OVERVIEW

» ABOUT YALE UNIVERSITY

» COLLEGE SPORTS FANS OVERVIEW

» YALE BULLDOGS ASSET OVERVIEW

» APPENDIX
Located in New Haven, CT
Founded in 1701
Total enrollment of over 13,900 Students
Alumni: 168,900+
Faculty & Staff: 15,300+
Yale Supports 35 Varsity Athletic Teams
ATTRIBUTES OF COLLEGE SPORTS

- Rivalries
- Competitive
- Sportsmanship
- Tradition
- Athleticism
- Family friendly
- Exciting
- Passion
- Pride
- Intense
#1 FOR REACHING YOUNG ADULT, AFFLUENT ADULT & FEMALE FANS

Source: Luker on Trends Powered by ESPN
2015-2016 Yale Athletics Ticket Purchaser Demographics
(By CT/NY/MA Counties)

**Football**
- 45% New Haven County
- 10% Fairfield County
- 10% New York City Cty.
- 7% Middlesex Cty. (MA)
- 4% Suffolk Cty. (MA)
- 3% Hartford Cty. (CT)
- 3% Middlesex Cty. (CT)
- Total Purchasers: 4062
- Avg. Attendance: 20,547
  (4 home games in 2015)

**M. Hockey**
- 59% New Haven County
- 15% Fairfield County
- 3% Hartford County
- 3% Middlesex County
- Total Purchasers: 3381
- Avg. Attendance: 3,350
  (13 home games in ’15-‘16)

**M. Basketball**
- 64% New Haven County
- 11% Fairfield County
- 3% Hartford County
- 2% Middlesex County
- Total Purchasers: 1285
- Avg. Attendance: 1,273
  (10 home games in ’15-‘16)
PLATFORM BENEFITS

» DRIVE SALES THROUGH **USE OF SCHOOL MARKS & LOGOS**

» STRENGTHEN AWARENESS WITH **OFFICIAL TEAM MEDIA**

» INTERACT WITH CONSUMERS DURING THE EXCITEMENT OF **GAME DAY**

» POTENTIAL TO FACILITATE **B2B OPPORTUNITIES** WITH UNIVERSITY

» DEVELOP AN ASSOCIATION THAT REPRESENTS A POINT OF PRIDE IN THE **COMMUNITY**
THE YALE BULLDOGS DIFFERENCE

PASSION
Average Football Attendance
20,547
Yale Athletic Teams Have Won a Combined 4 NATIONAL CHAMPIONSHIPS

EXCELLENCE
The Yale University has 280,000+ Alumni
The Bulldogs have won 189 Ivy League Championships
Yale Supports 35 Varsity Athletic Teams

CREATE AN INTEGRATED PLATFORM

IN-VENUE BRANDING

RADIO INTEGRATION

DIGITAL & SOCIAL

PRINT COLLATERAL

TELEVISION OPPORTUNITIES

ON-SITE ACTIVATION

GAME TICKETS
USE OF INTELLECTUAL PROPERTY

University marks generate national relevance & support of the community

UNIVERSITY MARKS & LOGOS
CATEGORY EXCLUSIVITY

» Build association with alumni and fans by utilizing marks and logos
» POS materials that drive sales
» Media creative & promotions
ENERGIZE YOUR MARKETING EFFORTS

Coach endorsements authenticate your brand, products and services among loyal and receptive Bulldog fans

BUILD BRAND EQUITY

ADVERTISING
» Radio, TV, Print

PRODUCTION & EXCLUSIVITY
» Coaches available for XX hours of production

MEDIA PACKAGE
» Agree upon package required

*subject to approval by Yale Athletic
PREMIUM TEAM FOCUSED CONTENT

Integrate your brand messaging into premium sports content & coverage that reaches thousands of fans

STATEWIDE COVERAGE
THE TEAM VOICE (LOCAL & NETWORK RADIO)
» Football Play-by-play game day broadcasts
» :30 spots
» Feature and entitlement sponsorships
» Live mentions

YEAR ROUND EXPOSURE
EVERY MOMENT CAPTURED (IVY LEAGUE DIGITAL NETWORK)
» Feature and entitlement sponsorships
» Live mentions

22,000 GAME PROGRAMS
DISTRIBUTED A YEAR
GAME DAY READY (PRINT)
» Yearbooks, playbooks, schedule posters, insert and coupon opportunities & ticket mailers
» On-site game day distribution
THE “OFFICIAL” DIGITAL PLATFORM

Develop custom digital solutions that exceed client objectives, utilizing athletic websites & social media

OFFICIAL DIGITAL
- Access to the official athletic site of Yale Athletics
- Impressions throughout the official site
- 95,000 Unique monthly users
- Content and All Access Sponsorship
- Video pre-roll

OFFICIAL UNIVERSITY FACEBOOK
- Promote partnership through Yale Athletics’ Facebook page
- Reach Yale fans across the country

OFFICIAL UNIVERSITY TWITTER
- Promote partnership through Yale Athletics' Twitter Page

9,718 Followers
10K Followers
GAME DAY INTEGRATION

Incorporate your brand message & allow fans to interact with your products on game day

IN-VENUE SIGNAGE & PROMOTIONS
- High profile signage options throughout football, basketball & ice hockey
- TV visible signage at select venues
- In-game features and promotions

IN-PERSON CONNECTION
- Experiential activations & displays within heavy trafficked areas outside venues
- Unique consumer experiences that are easily sharable via social outlets

138,468 TOTAL ATTENDANCE
2015 FOOTBALL, 2015-16 BASKETBALL, 2015-16 HOCKEY

18 Football & Basketball GAMES
MEMORABLE EXPERIENCES

Strengthen business relationships through multiple exclusive hospitality and/or unique experiences throughout the year

ATHLETIC FACILITIES FOR EVENT HOSTING

UNIQUE ACCESS
» Grant guests/clients behind the scenes access to Yale facilities
» Host business meetings within athletic facilities
» Game day chalk talk with local legends
» On-field/on-court scrimmage opportunities

#1 IN-PERSON FAN EXPERIENCE

TICKETS & HOSPITALITY
» Ability to deliver premium tickets to football and basketball games
» Access to Yale Athletics tickets nine months out of the year
BUSINESS-TO-BUSINESS

Utilize IMG College’s relationships with national & local corporate partners to facilitate introductions to key decision makers

ACCESS TO DECISION MAKERS

BUSINESS INTRODUCTIONS

» Access to University Athletic Departments and Procurement offices

» Opportunity to meet other local and regional sponsors
APPENDIX
Yale Fans by the Numbers

Total of 168,900 alumni worldwide

Over 15,300 full time faculty members

Total enrollment of 12,385 students

**AGE RANGE**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>11%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>28%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>11%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>17%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>23%</td>
</tr>
<tr>
<td>65 or older</td>
<td>10%</td>
</tr>
</tbody>
</table>

**HHLD INCOME**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $35k</td>
<td>12%</td>
</tr>
<tr>
<td>$35k to $50k</td>
<td>17%</td>
</tr>
<tr>
<td>$50k to $75k</td>
<td>4%</td>
</tr>
<tr>
<td>$75k to $100k</td>
<td>17%</td>
</tr>
<tr>
<td>$100k or more</td>
<td>49%</td>
</tr>
</tbody>
</table>

**INVESTMENTS OWNED**

<table>
<thead>
<tr>
<th>Investment Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second home/real estate property</td>
<td>217*</td>
</tr>
<tr>
<td>Other security or investment</td>
<td>191*</td>
</tr>
<tr>
<td>Stocks or stock options</td>
<td>166*</td>
</tr>
<tr>
<td>Bonds</td>
<td>159*</td>
</tr>
<tr>
<td>Any investment</td>
<td>119*</td>
</tr>
</tbody>
</table>

59% are MALE
41% are FEMALE
82% are EMPLOYED
13% are RETIRED

All Indices are Yale Game Attendees vs. the Hartford/New Haven Source: Scarborough Research 2016, Scarborough USA, Hartford/New Haven DM Release 2
Yale by the Numbers

- 75% are college educated
- 42% are married
- 67% are homeowners
- 16% racial/ethnic minority
- 66% more likely to earn $100,000 or more (HHLD)
- 70% more likely to earn $250,000 or more (HHLD)

All Indices are Yale Game Attendees vs. the Hartford/New Haven Source: Scarborough Research 2016, Scarborough USA, Hartford/New Haven DM Release 2
# 2017 Football Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 16</td>
<td>@ Lehigh</td>
</tr>
<tr>
<td>Sept. 23</td>
<td>@ Cornell</td>
</tr>
<tr>
<td>Sept. 30</td>
<td>Fordham</td>
</tr>
<tr>
<td>Oct. 7</td>
<td>@ Dartmouth</td>
</tr>
<tr>
<td>Oct. 14</td>
<td>Holy Cross</td>
</tr>
<tr>
<td>Oct. 21</td>
<td>@ Penn</td>
</tr>
<tr>
<td>Oct. 28</td>
<td>Columbia</td>
</tr>
<tr>
<td>Nov. 4</td>
<td>Brown</td>
</tr>
<tr>
<td>Nov. 11</td>
<td>@ Princeton</td>
</tr>
<tr>
<td>Nov. 18</td>
<td>Harvard</td>
</tr>
</tbody>
</table>

5 Home Games
Patrick O'Neill
Yale University Department of Athletics
patrick.oneill@yale.edu
(office) 203.432.2205
(cell) 203.376.6973