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**Texas A&M-Kingsville Javelina Athletics**

*Javelinas*



**2013-14 - 2017-18 (Mirrored w/Your Pouring Rights Term/Options)  
Major Corporate Sponsorship Agreement  
"Official Video Boards Sponsorship Package"**



**Major Corporate Sponsorship Agreement  
“Official Video Boards Sponsorship Package”  
Texas A&M University-Kingsville Athletics**

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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 1<sup>st</sup> through August 31<sup>st</sup> each year) - (Mirrored with Your Pouring Rights Term/Options).

**A.) “Official Video Boards Sponsorship Package” – Steinke Physical Education Center (SPEC)**

**Jav-A-Vision:**

Pepsi-Cola (PEPSICO) will be the “Official Video Boards Sponsor” (Jav-A-Vision) in the Steinke Physical Education Center (SPEC) throughout the term of the entire Agreement. Pepsi-Cola (PEPSICO) will receive one half of the large advertising panel associated on each of the two (2) Video Boards (Jav-A-Vision) that will be located on both the North and South walls inside the main playing area inside the SPEC. These Jav-A-Vision Boards will remain up 365 days per year and be utilized for Javelina Volleyball matches, Javelina Women’s Basketball and Men’s Basketball games, any UIL regular season and UIL Playoff games, any possible Lone Staff Conference (LSC) and/or possible NCAA Post-Season events, all University Graduation Sessions, any High School Graduation Sessions and any other possible events played or hosted within the SPEC facility where the Video Boards will be located.

**Year # 1 (2013-14)** – Pepsi-Cola (PEPSICO) will pay for the purchase of two (2) Video Boards and its associated operating components which will include all shipping and installation costs. Logo(s) of your choice will be placed on one half of each of the 3’ high X 16’ 11.7” Jav-A-Vision ad panels (approximately 3’ high X 17’ wide panel). Texas A&M University reserves the right for the other half of the Jav-A-Vision ad panels for either University use or advertising space to a non-competitor of Pepsi-Cola (PEPSICO) each year and throughout the term of the agreement. (See Page 4 sample)

**Actual One Time Cost: \$ \$ 307,520.00**

# **Javelina Value Added Benefits - No Additional Costs:**

At no additional cost, Pepsi-Cola will receive the Javelina Football Stadium Scoreboard signage, Baseball Scoreboard signage and Softball Scoreboard signage Package (valued at \$20,000.00 per year), a link to the Javelina Athletics Major Corporate Sponsorship section on our web site of [www.javelinaathletics.com](http://www.javelinaathletics.com) (valued at \$ 6,000.00 per year) and space for two (2) slides year long (24 hours per day/365 days per year) on the Javelina Athletics Electronic Marquee in front of Javelina Stadium on Armstrong Street (valued at \$ 1,500.00 per slide per month X 2 slides = \$ 3,000.00 per month --- Therefore \$ 3,000.00 per month X 12 months = \$ 36,000.00 value ). Pepsi-Cola has the option to change those two (2) slides on a monthly basis if they so desire.

In addition Pepsi-Cola will receive one (1) advertising/promotional segment (approximately :30 – :60 seconds) during each Javelina Athletics match/game played within the SPEC during the regular season of each year of this Agreement. Lone Star Conference (possible) however, NCAA rules, regulations and policies do not allow for Post-Season advertising in this manner. This Sponsorship Element is valued at \$2,500.00 per spot.

Approximately 10 home Javelina Volleyball dates, 14 home Javelina Men's Basketball dates and 12 home Women's Basketball dates per year = Approximately 36 Javelina home dates per year X \$ 2,500.00 per spot = Estimated value of \$ 90,000.00 per year.

**Actual Estimated Annual Value: \$ 152,000.00**

(NOTE: This value does not factor in other events as listed in A.) paragraph # 1 as listed on Page 2 for which the Pepsi-Cola 2 Video Boards would be utilized for... Only factoring in Javelina Athletics home regular season matches/games per year)

**Your Annual Investment: Complimentary**







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## **Payment Schedule:**

<u>2013-14 PAYMENT SCHEDULE</u>	<u>AMOUNT DUE</u>
September 1, 2013	\$ 307,520.00
Total 2013-14 Cash Payment:	<u>\$ 307,520.00</u>

**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

