

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, December 9, 2003

SUBCOMMITTEE: PLEASE SHARE WITH CONFERENCE COLLEGES
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. Updating appointments, E-mail changes of Committee Members**
 - a. No updates reported.

- 2. CONTACTSPORTS E-Newsletter**
 - a. The COA recently published the third issue of *CONTACTSPORTS*, an electronic newsletter targeting chief business officers and purchasing agents employed at community colleges in California.
 - b. Each issue includes deals and discounts currently offered by COA partners and sponsors.
 - c. The chair asked that subcommittee member's circulate/share the November 25 issue with all staff. An online version is posted in the corporate partnership section of www.coasports.org.
 - d. Remind college AD's to discuss with their purchasing officer, chief biz official – endorsement of our program helps, especially with non-athletic personnel.

- 3. COA/Citibank Partnership**
 - a. The chair updated the subcommittee on continuing negotiations with Citibank/Citigroup. A three-page overview was discussed, including the need for ten colleges to host tabling events for Citibank, featuring numerous Citigroup services, including a 'Use Credit Wisely 101' promotion, credit education materials, retail banking services and Citibank credit cards.
 - b. Each hosting college will receive a \$2,500 stipend
 - c. The chair expects a formalized contract in place by January 2004 with benefits launched in February 2004 to coincide with the start of the spring semester.
 - d. The contract designates Citibank as a title partner of the COA for the Spring 2004 state championship events and features tabling, in-venue promotions, campus magazine advertising, and unlimited uses of cause-related marketing materials, mailing lists, etc.

4. **Thirty second quick takes of selected discount programs:**

The chair noted that these 'quick takes' are also featured on the November issue of 'CONTACTSPORTS', the COA's online newsletter.

- a. **Pepsi's Vending Program** – a great, easy way to generate commissions from placement of vending machines at local businesses. All materials needed to initiate the program emailed to AD's in October.
- b. **Russell Athletics** – Volleyball uniforms and Football uniforms ordered prior to December 20 are earmarked for additional discounts. Visit www.coasports.org and click on the Russell link to obtain authorized sales representatives names for ordering. Please forward this information to each coach and equipment manager or ask them to revisit the November issue of 'CONTACTSPORTS' available on the COA website under corporate partnerships.
- c. **Office Depot** – exclusive office supplies/furniture category. The COA receives an upfront designation fee and is entitled to an equal share of the back-end commission based on sales generated at community colleges in California.
- d. **Del Costa Cheese** – exclusive nacho cheese category expressly for this prospect. They are pitching a dispensing machine and a case (four bags of sauce) for a flat fee of \$300 to COA colleges. In December, DCC is running a promotion of \$1 off per case of cheese sauce purchased.
- e. **Renaissance Agencies, Inc.** – insurance services sponsor of the COA is now offering a new international student athlete insurance policy to compliment primary coverage policy. This will help your athletic department lower or reduce your primary care coverage.

5. **Update of COA Efforts to Find Partners**

- a. The chair asked that subcommittee members continue to share ideas, thoughts and names of prospects for partnership consideration. Current efforts were highlighted. Additional information about the prospects are identified weekly through distribution of the COA's cultivation/prospect log distributed to committee members, conference commissioners and COA partnership consultants.
- b. Four categories were specifically mentioned as 'hot' prospects. Those include automotive (Kia and Saturn), credit card (Citibank/Citigroup) auto insurance (21st Century), overnight delivery (UPS) and telecommunications (AT&T, Verizon).

6. **COA/NATYCAA Pepsi Cup for 2003-04**

- a. The chair indicated that its expects publicity to be finalized by January 2004 and sent out to all COA colleges announcing a new sport supremacy statewide award.
- b. The chair acknowledged the leadership of individuals from the California Community College Sports Information Association for

assistance in creating the point tabulating system to guide the program.

7. COA 7th Annual Convention, April 1-2, 2004

- a. The convention registration brochure was mailed to all COA members in late November.
- b. An online version of the registration form, the convention brochure, and related travel information is available on the convention pages of the COA website.
- c. The COA will release a detailed schedule of meetings in January 2004.

8. Next Meeting: Tuesday, December 13, 2004 at 9:00 a.m.

Respectfully Submitted,

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

Meeting Schedule

COA/CCCADA Subcommittee on Corporate Partnerships
2003-2004 (Approved)

Dial 866.826.6337, then enter pass code: 704006#

2003-04 Meeting Schedule
Second Tuesday of Each Month. Meeting begins at 9:00 a.m.
July 8
August 12
September 9
October 14
November 11
December 9
January 13

February 10
March 9
April 13
May 11
June 8

COA 2003-04