



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 and Trusted Choice brands 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.





DIGITAL/MEDIA & PROMOTION

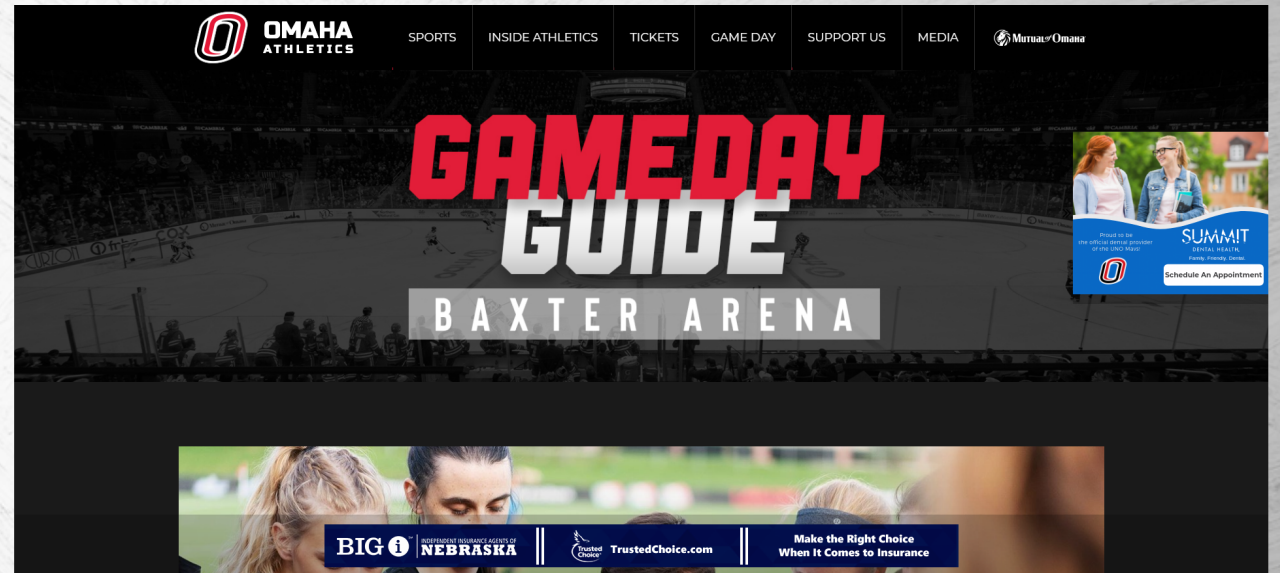
ACCESSING CONTENT 24/7

OMAVS.COM

IIAN received digital ads through the course of the athletic season seen by fans accessing Omavs.com on their phones, tablets & computers.

Campaign Stats:

- Flight = 12/1/2020 - 6/30/2021
- Impressions = 200,005
- Clicks = 169
- CTR = .08%



STUDENT ATHLETE SPOTLIGHT

IIAN was the sponsor of four (4) student athlete spotlight series posted on the Omaha Mavericks Facebook page.

[Link to Maverick Spotlight video](#)

Total Impressions:

- Total Views - 1,137
- Post Clicks - 146
- Engagements - 189
- Total Impressions - 4,467



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BRAND AWARENESS

ATTENDANCE

2020-2021 Total Attendance by sport that IIAN had a marketing presence in:

Hockey

- 9,770

Men's/Women's Basketball

- 3,500

Volleyball

- 2,377

Baseball/Softball

- 15,744

Events (College/High School Graduations)

- 40k-45k distributed tickets
 - UNO graduation ceremonies + 20 area high school graduations



GAME DAY SIGNAGE

COURTSIDE LED DISPLAY

LIAN received courtside LED signage during all home men's/women's basketball games, and volleyball games at Baxter Arena.

- Minimum of two (2) minutes each game displayed in :30 rotations.
- Includes men's basketball, women's basketball, and volleyball



ARENA

L-BAR ADVERTISING

IIAN received a minimum of three (3) minutes of L-Bar Advertising at Baxter Arena during the entire 2020-2021 season each hour when events took place.

Ads were 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.



HOCKEY DASHER BOARD

DASHER BOARD IN BAXTER ARENA

IIAN will received one (1) dasher board at Baxter Arena displayed during all home hockey games.

- *All games are streamed online through NCHC.TV*
- *National and regional television coverage for select games*
- *Entire first half of conference play was played here in Omaha for our conference during a pod - all games streamed on NCHC.TV*

ADDED BONUS



BASEBALL & SOFTBALL

GAME DAY SIGNAGE

The new Tal Anderson Field and Connie Claussen Field in Aksarben Village are the new homes to Omaha Baseball and Softball. Opened in 2021, the facility will be used for many community events during the year.

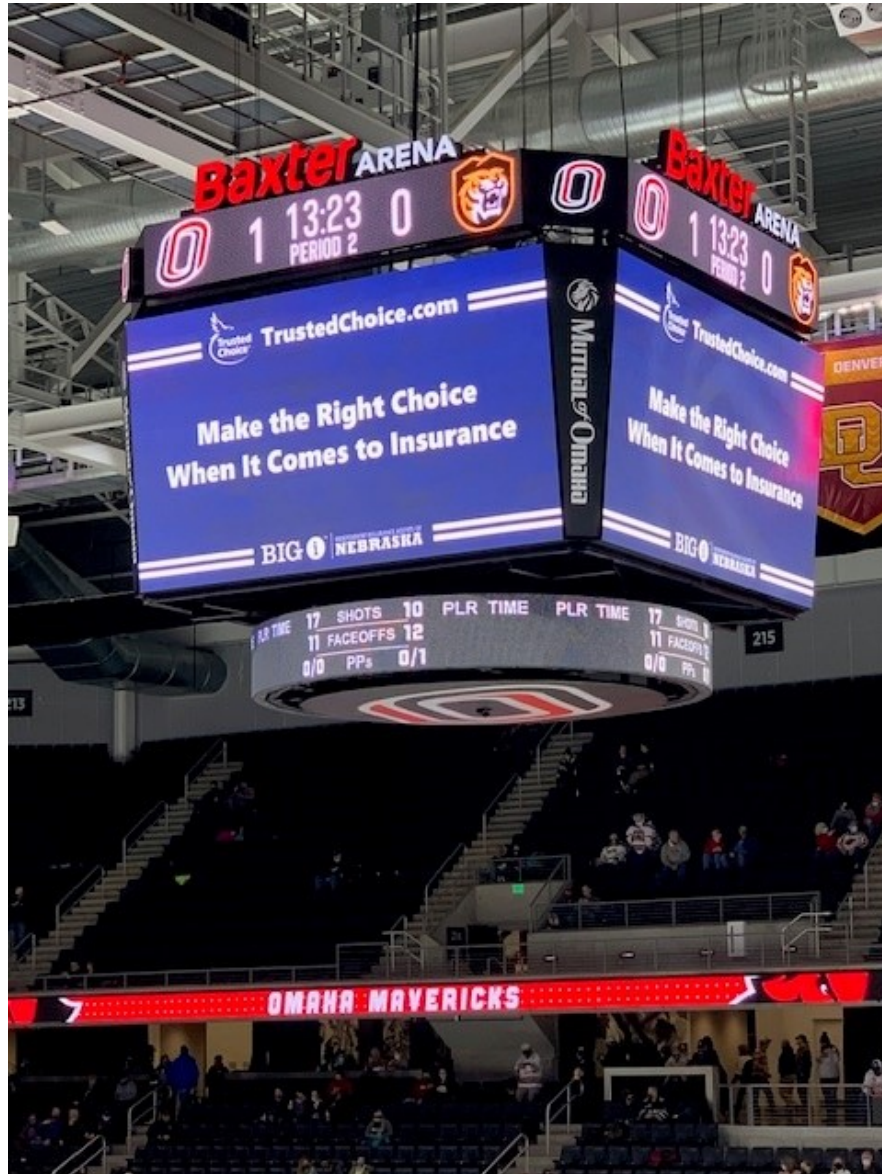
IIAN received a season long added bonus digital ad on the baseball & softball scoreboards during all home baseball and softball games.

Ads rotate every :30 throughout the game

Total Season Attendance: 15,744

ADDED BONUS





SPECIAL EVENT

HOCKEY GAME SPONSORSHIP

IIAN was the game sponsor for the Hockey Game on 2/12/21 vs. Colorado College

- Forty (40) game tickets including tickets into the Omaha Sports Properties Suite
- One (1) Videoboard Commercial
- Three (3) PA announcements with video board support
- Pre-game hospitality room

Total Attendance for the game: **1,134**

GAME SPONSOR

MEN'S/WOMEN'S BASKETBALL

IIAN was the game sponsor for the double header men's and women's basketball games against North Dakota on 2/20/21.

Sponsorship Night Included:

- Forty (40) game tickets
- Three (3) PA reads with videoboard logo during the game
- Videoboard commercial

Total Attendance for both games: 810





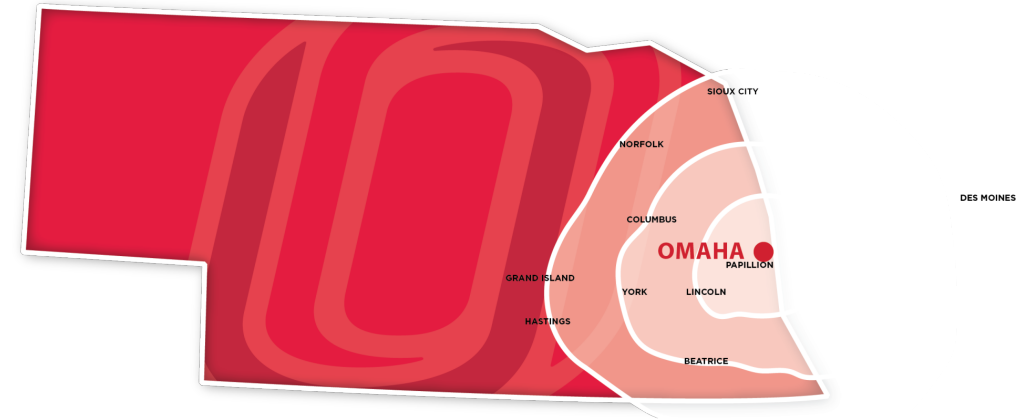
RESEARCH

70N

THE REACH OF OMAHA ATHLETICS

OMAHA RADIO NETWORK

Omaha Maverick hockey and basketball games air on 1620 KOZN-AM, 1180 KZOT-AM, and 1290 KOIL-AM.




32,000+
SOCIAL MEDIA
FOLLOWERS


534,900+
UNIQUE WEBSITE
VISITORS


21,400+
UNIQUE STATEWIDE
RADIO LISTENERS


15,800+
STUDENTS ATTEND
UNIVERSITY OF
NEBRASKA-OMAHA

OVER 150,000
FANS ATTENDED
HOME ATHLETIC
EVENTS IN 2019-2020

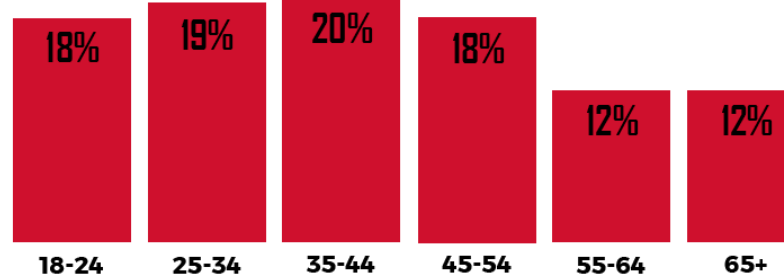


SOURCE: CONVIVA SOCIAL, MARCH 2020 / GOOGLE ANALYTICS (2 YEAR AVERAGE 2018-2020) /
WWW.OMAVS.COM / NIELSEN SCARBOROUGH RESEARCH, OMAHA DMA 2020 / NCAA ATTENDANCE, 2019-2020

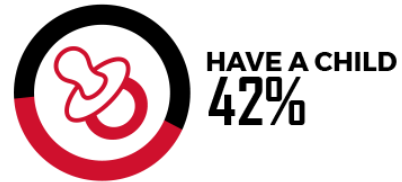
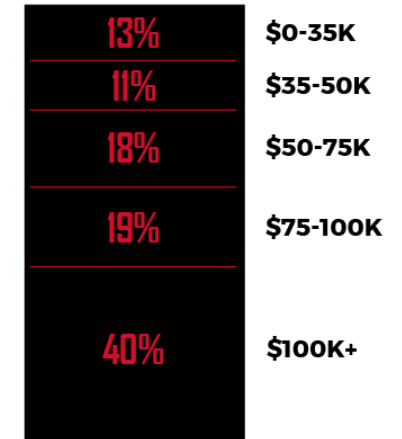
MAVERICK FANS



AGE



HOUSEHOLD INCOME



SOURCE: A MAVERICKS FAN IS AN ADULT 18+ WHO HAS WATCHED, LISTENED OR ATTENDED A NEBRASKA AT OMAHA SPORTING EVENT IN THE PAST 12 MONTHS
NIELSEN SCARBOROUGH RESEARCH, OMAHA DMA, 2019

UNIVERSITY OF
Nebraska
Omaha



The University of Nebraska Omaha (UNO) is Nebraska's metropolitan university — a student-centered university with strong academic values and significant relationships with the community.

- Enrollment: 15,892
- Largest freshman class in the last decade
- 84% of students come from Nebraska
- 85% of Nebraska students come from the Omaha Metro
- 58,000 alumni live and work in the Omaha Metro

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