



Partnership Proposal

June 2021



FAN SUPPORT BY THE NUMBERS

- **MEMORIAL STADIUM: CAPACITY 90,000
375 CONSECUTIVE SELLOUTS**
- **VOLLEYBALL OWNS THE LONGEST SELLOUT
STREAK FOR ANY WOMEN'S SPORT IN
NCAA HISTORY**
**270 CONSECUTIVE MATCHES
DATING BACK TO 2001**
- **#11 NATIONALLY - CLC TOP SELLING
INSTITUTION FOR FISCAL YEAR 2019-20**
- **TOP 10 SOCIAL MEDIA FOLLOWING
887,000+ TWITTER FOLLOWERS
(ATHLETICS, FOOTBALL, MBB, VOLLEYBALL)**
- **NEBRASKA VOLLEYBALL HAS LED THE
NATION IN ATTENDANCE FOR THE PAST
SEVEN SEASONS**
- **ATTENDANCE NATIONALLY 2019**
#1 VOLLEYBALL
#9 FOOTBALL
#9 BASEBALL
#11 MEN'S BASKETBALL
#20 WOMEN'S BASKETBALL

MOST VALUABLE BRAND IN COLLEGE ATHLETICS

Navigate Brand Value Index - Criteria

1. *Revenue Per Fan: Total revenue reported by athletic department divided between estimated number of fans across the country*
2. *Fan Base: Estimated number of fans across the country*
3. *Fan % of State Population: Estimated number of fans divided by the total population of the state where the athletic department is located*

NAVIGATE		Brand Value Index	
RANK	SCHOOL	CONFERENCE	SCORE
01	N	BIG	170
02	A	SEC	167
03	OU	XII	165
04	OHIO STATE	BIG	164
05	LSU	SEC	156
06	M	BIG	150
07	W	XII	142
08	IOWA	BIG	140
09	O	PAC 12	136
10	W	BIG	131

www.NVGT.com

GAME DAY SIGNAGE - VOLLEYBALL

Tunnel Signage



BIG I –IIAN will receive **LED Tunnel Signage** at the Devaney Center

- Tunnel signage is located above the four (4) court level entry/exit portals
- TV visible signage
 - All games on NET, Big Ten Network, or BTN+
- Displays are visible from doors opening until end-of-match
 - Minimum of eight (8) minutes of run time in :30 rotations

GAME DAY SIGNAGE - BASKETBALL

LED Basket Stanchion



BIG I – IAN will receive **LED Basket Stanchion** on Husker Basketball game days

- The signage will be visible for men's and women's basketball games at Pinnacle Bank Arena
- TV visible Signage
- Displayed in :30 rotations

GAME DAY SIGNAGE

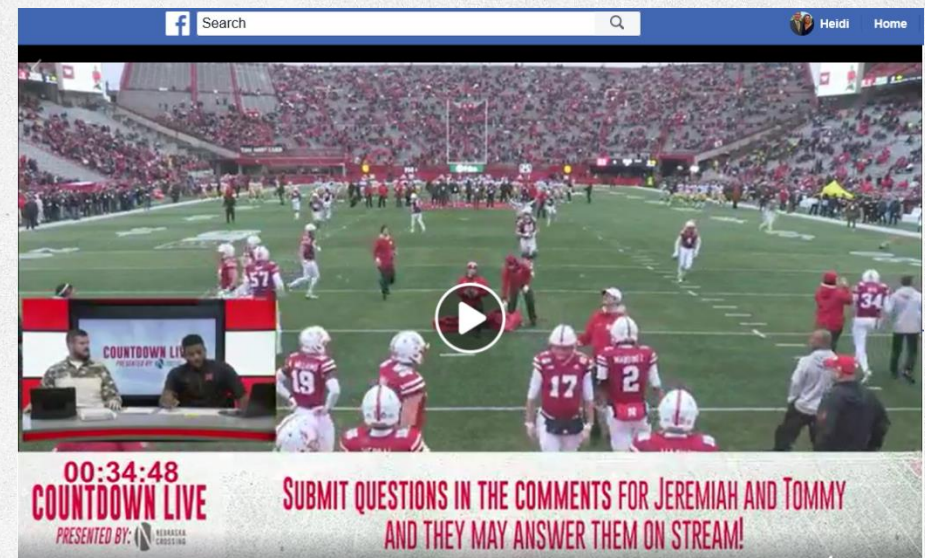
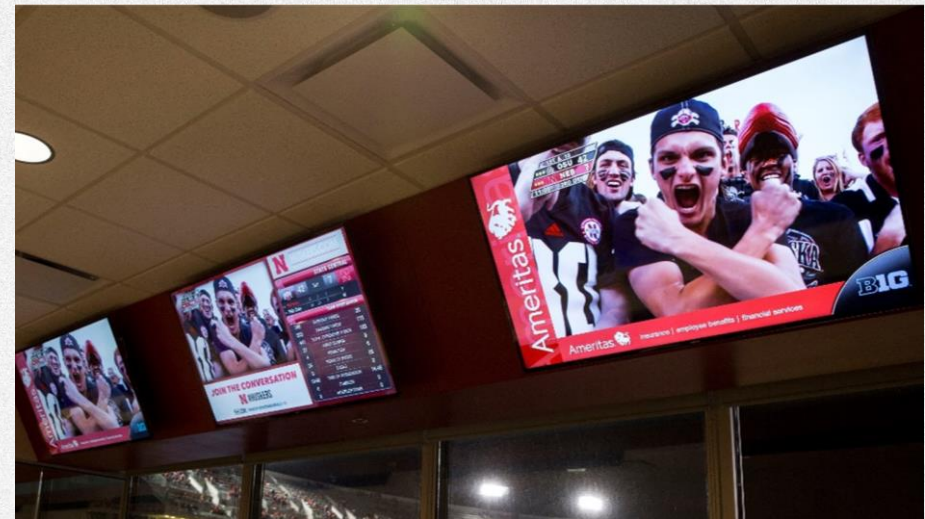
TV Advertising

BIG I-IIAN will receive **TV Advertising** at Memorial Stadium on Husker game day.

- In-venue signage on football Saturdays
- Seen on TVs in club, suites, and concourse
- Sponsors are displayed in :30 rotations
- Displays are visible for approximately five (5) hours on game day

This season, the same branding will appear on the Countdown Live pre-game show on Facebook.

		Facebook					Huskers.com
Week	Opponent	Where	Reach	Views	Engagement	Shares	Views
1	South Alabama	Home	111,799	59,872	31,090	371	583
2	Colorado	Away	159,516	89,099	34,921	309	586
3	Northern Illinois	Home	113,296	59,602	23,336	167	452
4	Illinois	Away	110,707	61,984	19,400	153	378
5	Ohio State	Home	126,594	62,432	21,610	222	330
6	Northwestern	Home	81,603	38,220	11,671	110	223
7	Minnesota	Away	114,813	61,947	21,839	141	384
8	Indiana	Home	100,582	52,894	17,092	118	754
9	Purdue	Away	102,664	51,619	14,038	110	483
10	Wisconsin	Home	158,375	64,064	31,305	96	
11	Maryland	Away	109,391	67,071	35,243	63	
12	Iowa	Home	162,028	74,162	39,602	86	
Total			1,451,368	742,966	301,147	1,946	4,173
Average			120,947	61,914	25,096	162	464
						Combined Total Views	
						1,455,541	



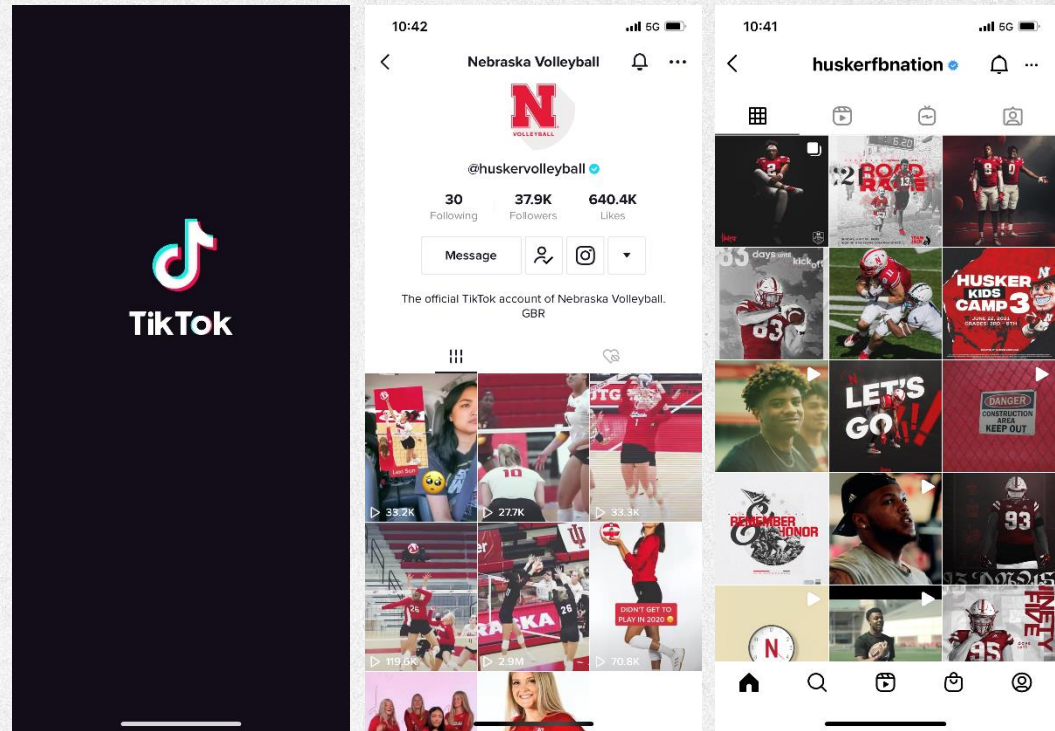
REACH YOUR AUDIENCE

SOCIAL MEDIA ENGAGEMENT

Target college students and young professionals by sponsoring a social media feature using new and emerging media.

Build brand recognition by connecting with students where they engage with Husker Athletics, on Instagram, Twitter, and TikTok.

We will work with our digital/emerging media team develop a unique concept that will resonate with your target audience.



Primary Account @huskers

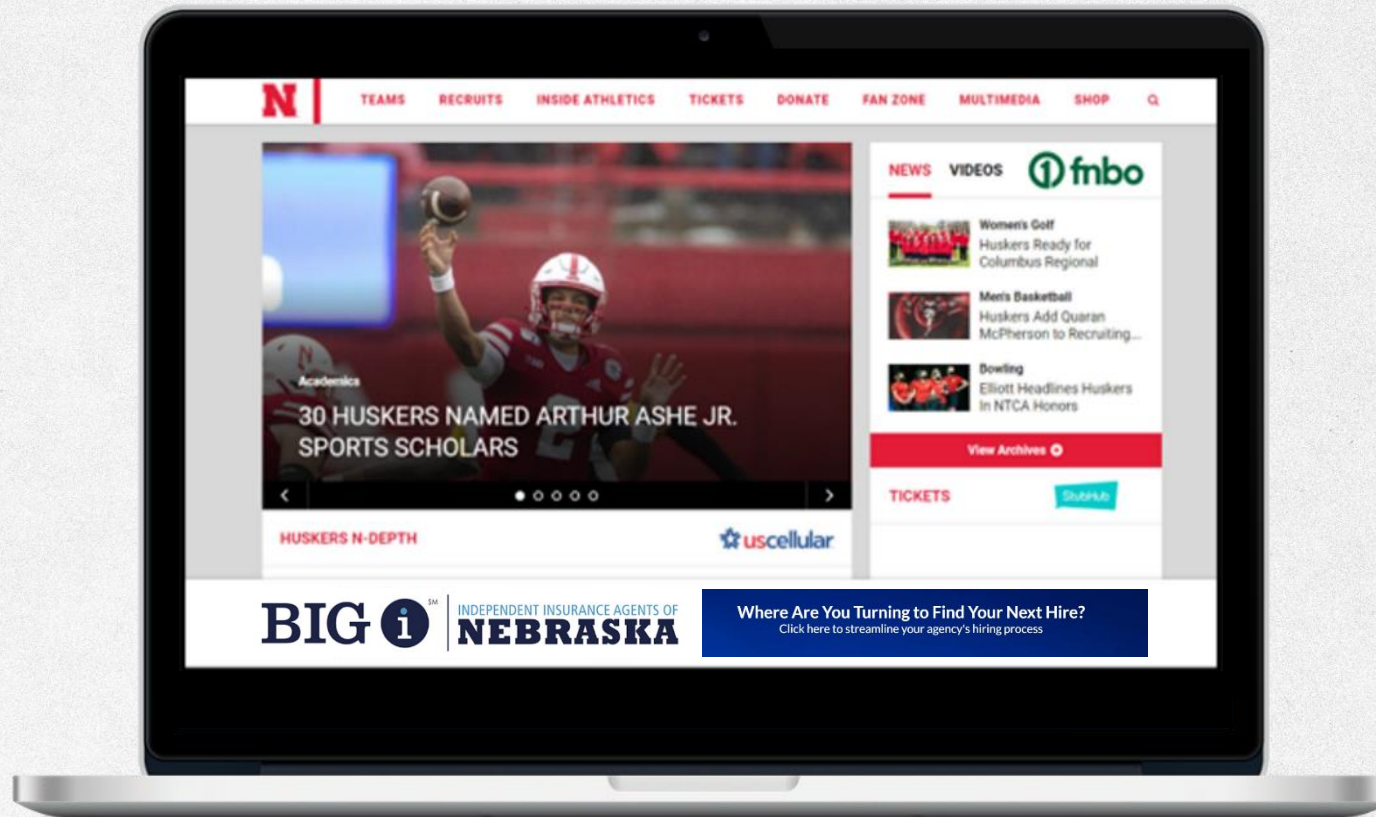
- FB: 609,000
- TW: 392,000
- IG: 154,000
- TikTok: 29,200



Team Account @huskervball

- FB: 132,937
- TW: 129,000
- IG: 119,000
- TikTok: 37,500

DIGIAL ENGAGEMENT HUSKERS.COM



Digital Display Ads

BIG I - IIAN will receive run-of-site digital ads on Huskers.com and the Huskers mobile app.

- **300,000** guaranteed impressions
- Display Ads, Banner Ads, Mobile Ads
- Click-thru link to designated URL

BE PART OF THE ACTION

Tickets & Hospitality

Offering tickets to agents from across the state will be a great way to show your members the benefits of the BIG I network and the partnership with the Huskers.

Volleyball

- Ten (10) Game Tickets

Men's Basketball

- Ten (10) Game Tickets

Baseball

- Ten (10) Game Tickets



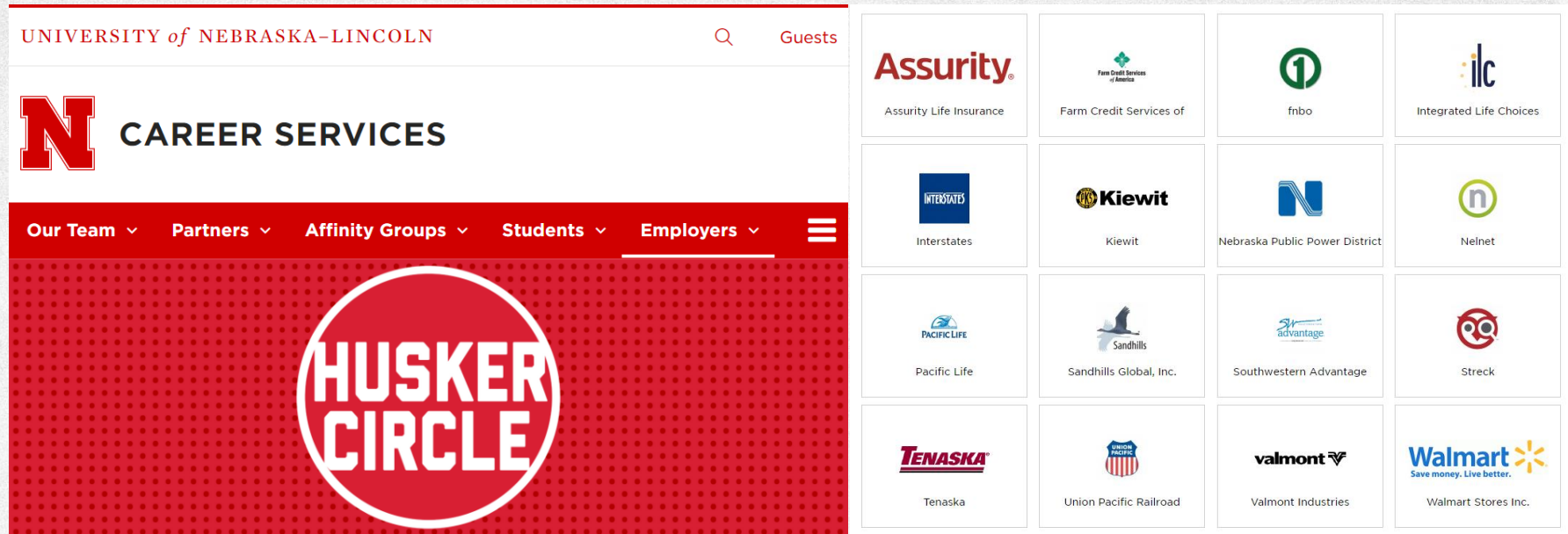
GAME DAY ENGAGEMENT STUDENT TAILGATE VILLAGE

The student tailgate village will be a new offering this season. A designated area outside of Memorial Stadium will be set up exclusively for students and student organizations on campus. 50 tailgating tents will be set up and various student groups will be given a tent at no cost, including fraternities, sororities, learning communities, etc.



BIG I-IIAN will have the opportunity to set up a booth at the first four (4) games next season.

CAMPUS RECRUITMENT STUDENT ENGAGEMENT



Husker Circle

Are you looking to increase engagement with UNL students? Join Husker Circle, UNL University Career Services' employer sponsorship program. Registration for each year opens in late spring and closes in early summer.

Membership and benefits run annually through the academic calendar year (July 1 – June 30). Your company's support enables University Career Services and its campus partners to better connect our talented Huskers with your resources and opportunities!

LIFE SKILLS

STUDENT-ATHLETE DEVELOPMENT



The University of Nebraska is all about supporting our student-athletes to achieve success in academics, athletics and life. The Life Skills program has made a positive impact on prospective, current and alumni student-athletes. Very talented professionals work in the Life Skills unit who focus on helping student-athletes transition well into college, develop a career identity, have a well-rounded college experience and be completely prepared for life after athletics.

The Nebraska Life Skills program is recognized among the very best in all of college athletics. Universities from across the country visit our campus to learn about our innovative and comprehensive Life Skills program.

Opportunities for BIG I Include:

- Husker Student-Athlete Career Fair – Spring event
- Networking Night – Annual event each fall held at Memorial Stadium
- Individual Career Shadowing and Career Tours
- Mock Interviews
- Student-Athlete Seminars - Understanding Insurance
 - Help educate students on different types of insurance and various needs for different stages of life

Football Program Ad

FOOTBALL HISTORY

Ohio State is one of

The Bulldogs claim eight national titles, winning their last championship in 1942 and their most recent title in 2014 when Ohio State won the inaugural College Football Playoff. OSU has produced seven Heisman Trophy winners, including Archie Griffin, the only player to win two Heisman Trophies.

Ohio State has spent the second-most time ranked No. 1 in the Associated Press poll, and the Buckeyes have tied for college football history's NFL Draft picks and fourth in conference titles.

FOOTBALL HISTO

■ Wisconsin has played

Since 2000, Wisconsin's 158 wins rank seventh nationally, and the Badgers were one of only two Big Ten teams and seven teams in the country to win 100 games last season (2010-11). Since the Big Ten Championship game was created over Nahvany's addition to the league in 2011, Wisconsin has played

In the 11th game more than any other team, the Badgers have sponsored six of the first nine Big Ten Championship Games, one more than Ohio State, winning back-to-back championships in 2011 and 2012, when they defeated Nebraska in the title game.

HEAD COACH

2020 SCHEDULE

and two of their top three receivers, as returns, yields ranked third returns. Delonchovsky, Ohio State, and the nation.

NEBRASKA VS. OHIO STATE AS BIG TEN OPPONENTS (1-5)					
DATE	SITE	NU RANK	OSU RANK	RESULT	SCORE

SITE	NU RANK	OSU RANK	RESULT
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GAME 2: WISCONSIN BADGERS

HEAD COACH Wisconsin's Jay DeYoung

2020 SCHEDULE

Wisconsin leads the nation in the number of people who have had that only once in life

10/1/2014	Maxton	3	7	Loss	17-16
9/29/2014	Lincoln	22	NF	Win	30-27
12/1/2013	Home-appt's ⁸	14	NF	Win	51-30
11/15/2014	Maxton	22	22	Loss	24-29
10/10/2014	Maxton	10	10	Loss	61-63

SITE	NU RANK	UW RANK	RESULT
1. University of Wisconsin-Madison	1	1	100%
2. University of Wisconsin-Milwaukee	2	2	100%
3. University of Wisconsin-Stevens Point	3	3	100%
4. University of Wisconsin-Oshkosh	4	4	100%
5. University of Wisconsin-La Crosse	5	5	100%
6. University of Wisconsin-Eau Claire	6	6	100%
7. University of Wisconsin-Fox Oken	7	7	100%
8. University of Wisconsin-Superior	8	8	100%
9. University of Wisconsin-Stout	9	9	100%
10. University of Wisconsin-River Falls	10	10	100%
11. University of Wisconsin-Platteville	11	11	100%
12. University of Wisconsin-Whitewater	12	12	100%
13. University of Wisconsin-Oroquois	13	13	100%
14. University of Wisconsin-St. Francis	14	14	100%
15. University of Wisconsin-Neenah	15	15	100%
16. University of Wisconsin-Port Washington	16	16	100%
17. University of Wisconsin-Stevens Point	17	17	100%
18. University of Wisconsin-Oshkosh	18	18	100%
19. University of Wisconsin-La Crosse	19	19	100%
20. University of Wisconsin-Eau Claire	20	20	100%
21. University of Wisconsin-Fox Oken	21	21	100%
22. University of Wisconsin-Superior	22	22	100%
23. University of Wisconsin-Stout	23	23	100%
24. University of Wisconsin-River Falls	24	24	100%
25. University of Wisconsin-Platteville	25	25	100%
26. University of Wisconsin-Whitewater	26	26	100%
27. University of Wisconsin-Oroquois	27	27	100%
28. University of Wisconsin-St. Francis	28	28	100%
29. University of Wisconsin-Neenah	29	29	100%
30. University of Wisconsin-Port Washington	30	30	100%



the Official Health Partner
of Husker Athletics

Chinehealth.com

IN

- One (1) full-page ad inside the Football Game Day Program
- Programs distributed throughout multiple channels:
 - Premium-level club and suite seating areas
 - Pre-game hospitality events
 - For sale outside of Memorial Stadium pre-game and in-venue at concessions

Summary & Investment

Plan A

Branding

- Volleyball – Tunnel Signage
- Football – Program Ad

Digital

- Social Media Series
- Huskers.com – 300,000 Impressions

Tickets

- Ten (10) Game Tickets
 - Basketball, Volleyball, Baseball

Activation

- Student Tailgate – (4) Games
- Life Skills Engagement
- Career Services Partnership

2021-2022 - \$47,000

2022-2023 - \$49,000

2023-2024 - \$51,000

Plan B

Branding

- Football – TV Signage
- Football – Program Ad

Digital

- Social Media Series
- Facebook Live – Countdown to Kickoff
- Huskers.com – 300,000 Impressions

Tickets

- Ten (10) Game Tickets
 - Basketball, Volleyball, Baseball

Activation

- Student Tailgate – (4) Games
- Life Skills Engagement
- Career Services Partnership

2021-2022 - \$42,000

2022-2023 - \$44,000

2023-2024 - \$46,000

PLAN C

Branding

- Basketball Stanchion –
- Football – Program Ad

Digital

- Social Media Series
- Huskers.com – 300,000 Impressions

Tickets

- Ten (10) Game Tickets
 - Basketball, Volleyball, Baseball

Activation

- Student Tailgate – (4) Games
- Life Skills Engagement
- Career Services Partnership

2021-2022 - \$57,000

2022-2023 - \$59,000

2023-2024 - \$61,000