

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, May 10, 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. Update of U.S. Bank Partnership

The chair announced the finalization of a presenting sponsorship agreement between the COA and U.S. Bank. The chair reviewed financial elements of the partnership, the upcoming on-campus tabling program requirements, cause-related marketing elements, campus newspaper and campus radio funds, and key sponsorship aspects of the partnership. The chair encouraged members to review the back up material distributed prior to the meeting for more specific details. The chair reported that outreach efforts to recruit participating colleges will be launched in June and discussed with athletic directors at the CCCADA annual conference.

2. COA Fall-Winter 2005-2008 Championship Sports Festival

The chair summarized the current efforts relative to the sport festival concept, including:

- The marketing outline for this item was not distributed in advance of the meeting and has been attached to the Minutes of the meeting.
- The chair reviewed the needed goods/services for student athletes participating in the COA festival. The chair asked for help in targeting companies that may donate any/some of the items listed with in the goods/services print out.

3. COA Development Log Updates

The chair asked that subcommittee members review the weekly COA log published each Thursday for additional insights, updates, etc. regarding COA partnering prospects.

- Hottest prospects include Nevco Scoreboards, Marathon Foto, Asics, Nike and Asics.

4. CONTACTSPORTS

May Issue is now online at www.coasports.org. The next edition will be published in August 2005.

5. DONATIONSINK.COM

The chair noted that DonationsInk.com will become the COA's official 'e-waste partner'. The funds for the designation will be shared with the CCCADA and the partnership will be discussed during a COA breakout session at the CCCADA conference in June. The partner provides recycling of inkjet cartridges and old cell phones. The partnership includes revenue generation commissions for each local college and the company wants to provide a statewide CCC recycling day in fall 2005.

6. 2005-06 Meeting Schedule

- The COA circulated the proposed meeting schedule for 2005-06.

- The subcommittee will not meet in June and July 2005.
- The subcommittee will next meet on August 9, 2005, the first of ten scheduled meetings (second Tuesday of each month at 9:00 a.m.) in 2005-06.
- The chair notified members that the dial in telephone number and pass code will be issued by mid-July.

NEXT MEETING IS AUGUST 9, 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
CANCELLED March 8 CANCELLED
April 12
May 10

June - No Meeting

COA 2004-05