



# OVERVIEW

# PARTNERSHIP OBJECTIVES

## AWARENESS

Utilizing marketing assets with Omaha Athletics and Baxter Arena to creating top-of-mind awareness.

## BRAND AWARENESS

Showcase and expose the IIAN brand and what its members services and agents around Nebraska are all about to Maverick fans.

## MEMBER APPRECIATION

Connect with IIAN members in a unique atmosphere with one of a kind experiences at Maverick Athletic events.





# BAXTER ARENA

Baxter Arena was established in 2015 & is located in the heart of Omaha in the Aksarben Village business district. Home to UNO Maverick hockey, basketball, and volleyball, Baxter Arena hosts more than 265 community events each year - like trade shows, graduations & concerts. The \$81.6 million facility includes an event arena with a seating capacity of 7,898. Baxter Arena's secondary rink, the Holland Community Ice Rink, hosts youth/high school hockey, figure skating, intramurals, open skate, curling, and private rentals.

**Avg. Attendance/Year = 440,000**

## Hospitality

- 17 luxury suites
- 750 club seats
- 750 student section spots

## Event Highlights

- 58 UNO Athletic Events
- 17 Omaha Area High School Graduations
- 4 College Graduations



# NEW BALLPARKS

A new complex built in Aksarben Village will serve as home fields for UNO baseball and softball. In addition to enhancing UNO's brand, the complex will provide intramural and recreation opportunities for all UNO students.

Just like Baxter Arena, the complex will also be an asset for Omaha, providing practice fields for College World Series teams and hosting high school and youth sporting events.

The construction project is ongoing and will be completed for the 2021 spring baseball and softball seasons.

MORE HERE: [Video Link](#)







RESEARCH

70N

# SPONSORSHIP IMPACT

COLLEGE SPORTS FANS VIEW PARTNERS FAVORABLY

**67%**

WOULD CONSIDER  
SWITCHING BRANDS OR  
BUYING HABITS TO  
SUPPORT A SPONSOR OF  
COLLEGE ATHLETICS

**61%**

SAY A COMPANY'S  
SPONSORSHIP OF  
COLLEGE ATHLETICS  
HAS A POSITIVE EFFECT  
ON HOW FANS PERCEIVE  
THAT COMPANY

**69%**

ARE PROUD TO UTILIZE  
THE PRODUCTS AND  
SERVICES OF SPONSORS  
OF COLLEGE ATHLETICS

**69%**

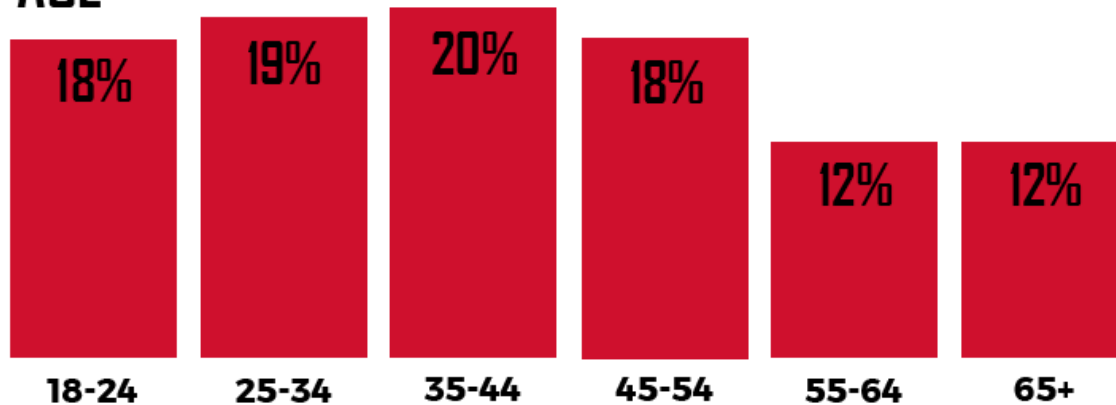
FEEL BETTER ABOUT A  
BRAND THAT SPONSORS  
COLLEGE ATHLETICS



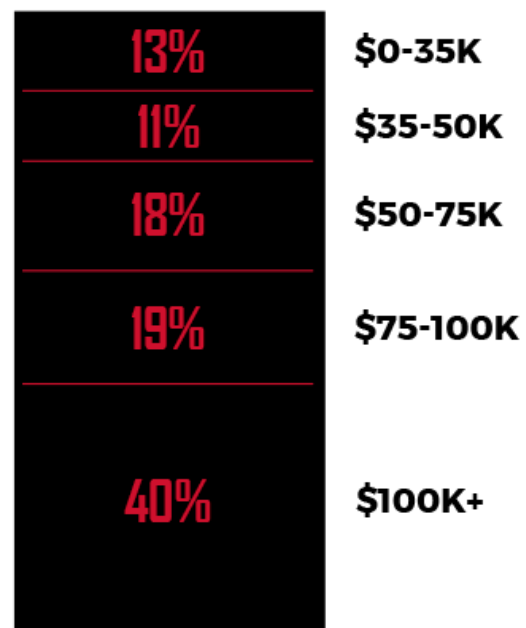
# MAVERICK FANS



## AGE



## HOUSEHOLD INCOME



# REACH FANS DIGITALLY

## COLLEGE SPORTS FANS:

**12 HRS, 20 MINS**  
DAILY MEDIA CONSUMPTION  
BY ADULTS

**84%**  
OF ADULTS ACCESS APPS &  
WEBSITES ON THEIR  
SMARTPHONES EACH WEEK

**69%**  
MORE LIKELY

TO HAVE FOLLOWED A BRAND AFTER  
READING OR SEEING THEIR  
SPONSORED CONTENT

**52%**  
MORE LIKELY

TO SEEK OUT MORE INFORMATION  
ABOUT A COMPANY AFTER READING  
OR SEEING THEIR SPONSORED CONTENT

**53%**

SAY THEY ARE MORE LIKELY TO ENGAGE  
WITH ADVERTISEMENTS THAT ARE  
TAILORED TO THEM



# DIGITAL AUDIENCE

## OMAVS.COM OVERVIEW



**SEEN BY OVER 500,000 FANS**

## SOCIAL MEDIA OVERVIEW

**f** **13,200+**  
LIKES

FANS ARE **3X MORE LIKELY** TO ENGAGE  
COMPARED TO PRO SPORTS TEAMS

 **12,900+**  
FOLLOWERS

FANS ARE **4X MORE LIKELY** TO ENGAGE  
COMPARED TO PRO SPORTS TEAMS

 **4,700+**  
FOLLOWERS

FANS ARE **2X MORE LIKELY** TO ENGAGE  
COMPARED TO PRO SPORTS TEAMS



**BRAND AWARENESS**



## ARENA

# L-BAR ADVERTISING

L-Bar Advertising at Baxter Arena will help IIAN connect with the Omaha community throughout the year.

- IIAN will receive three (3) minutes of L-Bar Advertising each hour when TVs are used.
- Ads will be displayed in :30 rotations on the TVs located in the suites, club lounge and around the concourse.
- Signage is displayed during community events like concerts, graduations, and live show, as well as athletic events.



# GAME DAY SIGNAGE

## COURTSIDE LED DISPLAY

Customize your message and highlight your brand on the LED Courtside Display at Baxter Arena.

- IIAN & Trusted Choice will receive a minimum of two (2) minutes each game displayed in :30 rotations.
- Includes men's basketball, women's basketball, and volleyball.
- TV Visible signage.







# BUSINESS DEVELOPMENT



## SPECIAL EVENT

# CURLING & GAME SPONSORSHIP



### Learn To Curl Event

- In partnership with the Aksarben Curling Club, IIAN and 40 guests will participate in a "Learn to Curl" event at Baxter Arena prior to the game sponsorship night.
- The event will include an off-ice tutorial, on-ice instruction, and time for an open curling session.
- Events generally starts around 4:30-5:00pm and concludes prior to the game starting at 7pm.

### Hockey Game Sponsorship

- Forty (40) game tickets
- Opportunity for one (1) in-game presentation (video recognition, on-ice promotion, etc.)
- Three (3) PA announcements with video board support
- Opportunity to pass out fan giveaway item

## GAME SPONSOR

# MEN'S BASKETBALL

Own a night at Baxter Arena next season as the presenting sponsor of a men's basketball game. Great opportunity to engage with fans, network with clients, or thank employees in a unique setting.

### Sponsorship Night Includes:

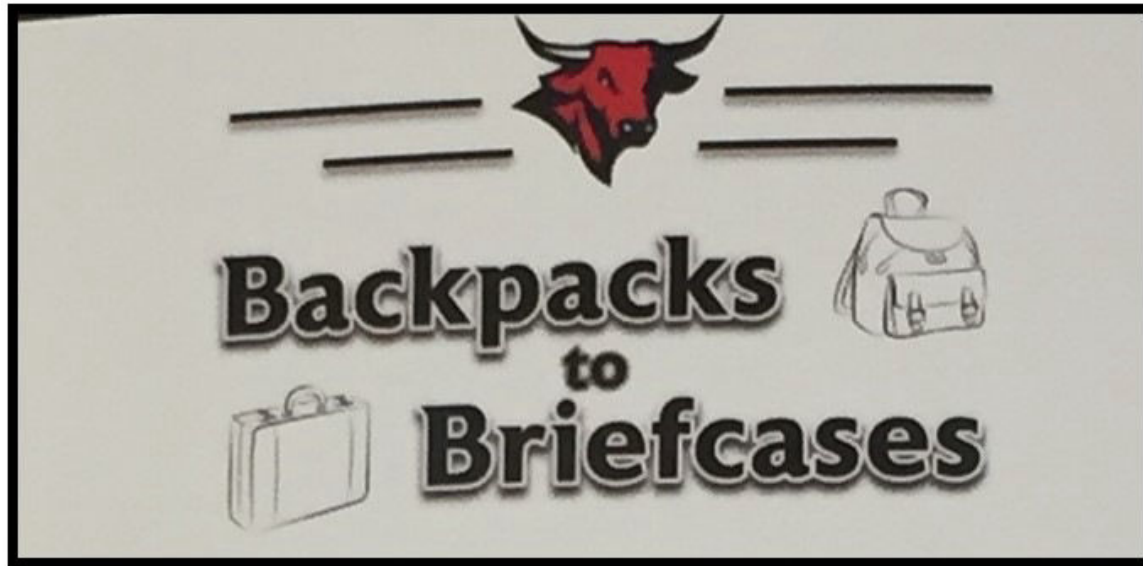
- Court-side hospitality space for IIAN guests
  - Up to 75 court-side passes
  - Optional food and beverage catering (additional cost)
- Three (3) PA reads with videoboard logo during the game
- Opportunity for a pre-game team building event at Baxter Arena where IIAN guests would have access to the court for a shoot-around
- Opportunity for an in-game feature
  - Videoboard recognition, on-court promotion, etc.





**SPECIAL EVENT**

# **BACKPACKS TO BRIEFCASES**



## **EVENT SUMMARY:**

Omaha Athletic Department Career Development Reception

- This event is organized to help UNO student-athletes grow their professional network and develop new career opportunities. Similar to a career fair, the event is designed to help students connect with the Omaha business community and resources for career development.

Businesses attending will receive the following:

- Opportunity to set up a tabling at the event in Baxter Arena.
- Listed on the registered company list for students.
- Opportunity to interact with UNO student-athletes who attend.





**DIGITAL/MEDIA & PROMOTION**



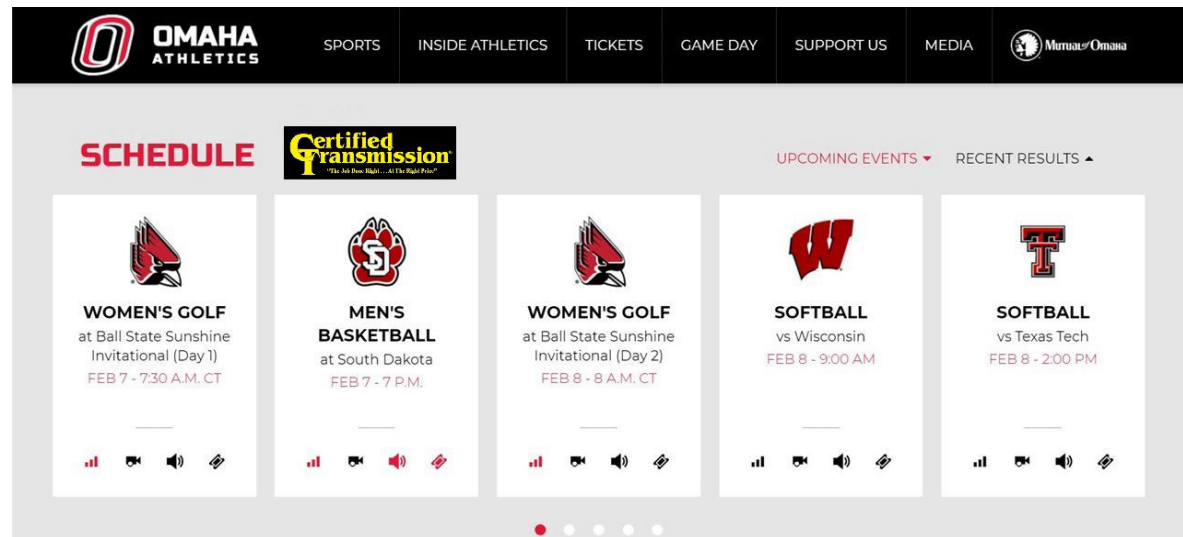
ACCESSING CONTENT 24/7

OMAVS.COM

The passion of Maverick fans transcends after game day, with IIAN's logo being seen by fans accessing this content on their phones, tablets & computers.

IIAN would receive a minimum of 200,000 impressions throughout the year on OMavs.com. Ad can be linked to IIAN website or social pages.

Web ads rotate among story, leader, and banner ads throughout the site for impressions.



## SEASON LONG PROMOTION

# STUDENT ATHLETE SPOTLIGHT



IIAN & Trusted Choice will be the presenting sponsor of a season long feature recognizing and highlighting achievements of UNO student athletes.

One student athlete will be selected from each of UNO's fourteen sports teams based on his or her performance, leadership, and community engagement.

The student athletes will be recognized via a season long social media campaign as well as in-game during select sporting events in Baxter Arena.

IIAN and Trusted Choice will be recognized in all areas of the student athlete spotlight, including:

- Social media posts highlighting the student athlete while tagging IIAN's Facebook page
- Omavs.com website feature - landing page with articles written about select athletes
- Video segment - 3-5 minute video interview of the athlete, highlights, coach interviews, etc.
- PA Reads/Videoboard Recognition





NEXT STEPS

# RECAP AND INVESTMENT

## ELEMENTS PROPOSED

- L-Bar Advertising on TV's in Baxter Arena during all events
- TV Visible Courtside LED signage at all home men's basketball, women's basketball, and volleyball games (added value)
- Hockey game sponsorship & pre-game curling event with hospitality for IIAN
- Men's Basketball game sponsorship with court-side hospitality
- Backpacks to Briefcases student athlete career fair event
- Digital display ads - 200,000 impressions
- Student Athlete Spotlight (added value)

## INVESTMENT:

- 2020-2021 = \$15,000
- 2021-2022 = \$15,500
- 2022-2023 = \$16,000



**CONTACT US**

**MATT WRIGHT**

***THANK YOU FOR YOUR PARTNERSHIP WITH OMAHA  
ATHLETICS!***

**Matt Wright**

**Senior Manager - Business Development**

**Omaha Sports Properties**

**[mwright@omahasportsproperties.com](mailto:mwright@omahasportsproperties.com)**

**O: 402-554-3882**

