



***Using a Theme Logo
to Boost Your Licensing Program***

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Step One:

- Develop theme brand
- Create logo

Step Two:

Authenticate the Brand

- media guide
- poster
- schedule card
- video board
- PA announcements
- web site
- in-stadium signage
- on-field stencil
- uniforms
- tickets
- game programs
- stadium cups

Step Three:

Promote the Brand

- Television outlets
- Radio Outlets
- Print media
- Internet partner
- Local licensees
- National licensees
- Retailers
- Corporate Partners

Results:

- Consumer Awareness
- Satisfied Business Partners
- Increased Promotion and Sales



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Opportunity:

- Brand Building
- Give licensees and corporate partners a point of differentiation in the marketplace

Logo Development:




Licensee & Retailer Initiatives:

- Local licensees received logo
- Advanced promotion to retailers
- Identified retail promotional partner

Athletic Marketing Initiatives:

- Schedule Cards
- Posters
- Web site
- Media Guides & Game Programs
- In-stadium Signage
- Tickets

Corporate Promotions



RAZORBACK ACTION!

LOOK INSIDE for a valuable coupon on officially licensed **RAZORBACK™** merchandise at JCPenney®

University of Arkansas Football Schedule

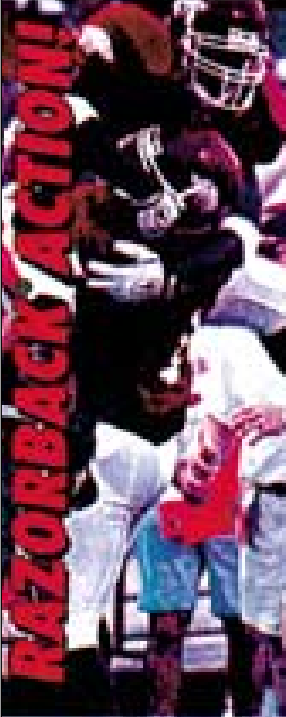
| DATE | OPPONENT | SITE |
|----------|---------------------|--------------|
| Sept. 4 | At SMU | Dallas |
| Sept. 16 | Northeast Louisiana | Little Rock |
| Sept. 25 | At Alabama | Tuscaloosa |
| Oct. 2 | At Kentucky | Lexington |
| Oct. 9 | Middle TN State | Fayetteville |
| Oct. 16 | South Carolina | Little Rock |
| Oct. 30 | Auburn | Fayetteville |
| Nov. 6 | At Ole Miss | Oxford |
| Nov. 13 | Tennessee | Fayetteville |
| Nov. 20 | Mississippi State | Little Rock |
| Nov. 27 | At LSU | Baton Rouge |

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Corporate Promotions



NUTTIN' But Fun!

Look Under Cap. You could win Razorback/merchandise & other prizes. No purchase necessary. For Rules, send a SASE to: Coca-Cola "University of Arkansas Football" Requests, c/o Boletti, Inc., 814 S. MO 63110, to be rec'd by 11/30/99. Open only to AR, MO, & TN residents. Void where prohibited. claimed/redeemed by 12/31/99. To hear complete rules including claiming/redemption information

Corporate Promotions



13th Annual Licensing Director's Seminar



Corporate Promotions



13th Annual Licensing Director's Seminar



Corporate Promotions

- Harvest Foods Consumer Promotion
 - Customers have the opportunity to play “peel and win” game to win up to \$5,000
 - “*Nuttin’ But Fun*” logo will appear on all game pieces

Licensed Products

- 15+ licensees
- Apparel Items
 - T-shirts
 - Caps

Summary:

- Every licensing program can run a theme program
- Integrate all campus elements
- Plan ahead, plan early



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