

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, January 11, 2005

SUBCOMMITTEE: PLEASE SHARE AT UPCOMING CONFERENCE MEETINGS
ATHLETIC DIRECTORS: PLEASE CIRCULATE TO ALL COACHES

*Questions? Please contact any of the following conference representatives for additional information
or the COA Associate Commissioner's office.*

COA/CCCADA Subcommittee Members: Joe Hash (Golden Valley Conference), Shirley Baskin (Bay Valley Conference), Will Thurston (Western State Conference), Tony Oliveira (Central Valley Conference), Pat Doyle (Bay Valley Conference), Tony Marcopulos (Coast Conference), Rudy Washington (South Coast Conference), Bill Kaiser (Central Valley Conference), Bob Clement (Central Valley Conference), Dale Murray (Coast Conference), Jean Snuggs (Bay Valley Conference), Dave Evans (Pacific Coast Conference), Tony Lipold (Orange Empire Conference), Mark Blethen (Orange Empire Conference), John Keever (Western State Conference), Gary Houser (Golden Valley Conference), John Smith (Foothill Conference), Terry Davis (Pacific Coast Conference), Cynthia Rail (COA), Stu Van Horn (COA)

1. Review/Update of Key Prospects

- The chair reported on continuing efforts in cultivating new partners, including:
 - a. U.S. Bank partnering relationship is in process and discussions are continuing to develop a formalized agreement, naming U.S. Bank as the exclusive financial institution partner of California community college athletics and the COA. It is hoped that the partnership will be finalized within 30 days.
 - b. Mercury Insurance is at the same point as U.S. Bank and is currently considering a campus-based program, smaller in scope than U.S. Bank. It is hoped that the partnership will be finalized within 30 days.
 - c. Cingular declined to move beyond a scope of work and reported that it will pass on the opportunity with the COA earlier this month.
 - d. Boathouse Sports – prospect in the apparel category – is meeting in mid-January to discuss the COA proposal. Stay tuned.

2. COA Fall-Winter 2005/2006 Championship Sports Festival

- The chair summarized the current efforts relative to the sport festival concept.
- The chair reported that all fall sport coaches associations have supported the festival idea and will hold their business meetings at the chosen site.
- The chair reported that a formal bid had been received from one region interested in hosting the inaugural festival. It is likely that 1-2 additional regional entities will submit a bid by the mid-January deadline.
- The subcommittee responsible for selecting the winning region will meet later this month to review and select a region to host the event
- It was additionally reported that COA staff had completed a financial economic impact report which indicates that the festival will generate \$1.1 million dollars in local economic impact.

3. Renaissance Agencies renewal

- The chair reported that an extension agreement was recently completed and Renaissance will continue as the exclusive intercollegiate athletic insurance provider of the COA and California Community College athletics through CY 2007.
- The office is preparing releases to announce the extension. One new component of the extension is new support from Renaissance to assist in underwriting event costs of the Pepsi Celebration of Student Athletes luncheon, held annually at the COA Convention.

4. Pepsi Cola extension agreements

- Pepsi has agreed in principle to an extension of their current deal. The COA is waiting on the finalized contracts. Expect a formal announcement of the extension in late January 2005. Once signed, Pepsi will remain the exclusive beverage of the COA and California Community College athletics through 2009.

5. COA Development Log Updates

- The chair provided an update briefing on various hot prospects included in the weekly COA development log, including UPS, Citigroup retail banking, Bank of America, Nike, Toyota, Riddell, Inc., Fair-Play Scoreboards, MasterCard and New Balance Athletic Shoe, Inc.
- The chair asked that subcommittee members review the weekly COA log published each Thursday for additional insights, updates, etc. regarding COA partnering prospects.

6. CONTACTSPORTS January 2005 Issue

- The COA noted that the January issue was released on January 5.
- The chair asked that all members continue to build relationships with purchasing officers and business officers to help them understand the important local role in supporting statewide partners and sponsors.
- As always, the January issue was sent to all COA members (1,800), CEO's, CBO's, and CPO's employed at community colleges in California as well as nearly 300 current/prospective COA partners/sponsors.

NEXT MEETING IS FEBRUARY 8, 2005 AT 9:00 A.M.

Respectfully Submitted,

Stu Van Horn

COA/CCCADA Subcommittee Members
Recorded and distributed by
Stu Van Horn
COA Associate Commissioner

Meeting Schedule
COA/CCCADA Subcommittee on Corporate Partnerships

2004-05 Meeting Schedule
Second Tuesday of Each Month. Meeting begins at 9:00 a.m. (Dial 866.826.6337 followed by code 945228#)
July 13
August 10
September 14
October – No Meeting
November 9
December 14
January 11
February 8
March 8
April 12
May 10
June - No Meeting

COA 2004-05