

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, September 13, 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 (Big 7 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 (Big 7 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. Update of U.S. Bank Partnership

The chair summarized the first platform launch of the four-platform partnering relationship with US Bank, the COA's official presenting sponsor of COA championships and the exclusive financial services institution of the COA and California community college athletics. Twenty-six (26) COA member colleges participated in the on-campus tabling program platform, making it the largest launch in the ten year history of the COA's business development efforts. Each participating college received a stipend from the COA.

The partnering relationships features three additional platforms: print marketing campaign at student newspapers, sponsorship of major campus events (lecture series, career days, festivals, etc.), and cause-related marketing at the COA fall festival and the spring state championships.

The chair asked members to discuss the US Bank partnering relationship at upcoming conference meetings. Nearly 70% of the external funds provided by US Bank to the COA are disbursed to COA member colleges and the COA fall festival to enhance the experience of participating student athletes.

2. Scholar Baller Program

The chair asked that Lipold (Saddleback) and Clement (West Hills) provide an overview of their initial relationship with Scholar Baller. Lipold noted that the program has been embraced by the college foundation, which agreed to provide funds to initiate the program at the college. Clement utilized the program founder at a college wide student athlete in-service day, and invited faculty to attend the presentation of the program. In addition, Clement gathered sport coaches for an additional in-service of the program at his college.

3. Dart Fish

The chair summarized a new partnership with Dart Fish, the state-of-the-art video analysis system used by coaches to improve performance of athletes at the amateur, Olympic, and professional levels. The chair asked that subcommittee members promote the discounted entry program rate negotiated in the COA partnership. Additional details are include in each issue of *CONTACTSPORTS* and/or can be viewed at www.coasports.org.

4. DonationsInk.com program

The chair noted that some colleges confirmed receipt of the program details earlier this week at their campus. The mailing included laminated flyers that provide basic steps to initiate the fundraising program at each local college and special collection kiosks. The program is designed

to be a college fundraiser and DonationsInk.com will return funds to colleges based on the quantity of recycled cell phones and inkjet cartridges.

5. CONTACTSPORTS September 2005 Issue

The chair noted that the September issue was emailed to 2,300 COA members and 100 agencies in early September. The September issue summarized various sponsorship/partnership platforms, deals, and discounts available from COA sponsors to COA member colleges. The next issue will be distributed the first week of October 2005.

6. National business development platform with NJCAA, NWAACC

The chair summarized a five-month effort to create a national business development platform to include other community college sanctioning entities, notably the NJCAA (Colorado Springs) and NWAAC (Portland area). The COA approached each entity in summer 2005 to discuss the formation of a national sponsorship platform where each organization would service one partner across organizational boundaries. The COA has spearheaded the effort to establish a true national platform. The chair noted that the first draft of the proposed national model will be distributed in January 2006.

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

The chair summarized the current efforts relative to the sport festival concept and noted the inaugural festival launch was 61 days from the meeting date. The COA Festival Advisory Committee is scheduled to meet on Thursday, September 15, 2005 in Fresno, site of the multi-sports bundled festival.

8. COA Development Log Updates

The chair noted that the COA development log will be distributed twice monthly, instead of weekly, in 2005-06. The chair asked that subcommittee members review the cultivation log and email him with any contacts currently being prospected by the COA.

9. 2005-06 Meeting Schedule

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

PLEASE NOTE: NO MEETING IN OCTOBER DUE TO COA FALL MEETING

Respectfully Submitted,

Stu Van Horn

COA/CCCADA Subcommittee Members

Recorded and distributed by

Stu Van Horn

COA Associate Executive Director

Meeting Schedule
COA/CCCADA Subcommittee on Corporate Partnerships
2005-06

2005-06 Meeting Schedule
<i>Second Tuesday of Each Month. Meeting begins at 9:00 a.m.</i>
<u>To access:</u> <u>866.316.1517</u> <u>Code:</u> 271594
August 9
September 13
October – No Meeting
November 8
December 13
January 9
February 14
March 14
April –No Meeting
May 9
June 13