2013-14 - 2017-18 (Mirrored w/Your Pouring Rights Term/Options)
Major Corporate Sponsorship Agreement
“Official Tailgate Title Sponsorship Package”
Major Corporate Sponsorship Agreement
Texas A&M University-Kingsville Athletics

This represents a five (5) year Major Corporate Sponsorship Agreement between Pepsi-Cola (PEPSICO) and Texas A&M-Kingsville Athletics for the 2013-14 through 2017-18 fiscal years (Fiscal year is September 1st through August 31st each year) - (Mirrored w/Your Pouring Rights Term/Options).

2013-14 – 2017-18 JAVELINA FOOTBALL
“OFFICIAL TAILGATE TITLE SPONSORSHIP” PACKAGE

Pepsi-Cola (PEPSICO) “Official Tailgate Title Sponsorship Package” has been developed to give you --- the “Official Sponsor” --- maximum exposure throughout every Javelina regular season home game during the 2013 through 2017 Football schedules and throughout each entire fiscal year as listed above. This Agreement includes all four (4) of the following Javelina Game Day Experience Sponsorship Elements during all 2013 - 2017 Javelina regular season home Football games and the entire term of this Agreement:

A.) “Official Title Sponsorship” of the actual, entire Javelina Tailgate area to be referred to as the “Pepsi-Cola - Javelina Tailgate Zone”;  

B.) “Official Title Sponsorship” of the Game Day Live TV – Live Video Stream Show to be referred to as the “Pepsi-Cola - Javelina Tailgate Central Show”;  

C.) “Official Title Sponsorship” of the Live 30 Minute Pre-Game Show to be referred to as the “Pepsi-Cola - Javelina Football Pre-Game Show”;  

D.) “Official Title Sponsorship” of the Live 15 Minute Post-Game Show to be referred to as the “Pepsi-Cola - Javelina Football Post-Game Show”;

The following pages will give you a brief snap shot of the “Official Title Sponsorship” specifics that will be included in all four (4) Game Day Experience Sponsorship Elements.
A.) “Official Title Sponsorship” of the actual, entire Javelina Tailgate area to be referred to as the “Pepsi-Cola - Javelina Tailgate Zone”;

- Each of the four (4) corners of the “Tailgate Zone” will have tall flags which will include the Title Sponsor’s name and/or logo;
- Flags will then alternate surrounding the entire “Tailgate Zone” with flags that will be Javelina blue and Javelina gold colors with possible additional flag(s) which would include the Official Title Sponsor’s name and/or logo;
- The Javelina Electronic Marquee in front of Javelina Stadium will also have one of the rotating slides listing the Official Title Sponsor’s name and/or logo welcoming everyone to the “Tailgate Zone” starting at 12:01 a.m. on Fridays so as to include the Friday night High School Football games through Saturdays at 11:59 p.m. the day of every regular season home Javelina Football game;
- If allowed by NCAA rules, regulations and policies, the above items could occur for any NCAA Post-Season home Football games;

In the fall of 2010, the Javelina Athletic Department teamed with Kleberg Bank to build a Marquee at the entrance to the stadium. The Daktronics board can produce/design any number of messages and graphics.
B.) “Official Title Sponsorship” of the Game Day Live TV – Live Video Stream Show to be referred to as the “Pepsi-Cola - Javelina Tailgate Central”;

- The Javelina Broadcast Network (JBN) will live stream all 15 minute segments on an hourly basis of the “Javelina Tailgate Central Show” that will include the Title Sponsor’s Name;
- The show will also be live broadcast on the University’s and local CMA Cable Channels 2 and 69 for all regular season Javelina home Football games during term of this Agreement and any term/options at same Major Corporate Sponsorship Package terms;
- Show’s set (Sports Reporters work station) will include the “Official Title Sponsor’s” name and/or logo --- possibly in two (2) locations on the show’s set;
- Depending on the actual “Official Title Sponsor”, Sponsor may have the opportunity to have one (1) or more of their products on display immediately adjacent to the show’s set;
- Javelina Athletics will be responsible for all guests appearing on all 15 minute segments of the show (e.g. Head Football Coach, Offensive Coordinator, Defensive Coordinator, University President, Vice President of Intercollegiate Athletics & Campus Recreation, Executive Director of the Alumni Association, Student Activities Representative, Team Players, Lone Star Conference Football Overview guest reporters/analysts, etc.);
- There will be a total of eight (8) - 15 minute segments of the show beginning with the 10:00 a.m. – 10:15 a.m. segment through the 5:00 p.m. – 5:15 p.m. segment;
- Each 15 minute segment will be broken down as follows:
  :30 second --- show’s lead in spot
  2 minutes of commercials (4 - :30 second commercials or combination thereof)
  4 minute show time
  1 minute of commercials (2 - :30 second commercials or combination thereof)
  4 minute show time
  2 minutes of commercials (4 - :30 second commercials or combination thereof)
  1:30 minutes show time including the show’s out segment/spot

15 minutes total for each hourly segment;

- “Official Title Sponsor” will be mentioned in all lead in and out spot segments --- (minimum of eight (8) mentions per 15 minute show segment X 8 time slots = 64 “Official Title Sponsor” minimum mentions per regular season home game);
- There will be a link on the front page of www.javelinaathletics.com to lead all online viewers to the show --- this link will include the Sponsor’s name/logo recognition;
- “Official Title Sponsor” will have its name and/or logo placed on www.javelinaathletics.com in the Javelina Athletics Major Corporate Sponsors scrolling area with a direct link to your company’s web site --- this will greatly benefit your company via marketing/branding through the Javelina Athletics web site traffic;
- All segments of this show along with the actual Javelina Football game could possibly be rebroadcast on Channels 2 and/or 69 during the week immediately following each Javelina home Football game at no additional cost to the Sponsor --- this would give Sponsor additional recognition and coverage at no additional costs;
- The Javelina Electronic Marquee in front of Javelina Stadium will also have one of the rotating slides listing the Official Title Sponsor’s name and/or logo welcoming everyone to the “Javelina Tailgate Central Show” starting at 12:01 a.m. on Fridays so as to include the Friday night High School Football games through Saturdays at 11:59 p.m. the day of every regular season home Javelina Football game;
- If allowed by NCAA rules, regulations and policies, the above items could occur for any NCAA Post-Season home Football games;

David Calloway
Javelina Head Football Coach
C.) “Official Title Sponsorship” of the 30 Minute Live TV – Live Video Stream Pre-Game Show to be referred to as the “Pepsi-Cola - Javelina Football Pre-Game Show”;

- There will be a Live 30 minute Javelina Football Pre-Game Show at 6:30 p.m. – 7:00 p.m. inside of Javelina Stadium leading up to kick-off of the game;
- The Pre-Game show will consist of 22 minutes of actual show time along with a total of eight (8) minutes of commercial time --- actual timeline structure of the Pre-Game Show to be determined in the near future;
- Official Title Sponsor” will be mentioned in the show’s lead in, in the show’s out segment along with each commercial segment’s lead in and out segments (minimum of an additional 6-8 lead in and out segment mentions during the Pre-Game Show for each regular season home game);
- Pre-Game Show will be on same show set as the “Javelina Tailgate Central” which will be relocated inside of Javelina Stadium in clear view/sight of those in attendance --- naturally the show’s set still includes “Official Title Sponsor’s” name and/or logo --- possibly in two (2) locations on the set;
- Javelina Athletics will be responsible for all (if any) guests appearing on the Pre-Game Show;
- All segments of this Pre-Game Show along with the actual Javelina Football game could possibly be rebroadcast on Channels 2 and/or 69 during the week immediately following each Javelina regular season home Football game at no additional cost to the Sponsor --- this would give Official Sponsor additional recognition and coverage at no additional costs;
- If allowed by NCAA rules, regulations and policies, the above items could occur for any NCAA Post-Season home Football games;
D.) “Official Title Sponsorship” of the Live 15 Minute Post-Game Show to be referred to as the “Pepsi-Cola - Javelina Football Post-Game Show”;

- There will be a Live 15 minute Javelina Football Post-Game Show inside of Javelina Stadium immediately following the game;
- The Post-Game show will consist of 15 minutes of actual show time (although limited commercial time is still possible) --- actual timeline structure of the Post-Game Show to be determined in the near future;
- Official Title Sponsor” will be mentioned in the show’s lead in and in the show’s out segment (total minimum of two (2) Official Title Sponsor mentions) of each home game;
- If any commercial time is allocated during the Post-Game Show, there would be additional Official Title Sponsor lead in and out segment mentions during the Post-Game Show for each regular season home game;
- Post-Game Show will be on same show set as the “Javelina Tailgate Central” which will be relocated inside of Javelina Stadium in clear view/sight of those in attendance --- naturally the show’s set still includes “Official Title Sponsor’s” name and/or logo --- possibly in two (2) locations on the set;
- Javelina Athletics will be responsible for all (if any) guests appearing on the Post-Game Show;
- All segments of this Post Game Show along with the actual game could possibly be rebroadcast on Channels 2 and/or 69 during the week immediately following each Javelina regular season home Football game at no additional cost to the Sponsor --- this would give Official Sponsor additional recognition and coverage at no additional costs;
- If allowed by NCAA rules, regulations and policies, the above items could occur for any NCAA Post-Season home Football games;
Leading up to and throughout the 2013 through 2017 Javelina Football schedules as well as throughout this entire Agreement, Pepsi-Cola will always be referred to as the “Official Title Sponsor” associated with all four (4) of the Pepsi-Cola Javelina Game Day Experience Sponsorship Elements:

A.) Pepsi-Cola - Javelina Tailgate Zone
B.) Pepsi-Cola - Javelina Tailgate Central (Game Day Live TV and Live Video Stream Shows)
C.) Pepsi-Cola - Javelina Football Pre-Game Show
D.) Pepsi-Cola - Javelina Football Post-Game Show

Your company will also receive cross marketing value in the following ways:

- Numerous print media including Press Releases, radio/television mentions and through various mentions on the Javelina Athletics web site [www.javelinaathletics.com](http://www.javelinaathletics.com) throughout the entire year --- not just during the Javelina Football season;
- Additional publicity through placement on the Javelina Athletics Electronic Marquee in front of Javelina Stadium;
- Additional exposure through periodic mentions/drop-ins via the Javelina Sports Radio Network (done on radio broadcasts at both home and away Javelina Football regular season games);
- Periodic mentions of your “Official Sponsorship” on the “Hog Call Shows” (Wednesday Football Head Coach’s Radio Show) --- held weekly during the Football Season;
- Any additional mentions, pictures, etc. via the Javelina Athletics Weekly Newspaper (“Javelina Highlights”) with a weekly distribution of over 30,000 through The Kingsville Record and sent out electronically. In addition, this publication is listed/accessible weekly on the Javelina Athletics web site [www.javelinaathletics.com](http://www.javelinaathletics.com);
- Any additional mentions, pictures, etc. via the University’s Student Newspaper (“The South Texan”);
In addition, all our Major Corporate Sponsors that invest a minimum of $15,000.00 Cash and/or Gift-In-Trade and above will automatically receive this “Javelina Value Added Benefit” valued at $6,000.00 per year. This will consist of their Corporate logo listed on the Major Corporate Sponsorship section of the bottom of the page and include a link from their logo to their Corporate web site. These logos will continually scroll slowly across the bottom of the page so all our Major Corporate Sponsors receive equal prime advertising with links to their web sites.
From February, 2012 – February, 2013, the official web site of Javelina Athletics attracted over 7 million page views and over 22 million hits. We project over 8.0 million page views and over 23 million hits by the end of the February, 2014. Javelina Athletics averages over 400 press releases per year.

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<tr>
<th>Month</th>
<th>Page Views</th>
<th>Visits</th>
<th>Hits</th>
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<td>516,035</td>
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<td>September, 2012</td>
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<td><strong>Averages(s)</strong></td>
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<td><strong>115,180</strong></td>
<td><strong>1,736,733</strong></td>
</tr>
</tbody>
</table>
Major Corporate Sponsorship Agreement
Texas A&M University-Kingsville Athletics

This represents a five (5) year Major Corporate Sponsorship Agreement between Pepsi-Cola (PEPSICO) and Texas A&M-Kingsville Athletics for the 2013-14 through 2017-18 fiscal years (Fiscal year is September 1st through August 31st each year) - (Mirrored w/Your Pouring Rights Term/Options).

Your Annual Sponsorship Investment: $ 23,000.00

<table>
<thead>
<tr>
<th>Year</th>
<th>PAYMENT SCHEDULE</th>
<th>AMOUNT DUE</th>
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<td>2013-14 PAYMENT SCHEDULE</td>
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<td>October 1, 2013</td>
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<tr>
<td>Total 2013-14 Cash Payments:</td>
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<td>2014-15</td>
<td>2014-15 PAYMENT SCHEDULE</td>
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<td>August 1, 2014</td>
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<td>October 1, 2014</td>
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<td>Total 2014-15 Cash Payments:</td>
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<td>2015-16</td>
<td>2015-16 PAYMENT SCHEDULE</td>
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<td>October 1, 2015</td>
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<td>Total 2015-16 Cash Payments:</td>
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<td>2016-17</td>
<td>2016-17 PAYMENT SCHEDULE</td>
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<td>October 1, 2016</td>
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<tr>
<td>Total 2016-17 Cash Payments:</td>
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<tr>
<td>2017-18</td>
<td>2017-18 PAYMENT SCHEDULE</td>
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<tr>
<td>August 1, 2017</td>
<td>$ 13,000.00</td>
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<tr>
<td>October 1, 2017</td>
<td>$ 10,000.00</td>
<td></td>
</tr>
<tr>
<td>Total 2017-18 Cash Payments:</td>
<td>$ 23,000.00</td>
<td></td>
</tr>
</tbody>
</table>
OR Other Cash Payment arrangements/periods may be made by mutual agreement between Pepsi-Cola (PEPSICO) and Texas A&M University-Kingsville Javelina Athletics

Please Make Your Checks Payable to Javelina Athletics and forward your payment to:

Joe Biedron
Associate Athletics Director – External Advancement
Texas A&M University – Kingsville
700 University Blvd., MSC 202
Kingsville, Texas 78363
Major Corporate Sponsorship Agreement
Texas A&M University-Kingsville Athletics

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Reviewed by TAMUK Development/Foundation: ___________________ ___________________
Initials Date

FOR:

TEXAS A&M UNIVERSITY-KINGSVILLE
D. Scott Gines
Recommended by - Name (Print)
Signature
Vice President, Intercollegiate Athletics & Campus Recreation
Title
Date
Terisa Riley, Ph. D.
Approved by - Name (Print)
Signature
Sr. Vice President, Fiscal & Student Affairs
Title
Date

FOR:

PEPSI-COLA (PEPSICO)
Name (Print)
Signature
Title
Date

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