

**SUMMARY NOTES**  
*COA/CCCADA Subcommittee on Corporate Partnerships*  
**Tuesday, December 14, 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:** 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. Discussion of Uniform/Apparel Category Search**

- The chair reported on continuing efforts to find a new apparel partner to replace Russell Athletic (current Russell deal expires 12/30/04)
- Current efforts are focusing on Nike and Boathouse Sports.
- Victory Athletic has bowed out of consideration.
- Nearly one dozen other manufacturers have been cultivated without success.

**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.
- W Volleyball and M/W Soccer agreed to extend their season of sport by one week and will conduct their state championship during the second weekend in December, instead of the first weekend, beginning in December 2005.
- The next subcommittee meeting is set for December 15, 2004.

**3. Toyota/SCION talking points review**

- The chair reviewed a handout recently submitted to Toyota, submitted in mid-November. The proposal seeks to name Toyota the exclusive automobile of the COA and provides 20 on-campus visits annually to support their ongoing marketing efforts to showcase the new SCION vehicles.
- It is anticipated that a decision will be made by Toyota within four weeks.

**4. Renaissance and Pepsi Cola extension agreements**

- The chair reported that Renaissance Agencies, Inc., has agreed to a three-year extension with the COA as the exclusive, official insurance agency of the COA and CCC athletics. The deal includes an upfront investment to the COA and additional funds to the COA convention, as well as commission percentages for renewals between Renaissance and COA member colleges and new business obtained by Renaissance.
- 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 January 2005.

**5. Cingular proposal review**

- The chair reviewed a handout summarizing a COA proposal to partner with Cingular as the official telecommunications entity of the COA and CCC athletics.

- The proposal is still under review by Cingular's marketing agency.
- Expect more direction on this in January 2005.

#### **6. COA Development Log Updates**

- The chair provided an update briefing on various hot prospects included in the weekly COA development log, including AthleticLink.com, 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.

#### **7. CONTACTSPORTS December 2004 Issue**

- The COA noted that the December issue was sent on December 2.
- 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 December 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.

#### **8. Open Discussion about COA playoff sponsorships for football**

- An open discussion was held about bundling southern California regional playoff games (seven total) and presenting sustained marketing opportunities to prospects to be involved with the seven games, played over three successive weekends.
- Taco Bell was identified as a sponsor of the Saddleback College bowl game and Verizon has shown initial interest in the bundling approach.
- The chair will follow up directly with Verizon and Taco Bell contacts in January 2005.

**NEXT MEETING IS JANUARY 11, 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**

<b>2004-05 Meeting Schedule</b>
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