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Group to market ACC sports

The Atlantic Coast Conference and the companies that televise its men's basketball games, Raycom and Jefferson-Pilot Sports, have formed a new group to handle the conference's marketing efforts.

The ACC also announced Sunday that it has extended Raycom's and JP Sports' contract to televise men's basketball for another four years, through 2001.

The new group, ACC Properties, will handle marketing, advertising and promotional work for all conference sports, said Richard Kilwien, director of media relations and promotions at Charlotte-based Raycom.

The ACC's marketing work was done in-house until the formation of ACC Properties.

"We hope it will be a one-stop shop for the corporate community," said Rick Chryst, assistant commissioner of the ACC.

At the same time the ACC announced the formation of ACC Properties, it announced that Continental Airlines is the conference's latest "corporate partner." The agreement makes Continental the "official airline" of the ACC, which has its offices in Greensboro.

Raycom and Greensboro-based JP Sports have televised the ACC's basketball games since 1982.

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Richard Kilwien
Director, Media Relations & Promotions
704/378-4429
704/378-4461 fax
e-mail address: Raycm@aol.com

RAYCOM

Press Release

ACC/Raycom/JP Sports Announce Creation of ACC Properties; Extension of Television Agreement

Charlotte, N.C. / Greensboro, N.C. (Sunday, October 30, 1994) -- The Atlantic Coast Conference, in conjunction with Raycom and Jefferson-Pilot Sports, have reached agreement on the terms of a four-year extension of the league's men's basketball television contract, as well as the creation of a unique corporate marketing venture, it was announced Sunday at ACC "Operation Basketball."

The television and marketing agreement extends the Raycom/JP Sports partnership with the ACC until the year 2001, expanding a relationship that, beginning in 1982, has been the longest-lasting association of its kind in college athletics. The agreement authorizes Raycom/JP Sports to continue to provide regional and national television exposure for ACC Basketball, while consolidating the conference marketing efforts through the creation of ACC Properties.

The establishment of ACC Properties provides for a freestanding business unit to manage conference-coordinated marketing, advertising and promotional opportunities. Among the specific marketing areas under ACC Properties' management are the conference Official Corporate Partner and Promotional Partner programs, licensing, championship merchandising, publications and special events -- including involvement with all 22 ACC Championships. ACC Properties will also work closely with ACC member university marketing departments to develop joint promotional and sponsorship programs.

"Healthy television partnerships have been the cornerstone of the Atlantic Coast Conference since its founding -- since the days of C.D. Chesley," said ACC Commissioner Gene Corrigan. "Our athletic directors have given this great consideration and I think it underscores just how important are the long-term relationships we have with Raycom and Jefferson-Pilot Sports."

Designed to offer the corporate community fully-integrated marketing programs and multimedia advertising and promotional opportunities on a year-round basis with the conference, ACC Properties should also prove to be a great enhancement to the Raycom/Jefferson-Pilot television packages.

ACC Properties will be overseen by the ACC Properties Board, consisting of ACC Commissioner Gene Corrigan, N.C. State Athletic Director and chairman of the league's marketing committee Todd Turner, Raycom Chief Executive Officer Rick Ray and Jefferson-Pilot Sports President Ed Hull.

Highlighting the ACC Properties venture is the formalization of the ACC Official Corporate Partner Program, which presently consists of Exxon, Hardee's, Discus Athletic and Continental Airlines. The venture will also include an ACC Official Promotional Partner Program.

In conjunction with JP Sports, Raycom will television 84 ACC basketball games this season, including 20 nationally-televised regular-season games on ESPN, 38 regular-season regional contests and nine games on ABC. The ACC Tournament will also be syndicated regionally, with ESPN television the contests outside the ACC area.

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ACC PROPERTIES MANAGED BY RAYCOM AND JEFFERSON-PILOT SPORTS

ACC Properties, established in October 1994, is a unique corporate marketing venture managed by Raycom and Jefferson Pilot Sports.

ACC Properties is designed to offer the corporate community fully-integrated marketing programs and multi-media advertising and promotional opportunities with the Atlantic Coast Conference on a year-round basis. ACC Properties has already proven to be a great enhancement to the clients purchasing Raycom/Jefferson-Pilot ACC television packages.

ACC PROPERTIES ELEMENTS

THE ACC CORPORATE PARTNER PROGRAM

- * Establishes official and exclusive status for sponsors with the ACC.
- * Offers marketing opportunities such as retail and trade promotions, advertising, hospitality, merchandising, licensing and public relations.

THE ACC PROMOTIONAL PARTNER PROGRAM

- * A non-exclusive corporate agreement with the ACC that involves a licensed consumer promotion utilizing the ACC name/logo/mark for advertising and POS.
- * Offers the opportunity to customize marketing programs at 22 ACC Championship events.
- * Can be customized to offer ticket and hospitality packages for client entertainment.

ACC MERCHANDISING

- * ACC Properties exclusively manages ACC Championship merchandise and novelty sales for all 22 ACC Championship events including the ACC Men's Basketball Tournament.
- * ACC Properties can assist sponsors with any needs they may have for the design, purchase and fulfillment of ACC or ACC University logoed merchandise by coordinating between Spectator Sports and sponsor.

ACC LICENSING

- * ACC Properties exclusively manages the licensing of the ACC logo for retail use.
- * Although the licensing rights to the ACC logo for premium items require standard licensing royalties, ACC Properties can assist Corporate Partners by coordinating between the ACC's licensing agency and Corporate Partner.

ACC PUBLICATIONS

- * ACC Properties manages and controls sales and distribution of any publication that focuses on ACC sports. Among other things, this will include all ACC Championship Programs.

ACC SPECIAL EVENTS AND MEETINGS

- * ACC Properties manages and controls selective sponsorship sales in conjunction with all ACC special events and meetings.

