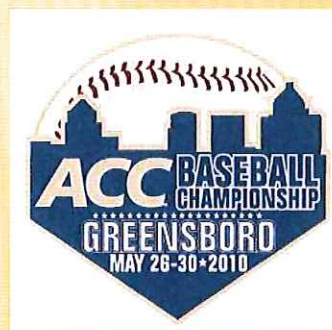
ACC Seal



2010 Men's  
Tournament



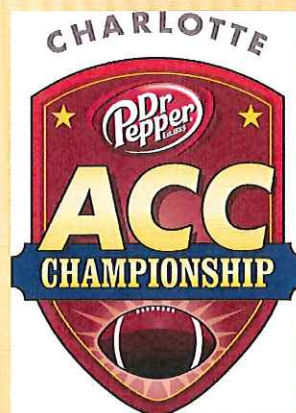
2010 Women's  
Tournament



2010 Baseball  
Championship



Corporate Partner School  
Collective Lock Up. Not  
allowed for TV use.



2010 Football  
Championship -  
Charlotte

ACC Blue:	PMS 296
ACC Tan:	PMS 468
ACC Font:	Frutiger



# PARTNERSHIP OPPORTUNITIES

- ACC promotions
  - Prize Examples: Tournament/Championship tickets & trips, unique ACC experiences, merchandise, etc.
  - Consumer sweeps with on-site/in-store, web registrations or unique entry methods.
  - Internal/Dealer incentives or employee only programs.
- On-site activations at FanFests and Championships
  - Branded giveaways
  - Coupons and special offers
  - Fan entertainment
  - Product information or do-it-yourself type showcases
- Branded or Interactive programs:
  - Packaging and display
  - Digital features
  - Discounts in Championship markets – additional advertising
- Leverage all assets for promotion and association
  - TV, Print, Digital, On-Site
  - Connected, year round promotional calendar
- Entertainment and Hospitality
  - Game tickets to both regular season and Championships; greater ability to create unique experiences and hospitality around Championships.

**Olympic Sport Championships** – The ACC is competitive in all sports, with some of the Championships outside of Men's Basketball and Football being very well attended. Partners are able to activate across all Championship events, as well as FanFest for Men's/Women's Basketball and Football. Havoline's sponsorship of the theACC.com's Championship Central is a built in platform for activation: promos, unique experiences, hospitality and association.

- Women's Tournament – Totals over 70,000 people for the four day Tournament, with the concurrent FanFest event average about 20K. Partners have created successful local market promotions and have more freedom to conduct in-arena activity at this event.
- Baseball – Approximately 60K over the five day event Memorial Day weekend. Opportunity for on-site vehicle display, concourse set-ups, in-stadium activations, etc.
- Soccer – Approximately 15K, with best attendance in Cary, NC. November.



# INCREMENTAL OPPORTUNITIES

- × Kids Club
- × Legends Program (M/WBB, Football)
- × iPhone Application
- × Video Locker Room
- × ACC Road Trip



# ACC KIDS CLUB

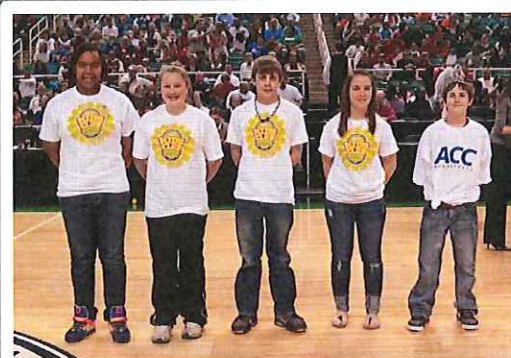
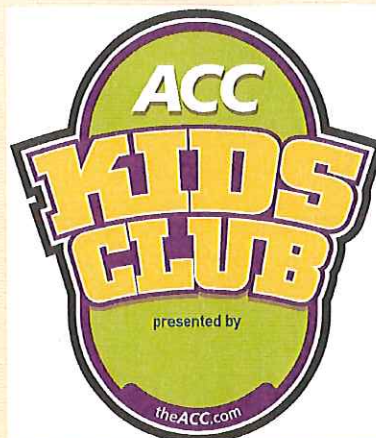
## Presenting Sponsorship

### OVERVIEW:

The ACC Kids Club is open to elementary and middle school age children with no yearly membership fee. Parents register their kids via a dedicated registration page on theACC.com. Membership kits are mailed to each child, with special opportunities surrounding the ACC Championships emailed throughout the year. Currently over 800 kids and 500 families enrolled.

### SPONSORSHIP ELEMENTS:

- Company logo incorporated into the Kids Club logo and on all membership kit items.
- Opportunity to include company related item in membership kit and/or messaging on official welcome letter.
- Opt-in database provided to sponsor.
- Ten (10) in-game broadcast live reads promoting the Kids Club across Raycom ACC Football and Men's Basketball telecasts.
- One (1) full page program book ad in Fall, Winter, Spring, Women's Basketball and Baseball programs in support of the Kids Club.
- One (1) public address announcement and videoboard logo exposure (if available) in each game of every Championship event, including Football and Men's Basketball.
- Year round banner ad campaign on theACC.com in support of the Kids Club.
- Logo exposure with click through link and company messaging available on the dedicated Kids Club page on theACC.com.
- Opportunity for company messaging in the email updates sent to all Kids Club members (~6 per year).
- Opportunity to add company related educational components to Kids Club area of theACC.com
- Opportunity to create special Kids Club functions, in conjunction with the ACC and/or to integrate to Championship opportunities offered to Kids Club members.



**NET INVESTMENT: \$25,000**



# ACC LEGENDS PROGRAM

## Exclusivity

- Full presenting sponsor exclusivity, including development of a branded, program specific logo for the Men's and Women's Legends Programs. Programs to be known as "ACC Legends presented by \_\_\_\_" and promoted as such in all references to the yearly Legends class and Brunch event.
- Ability to conduct promotions utilizing brunch event tickets and other special opportunities.

## Media

- One (1) in-game live read during five (5) regular season Raycom syndicated Men's Basketball games promoting the Legends and sponsor. (5 total)
- One (1) in-game live read during each of the three Thursday games of the Tournament on the Raycom syndicated network. (3 total)
- One (1) Tournament broadcast feature highlighting Men's Legends class and ceremony.
- One (1) Legends feature with sponsor listing in the Men's and Women's Tournament Programs.
- ACC Legends page with logo/click through link to sponsor and ROS banners on theACC.com
- Program logo and sponsor listing on theACC.com Tournament page Legends section.
- Program logo and sponsor listing in a minimum of four weekly E-newsletter listings to theACC.com database.
- One (1) full page print ad in the Men's and Women's Tournament programs.

## In-Arena Ceremonies at Men's and Women's Tournaments

- One (1) PA announcement, with logo on videoboard, in every Tournament game of both Men's and Women's Basketball Tournaments leading up to the Legends ceremony recognizing sponsor as presenting the ACC Legends (min 16 games).
- PA Recognition during Legends ceremonies.
- Logo on courtside signage during Legends ceremonies (each Tournament).
- Logo exposure on scoreboard LED ring during ceremonies.
- Potential sponsor access to sideline and backstage areas during Legends ceremonies.

## On-site Legends Events at Men's & Women's Tournaments

- Title sponsor of the Legends events celebrating the current year's legends.
- Program logo with sponsor on stage backdrop, entrance, individual Legends banners and event program.
- Sponsor listing and event logo in all materials promoting the events.
- Autograph session and photo opportunity.
- Branding on Legend gifts and displays.
- Opportunity for company executive to speak at the events.
- Opportunity for branded table gifts.

## Tickets and Memorabilia

- Four (4) full ticket books, with hospitality to both the ACC Men's and Women's Tournaments.
- One (1) sponsor table of ten (10) for the Legends Brunch events.
- Two (2) signed ACC Legends basketballs from each class.



Each year one former Men's and Women's ACC basketball great is honored as a Legend in conjunction with the respective Tournaments. On site events and a variety of recognition pieces comprise the ACC Legends program.



**NET INVESTMENT: \$80,000**



# RAYCOM SPORTS DIGITAL ACC iPHONE APP SPONSORSHIP



## SPONSORSHIP DETAILS

### PRIMARY SPONSOR: Full Category Exclusivity

- Annual sponsorship (September – August)
- Start-Up Screen - Logo and Message
- Logo and companion banner ads throughout (75%SOV)
- Pre-roll / Post-roll video ad on select video highlights and features (75% SOV)
- Home page feature button w/sponsor logo, for ACC iPhone app download on TheACC.com and RaycomSports.com
- ROS banners on TheACC.com and RaycomSports.com
- **Live reads in- game!** In-game promotion of App available in all 12 Raycom ACC Football games and a minimum of 10 games in ACC Basketball
- Invitation to ACC Football Kick-off Media day
- (4) tickets to Chick Fil-a Kick-off (LSU vs. UNC) 9/1/2010
- (4) tickets to Va. Tech vs. Boise State 9/4/2010

**Live In-game reads = 12,124,000 households**

**Online / Website = 6,000,000 guaranteed impressions**

**ACC App / Mobile = 5,000,000 estimated impressions**

**INVESTMENT = \$150,000**

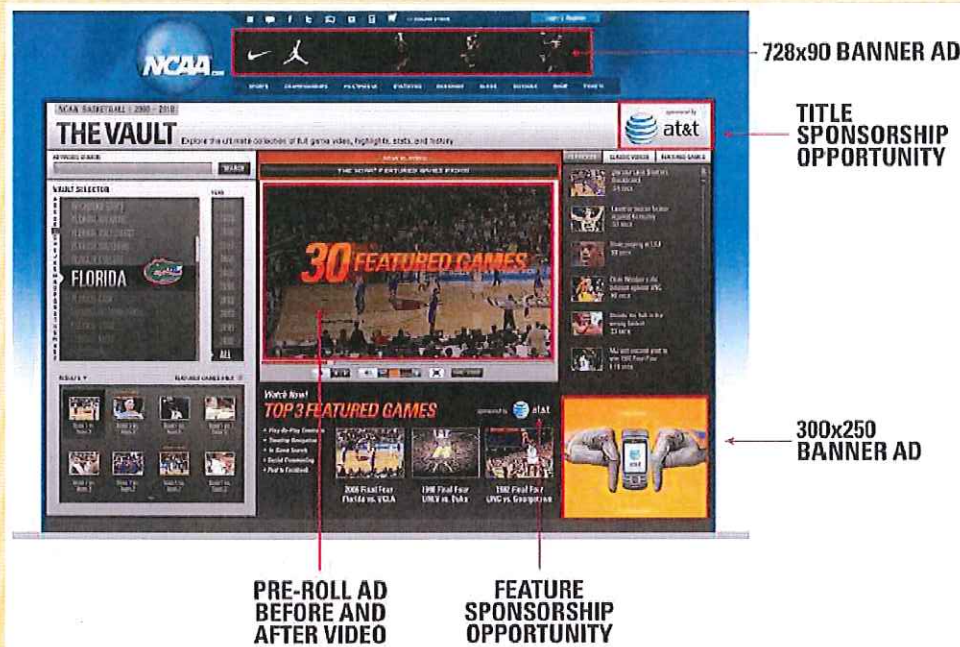




# RAYCOM SPORTS DIGITAL ACC VIDEO LOCKER ROOM

## Overview:

Video Locker Room is a user-friendly archive of video highlights from the ACC. Fans can search for plays by teams, players, or games; or scan highlights of dunks, blocks, or shots. They can share their favorite moments via Twitter or Facebook.



## Sponsorships:

- Title sponsorship
  - Home page feature button w/sponsor logo on TheACC.com and RaycomSports.com
  - Presenting sponsor logo on home page of ACC Video Locker
  - 300x250 OR 728x90 banner ad on ACC Video Locker page
  - 50% of all Pre-roll / Post-roll inventory
- Secondary sponsorship
  - Sponsor logo on individual modules of feature (Super Classics, Great dunks, etc.)
  - Companion banner ad (300x250, 300x100)
  - Pre-roll or Post-roll for sponsored feature clips
  - ROS banners on TheACC.com and RaycomSports.com



# RAYCOM SPORTS DIGITAL ACC ROAD TRIP



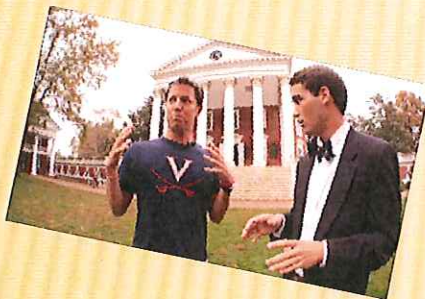
## Overview:

Each week our Road Trip reporter (Tommy Kane) will travel to an ACC University (usually the home school of the broadcast) and interact with fans, alumni, residents, etc. experiencing anything and everything related to the game, the schools, and the rivalries.

The ACC Road Trip shows will be presented on-line in a sponsor branded micro-site environment with links from RaycomSports.com and TheACC.com (the official website of the ACC) home pages via feature promotion buttons.

Micro-site features and elements will include:

- Complete ACC Road Trip video shows featuring fans and their pre-game tailgating and other campus traditions from ACC schools and events
- Sponsor logo and product placement whenever available
- Interactive widgets and map / travel elements
- User Generated Content (UGC) area for more fan interaction to further engage fans and allow for contest / voting sweepstakes activation



## Elements:

**September - December, 2010**

- Home page feature button w/sponsor logo on RaycomSports.com and TheACC.com
- ACC Road Trip micro-site - sponsor logos and targeted banner ads
- :15 Pre-roll video ad before viewing ACC Road Trip segments
- ROS banner ads on RaycomSports.com and TheACC.com (300x250, 728x90)

- **Total Estimated On-line Impressions: 2,500,000**

<http://www.raycomsports.com/index.php/Features/road-trip-planner.html>