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Sponsorships, Media and Corporate Rights

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ATTACHMENT #17

SPONSOR LISTING & DETAIL, 5-pages

Missouri State Athletics

Sponsorship Total Detail

	08-09	09-10	10-11	11-12	12-13	13-14	14-15
A Fan's Best Friend - Helmutt House	\$100.00	\$500.00					
Alpha Chi Omega	225.00	0.00					
Alpha Delta Pi	0.00	225.00					
Alpha Delta Pi Alumni	0.00	225.00					
Alumni Association	0.00	225.00					
American Family, Mike Becker	5,500.00	0.00					
American Family, Steve Heintzelmann	500.00	0.00					
American Family, David Potter	1,500.00	1,500.00					
Andy's Frozen Custard	0.00	1,500.00					
Ashley Furniture Homestores	27,000.00	26,500.00	26,500.00				
Auto Magic/Jiffy Lube	2,100.00	9,600.00					
Baby News	2,000.00	2,000.00					
Bailey Company	600.00	900.00					
BancorpSouth	35,350.00	35,475.00	35,000.00	35,000.00	35,000.00	35,000.00	35,000.00
Barker, Phillips, Jackson	5,500.00	5,500.00					
Bass Pro Shops	6,000.00						
BearFest Face Painter	0.00	75.00					
BearWear Shop	5,325.00	7,500.00	500.00				
Big Whiskey's	900.00	1,200.00					
Boomer's	0.00	12,500.00					
Bull's Trophy House	1,500.00	1,500.00					
Burger King	3,000.00						
Carlos O'Kelly's	1,000.00	1,000.00					
Carpet Shop, The	1,500.00	1,500.00					
Casey's General Stores	5,000.00	0.00					
Central Dodge	9,900.00	9,900.00					
Chateau on the Lake	5,500.00						
Chesterfield EyeWorks	3,250.00	2,750.00					
Chick-fil-A	1,000.00	0.00					
Clarion Hotel	4,250.00	4,250.00					
College of Arts & Letters	325.00	350.00					

	08-09	09-10	10-11	11-12	12-13	13-14	14-15
College of Business Administration	625.00	625.00					
College of Education	325.00	350.00					
College of Health & Human Services	158.33	158.33					
College of Humanities & Public Affairs	158.33	158.33					
College of Natural & Applied Sciences	158.33	158.33					
Commerce Bank	16,000.00	13,000.00	15,000.00				
Corporate Business Systems	19,000.00	19,000.00	15,000.00				
Coyotes Adobe Café/Milles	6,000.00	6,250.00	6,500.00				
Curbow, Ethel - Coldwell Banker	2,250.00	1,200.00					
Dairy Queen - Downtown	900.00	900.00					
Delta Chi	0.00	225.00					
Dodge Dealers	8,342.40						
Doe's Eat Place	2,000.00	0.00					
Downhome Production	2,400.00	1,200.00					
Educational Community Credit Union	3,250.00	4,300.00					
Empire Bank	18,650.00	15,650.00	13,000.00				
First & Calvally	0.00	225.00					
Fremont, The	18,000.00						
Gamma Phi Beta	0.00	225.00					
Garner & Associates	500.00	500.00					
Gateway Field Hockey	300.00	300.00					
Gay, Wes	100.00	0.00					
GL Moore Tire	11,300.00	4,500.00					
Gorman Scharpf Funeral Homes	2,400.00	2,400.00					
Graduate College	0.00	225.00					
Great Southern Bank	1,734.72	0.00					
Great Southern Travel	1,350.00	0.00					
Groovy Faces	50.00	0.00					
Grove Pharmacy	2,500.00	2,500.00					
GYN Cancers Alliance	0.00	1,725.00					
Happy Chef	1,350.00	0.00					
Har-Bell	1,000.00	1,000.00					
Hazelrigg Automotive Repair	3,200.00						

	08-09	09-10	10-11	11-12	12-13	13-14	14-15
Heart of America Beverage (Coors)	5,700.00	5,700.00	5,700.00				
Hiland Dairy	9,500.00	9,500.00					
Hollywood Theaters	1,500.00						
Houlihans	0.00	7,000.00					
Jack Henry & Associates Inc.	7,000.00	7,000.00	7,000.00				
Jim Murphy & Sons Construction Co.	6,000.00	6,000.00					
Jumprmania	1,000.00	1,000.00					
Kimbrough Dental Associates	1,100.00	500.00					
La-Z-Boy Furniture Galleries	2,400.00	2,400.00					
Law Office of Joe Passnise	2,500.00	2,500.00					
Lawrence R. Catt, Attorney at Law	1,200.00						
Loren Cook Company	350.00						
Maria's Mexican Restaurant	6,000.00	6,000.00					
Med-Pay	4,000.00	4,000.00					
Meek's	10,500.00	10,000.00					
Men's Basketball	0.00	225.00					
Metro Builders Supply	11,000.00	10,000.00					
Minority Student Services	225.00	225.00					
Missouri Eye Institute	10,750.00	10,750.00					
Missouri Farm Bureau	3,750.00	3,750.00					
MVC Basketball Tourney	6,800.00	6,800.00					
Murney Associates Realtors	25,000.00	25,000.00	25,000.00				
Newcomer, Jason	225.00	0.00					
O'Reilly Auto Parts	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00		
Oasis Inn & Convention Center	3,400.00	3,900.00					
Opus Northwest	325.00	0.00					
Ozark Mailing	1,200.00	0.00					
Peck's Financial Services	100.00						
PepsiAmerica's	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00		
Phi Delta Theta	225.00	225.00					
Pinegar Chevrolet	7,000.00	6,000.00					
Pizza House	600.00						
Plaster Student Union	0.00	225.00					

	08-09	09-10	10-11	11-12	12-13	13-14	14-15
Premium Beverage	2,000.00	0.00					
Price Cutter	6,600.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Results Advertising	500.00	1,000.00					
Retirement Income Solutions	450.00	450.00					
Rib Crib	0.00	1,000.00					
Rick's Automotive	12,000.00	13,000.00	15,000.00				
Saturn of Springfield	12,000.00	0.00					
Second Baptist Church	2,000.00						
Sigma Phi Epsilon	225.00	450.00					
Smith Barney - Atkinson	900.00	0.00					
Sonic	25,500.00	25,500.00	25,500.00	25,500.00			
SOAR	0.00	225.00					
South Dakota State Alumni Association	0.00	225.00					
Southern Missouri Container	900.00	900.00					
Spirit Squad Alumni	225.00	225.00					
Springfield's Best	4,000.00	0.00					
Springfield Brewing Company	5,000.00	6,250.00	6,500.00				
Springfield Jaycees	0.00	225.00					
St. John's	18,250.00	17,750.00	17,750.00				
State Farm Insurance - Corporate (MVC)	21,000.00	22,000.00	23,000.00	24,000.00			
State Farm Insurance Agents of SW MO	3,000.00	3,000.00					
State Farm Insurance - Harle	1,200.00	350.00					
State Farm Insurance - Medley	500.00	0.00					
State Farm Insurance - Roebuck	750.00	1,750.00					
Steak n Shake	7,000.00	7,000.00					
Stokes Camps	0.00	500.00					
Stuart, Jesse	250.00	0.00					
Subway (Campus location)	1,300.00	1,300.00					
Swisshelm Group, The	19,000.00	3,000.00					
Taco Bell	32,500.00	27,500.00	27,500.00				
Theta Chi	225.00	225.00					
Thompson Pontiac GMC Cadillac	2,500.00	0.00					
TJ Sales	2,000.50	0.00					

	08-09	09-10	10-11	11-12	12-13	13-14	14-15
TLC Properties	22,000.00	20,500.00					
Town & County	1,500.00	0.00					
Trolley's	675.00	0.00					
UMB Bank	500.00	500.00					
Uncle Bentlys	1,100.00	1,100.00					
US Bank Private Client Group	1,500.00						
Vision Enhancement Clinic	1,900.00	1,500.00					
Welk Resorts	100.00	0.00					
Wendy's of Missouri Inc.	26,800.00	23,000.00	25,000.00				
Wiese	900.00	0.00					
Women's Basketball	225.00	945.00					
WIN Organization	2,000.00	450.00	500.00				
Xerox Document Solutions	4,650.00	2,100.00					
Vision Clinic, The	6,600.00	0.00					
Wooten Company, The	3,100.00	3,100.00					
Youngblood Nissan, Chrysler, Jeep, Kia	25,000.00						
Zeta Chi Alumni	225.00	0.00					
Total	\$684,727.61	\$546,169.99	\$316,950.00	\$111,500.00	\$62,000.00	\$40,000.00	\$40,000.00

ATTACHMENT #18

**SUMMARY OF CORPORATE SALES ACCOUNTS FOR
2008-09, 2-pages**

Missouri State Athletics	
Sponsorship Dollars by Category	
Corporate Sales (Cash)	
Sponsorships	
Tents & BearFest	4,634.89
Football	24,150.00
Volleyball	3,850.00
Men's Soccer	275.00
Women's Soccer	275.00
Field Hockey	300.00
Men's Basketball	76,017.50
Women's Basketball	60,667.50
Baseball	17,400.00
Softball	850.00
Replay- Football	5,600.00
Replay- Men's & Women's Basketball	25,000.00
Replay- Baseball	7,500.00
JQH Arena Guest Services	15,000.00
Ticket Backs	11,000.00
Parking Hang Tags	2,500.00
Magnets	2,500.00
Cups	13,000.00
TOTAL	270,519.89
Signage	
Plaster Sports Complex	45,000.00
JQH Arena	173,500.00
Killian Softball Stadium	2,700.00
FB/MSOC/WSOC	1,850.00
TOTAL	223,050.00
Program - Men's	
Football/Men's Basketball	56,183.34
Baseball	5,150.00
TOTAL	61,333.34
Program - Women's	
Volleyball/Women's Basketball	40,258.33
Softball	1,625.00
TOTAL	41,883.33

Coaches TV Show - Men	
Football	2,908.00
Men's Basketball	3,800.00
TOTAL	6,708.00
Coaches TV Show - Women	
Women's Basketball	2,750.00
TOTAL	2,750.00
Mediacom Game Broadcasts	
:30 Spots In-Game	16,000.00
TOTAL	16,000.00
Kids Club	
Sponsors	3,500.00
TOTAL	3,500.00
Website	
Sponsors	5,333.33
TOTAL	5,333.33
Athletics Development & Advertising	
Great Southern - Print	734.72
Marias - Newspaper Ads	3,500.00
Missouri Eye institute - Shuffle	1,500.00
O'Reilly - To Foundation Accounts	20,000.00
Saturn - T-shirt Cannon	3,915.00
Swisshelm Group - BAY	1,000.00
Metro Buliders - BF	1,000.00
TLC Properties - 1/2 of Blimp	4,000.00
TOTAL	35,649.72
Maroon Madness	
Sponsors - To Foundation Accounts	10,000.00
TOTAL	10,000.00
Eagles	
Sponsors - To Eagles Fund	8,000.00
TOTAL	8,000.00
GRAND TOTAL	684,727.61

ATTACHMENT #19

**SEASON & SINGLE GAME TICKET PRICE SUMMARY,
2-pages**

Missouri State Athletics	
2009-10 Season Ticket Price Summary	
Football	
Chairback	\$100.00
Bleacher Back	\$80.00
Bleacher	\$50.00
Volleyball	
Reserved	\$60.00
General Admission	\$45.00
Men's Basketball	
Lower Level	\$340.00
Upper Level	\$298.00
Women's Basketball	
Lower Level	\$259.00
Upper Level	\$224.00
Lower Bowl Bleachers	\$200.00
Baseball	
Reserved	\$150.00
Softball	
General Admission	\$48.00

2009-10 Single Game Ticket Price Summary	
Football	
Chairback	\$14.00
Bleacher Back	\$12.00
Bleacher	\$10.00
General Admission	\$9.00
Volleyball	
General Admission	\$5.00
Men's Basketball	
Lower Level	\$17.00
Upper Level	\$15.00
Women's Basketball	
Lower Level	\$15.00
Upper Level	\$13.00
Lower Bowl Bleacher	\$10.00
Baseball	
Reserved	\$8.00
Softball	
General Admission	\$5.00
Men's Soccer	
General Admission	\$4.00
Kids 8th Grade and Under	FREE
Women's Soccer	
General Admission	\$4.00
Kids 8th Grade and Under	FREE
Field Hockey	
General Admission	FREE

ATTACHMENT #20

**2009 BASEBALL & SOFTBALL SCORECARD
DISTRIBUTION SALES, 1-page**

2009 BASEBALL SCORECARD DISTRIBUTION SALES

OPPONENT	# Sold
Central Arkansas	39
North Dakota State	75
South Dakota State	13
Southeast Missouri State	77
Bradley	82
Oral Roberts	15
Univ. of Arkansas	40
Univ. of Arkansas - LR	13
Oklahoma State	35
Wichita State	89
Saint Louis Univ.	21
Univ. of Northern Iowa	22
Indiana State	158
Total Number Sold 2009 Season	679

2009 SOFTBALL SCORECARD DISTRIBUTION SALES

OPPONENT	# Sold
Univ. of Northern Iowa	27
Oklahoma State Univ.	13
Wichita State	15
Creighton	15
Total Number Sold 2008 Season	70

ATTACHMENT #21

**2008 FOTTBALL GAME PROGRAM DISTRIBUTION
REPORT, 1-page**

ATTACHMENT #22

**2008-09 PROGRAM SALES AND DISTRIBUTION MEN'S &
WOMEN'S BB, 1-page**

2008-09 Program Sales and Distribution Men's and Women's Basketball SUMMARY

WOMEN'S BASKETBALL

	SW OK State	AR Tech	AR State	ORU	W. Kent.	DePaul	UALR	UNI	Bradley	Indiana	ISU	Creighton	Drake	WSU	Evansv.	SIU	TOTAL
Ordered	600	500	1000	500	500	500	600	650	650	650	550	650	650	650	650	750	10050
Received	600	500	1000	500	500	500	600	650	650	650	550	650	650	650	650	750	10050
Comp	216	158	346	213	95	124	198	110	73	76	79	139	77	80	71	231	2286
Donors	168	184	352	197	286	259	262	297	275	235	258	239	236	244	224	246	3962
Sold	213	158	261	90	103	58	56	91	71	66	58	64	58	65	42	75	1529
TOTAL	597	500	959	500	484	441	516	498	419	377	395	442	371	389	337	552	7777
Remaining/ Unused	3	0	41	0	16	59	84	152	231	273	155	208	279	261	313	198	2273

MEN'S BASKETBALL

	Quincy	E. Central	Arkansas	Utah	UALR	C. AR	AR St.	Toum.	ISU	Bradley	WSU	Drake	UNI	Evansv.	SIU	Indiana	Creighton	TOTAL
Ordered	500	500	1250	450	500	500	450	650	500	500	550	550	550	550	600	400	750	9750
Received	500	500	1250	450	500	500	450	650	500	500	550	550	550	550	600	400	750	9750
Comp	80	46	244	143	191	58	97	71	79	71	69	66	55	122	125	62	89	1668
Donors	232	252	498	236	268	379	316	513	349	371	361	388	395	330	361	291	377	5917
Sold	129	94	508	71	41	63	37	66	72	58	45	26	34	21	52	47	47	1411
TOTAL	441	392	1250	450	500	500	450	650	500	500	475	480	484	473	538	400	513	8996
Remaining/ Unused	59	108	0	0	0	0	0	0	0	0	75	70	66	77	62	0	237	754

ATTACHMENT #23

2008 VOLLEYBALL PROGRAM SALES SUMMARY, 1-page

**2008 VOLLEYBALL PROGRAM SALES
SUMMARY**

	MJW Inv	Indiana/ Illinois State	SIU/Bradley/UNI	Drake/Creighton	Texas PanAm/ Evansv./ SIU	Wichita State	TOTAL
Ordered	300	250	300	250	250	200	1550
Received	305	259	295	250	250	230	1589
Comp	43	41	76	41	61	21	283
Donors	23	21	19	27	27	12	129
Sold	81	55	58	61	61	48	364
							0
TOTAL Distributed	147	117	153	129	149	81	776
Remaining/ Unused	158	142	142	121	101	149	813

ATTACHMENT #24

SPORTS WEB SITE TRAFFIC FOR PAST 2-YEARS, 1-page

Sports Web Site Traffic for past 2-years

Month	Page Views	Visits	Where numbers came from
Sept. 2009	552,050	84,980	Google Analytics
Aug. 2009	238,588	46,841	Google Analytics
Jul-09	134,037	27,675	Google Analytics
Jun-09	125,268	28,435	Google Analytics
May-09	190,165	46,829	Google Analytics

Month	Page Impressions	Unique Browsers	Where numbers came from
Sept. 2009	363,603	46,031	Nielsen
Aug. 2009	220,710	26,862	Nielsen
Jul-09	126,724	17,162	Nielsen
Jun-09	118,229	18,553	Nielsen
May-09	185,457	26,265	Nielsen
Apr-09	227,908	28,146	Nielsen
Mar-09	290,076	34,203	Nielsen
Feb. 2009	265,750	33,595	Nielsen
Jan. 2009	245,193	31,883	Nielsen
Dec. 2008	247,968	247,968	Nielsen
Nov. 2008	347,033	40,920	Nielsen
Oct. 2008	314,170	36,684	Nielsen
Sept. 2008	322,367	38,574	Nielsen
Aug. 2008	213,786	23,888	Nielsen
Jul-08	134,056	17,194	Nielsen
Jun-08	119,458	17,647	Nielsen
May-08	199,304	25,900	Nielsen
Apr. 2008	264,098	31,151	Nielsen
Mar-08	317,455	39,759	Nielsen
Feb. 2008	246,009	32,170	Nielsen
Jan. 2008	244,241	32,653	Nielsen
Dec. 2007	202,345	26,840	Nielsen
Nov. 2007	319,809	38,848	Nielsen
Oct. 2007	331,413	36,589	Nielsen
Sept. 2007	312,197	36,561	Nielsen
Aug. 2007	232,987	25,195	Nielsen
Jul-07	128,806	15,277	Nielsen
Jun-07	136,006	16,140	Nielsen
May-07	247,070	28,056	Nielsen
Apr. 2007	270,118	29,482	Nielsen
Mar-07	305,911	33,879	Nielsen
Feb. 2007	329,830	34,458	Nielsen
Jan. 2007	282,669	28,792	Nielsen