

**SUMMARY NOTES**  
*COA/CCCADA Subcommittee on Corporate Partnerships*  
**Tuesday, May 11, 2004**

**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:** 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), Stu Van Horn (COA)

**1. COA Development Fund Annual Review**

- ❑ The chair reviewed a series of tables, charts and graphs detailing the type, amount and mix of partner and sponsor funds secured by the state office in 2003-04. The income exceeded budgeted projections
- ❑ Of the amount secured by the COA, approximately 75% of all total funds were distributed to COA sport championships (and heavily used to increase participating team reimbursement expenses), colleges hosting COA partner/sponsor activities, and the COA's annual convention
- ❑ Additionally, the chair reviewed the type and mix of in-kind products/services secured by the COA that directly benefit colleges and its sport championships. Those included providing color program covers, announcements, balls/equipment, banners, signage, ice chests/coolers, cups, lanyards and additional promotional products.
- ❑ The chair reviewed a roster of the specific projects it has coordinated that directly benefit COA member colleges. A review of those amounts and projects is available on the COA website at [www.coasports.org](http://www.coasports.org). Once on the COA home page, visit the corporate partnerships section and open the 'select, key projects by the COA to benefit COA colleges and student athletes' document.

**2. COA/Citibank Partnership**

- ❑ The chair briefed members as to the second phase of the Citi credit education tabling activity, scheduled to launch in mid-August 2004
- ❑ The COA is seeking 20 colleges to participate; each college receives a stipend from the COA for hosting the event
- ❑ Contact the COA office for more information about this revenue-sharing partnership

**3. COA Management Council Subcommittee on Corporate Partnerships**

- ❑ The chair provided an overview of the upcoming efforts of this new COA subcommittee. A meeting is scheduled on May 26 at the COA office with representatives from the sports of women's volleyball, basketball, and soccer, in addition to the original members of the subcommittee identified earlier this year.
- ❑ The COA will post information as to the work of the subcommittee in the coming months, as the effort will be a major focus of the COA associate commissioner

**4. Quick Take Items**

- ❑ UPS needs another one-two weeks to make a determination on a COA sponsorship proposal

- ❑ 21<sup>st</sup> Century is interested in a partnership and has indicated it will provide a summary of the partnership by the end of May
- ❑ CA Track and Engineering is in a competitive bid process to win track resurfacing projects at three districts
- ❑ The COA is nearing the end of its basketball seed testing project and expects to make an announcement by May 21
- ❑ Other quick takes included:
  - Citigroup retail banking division
  - NFL Coaches Association
  - Suzuki
  - Herff Jones

**5. CONTACTSPORTS April 30 Issue**

- ❑ Members were provided a copy of the April 30 issue of 'CONTACTSPORTS' , the COA's online corporate development monthly E-letter
- ❑ Reviews have been positive. Copy ideas, etc. should be forwarded to the COA associate commissioner by the 25<sup>th</sup> of each month

**6. 2004-05 Meeting Calendar**

- ❑ The committee reviewed and approved the 2004-05 Meeting Calendar **(attached)**.
- ❑ The subcommittee will continue to meet at 9:00 a.m. on the second Tuesday of each month

**7. Please note: The June 8 teleconference call has been cancelled.**

Respectfully Submitted,

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

**Meeting Schedule**  
COA/CCCADA Subcommittee on Corporate Partnerships

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**2004-05**

*(Approved May 11, 2004)*

<b>2004-05 Meeting Schedule</b>
Second Tuesday of Each Month. Meeting begins at 9:00 a.m. (Dial in codes provided in summer 2004)
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