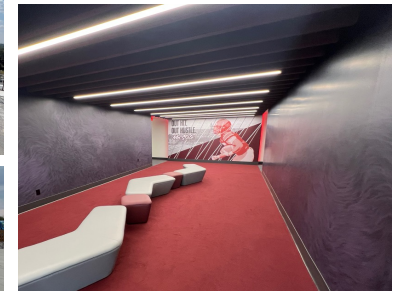
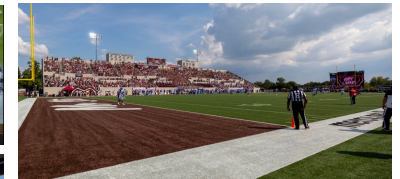




Achieve Competitive Excellence In Conference USA

- Completed Plaster Stadium Upgrades, New Field Lights, New Turf Field, Upgrades to the 2nd Floor of Plaster Stadium, Installed infrastructure for broadcasting.
 - *First time Bears Football game was broadcasted digitally in high definition on national television.*
- Achieved bowl game in first year of FBS.
- Strong performances in conference championship competition.
- Increased Fan engagement
 - Increased Fan engagement *Missouri State sold more tickets for the Xbox Bowl than any of the other three universities that played in the two bowl games in Frisco.*
- Hosted a media day for high achieving NIL group.
 - *There was an 85% increase in third party NIL deals since Opendorse visit to campus in late October over the same number of months previous. There was more than a 250% increase in unique student athletes that used the Opendorse marketplace to receive third party NIL deals.*
- Have baseline information to better promote athletic academic achievement.

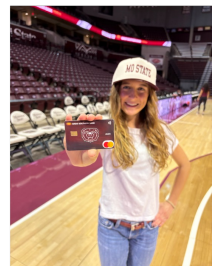
Missouri State
UNIVERSITY



Fan Engagement



X Box Bowl and Conference Championships



Plaster Stadium Improvements

NIL Media Day