

**A Corporate Partner
Agreement**

**Presented To:
O'Charley's, Inc.**

**From:
Elon University Athletics**



March 30, 2001

I. Objective

The purpose of this agreement is to:

- 1) Create an avenue of marketing that will be beneficial to O'Charley's of Burlington
- 2) Create a revenue stream for Elon University Athletics which will directly affect the 2001-2002 operations budget and,
- 3) Provide positive association and a quality relationship for O'Charley's, Elon Athletics, and the Alamance County community.

II. Elements

The following mediums of marketing are proposed:

1) Full Radio

As mentioned within the pages of the enclosed advertising packet, a full radio package will create constant coverage for O'Charley's at a great price. O'Charley's will be a part of every football broadcast and every men's basketball broadcast during the 2001-2002 year. This element includes:

- a) Two, thirty-second radio advertisements during each broadcast
- b) A one-third page advertisement that will run in all football, men's basketball, women's basketball, and baseball souvenir programs
- c) four season tickets for basketball

- d) a pre-game, halftime, or post-game segment, exclusively sponsored by O'Charley's that will included (a minimum) of one live liner per broadcast (ie, the O'Charley's First Half Recap).

cost: \$1,075.00

2) Arena Signage

As mentioned within the pages of the enclosed advertising packet, this piece of arena signage will penetrate audiences in three different sports settings. This four-by-four, full color sign will sit in a prominent place in Alumni Gymnasium. This element includes placement during 10 home volleyball matches, during all 9 home women's games, and during all 12 home men's games. An estimated 15,000 fans will be exposed to the O'Charley's name and mark.

cost: \$1,000.00

3) Student Mailbox Access

O'Charley's will be able to access all 4,000 student mailboxes on October 1, 2001 and March 1, 2002. Each drop piece is not to be larger than an 8 1/2 x 11" tri-folded or a postcard of 4" x 6". O'Charley's agrees to pay \$.05 per piece for each drop.

4) Trade

Elon Athletics will trade equally the value of a piece of signage on the Elon Softball scoreboard for food allowances in O'Charley's.

trade value: \$500.00

III. Total Investment

This summary can be invoiced in installments over the course of eight months (maximum) during the 2001-2002 academic year.

1) Full Radio	\$1,075.00
2) Arena Signage	\$1,000.00
3) Mail Box Drop	\$ 400.00 (max.)
4) Trade/Scoreboard Signage	\$ 500.00

cash total:	\$2,475.00
trade total:	\$ 500.00

IV. Added Value

O'Charley's will receive "Advertisers Appreciation Tickets" for the October 13 home football game versus Southwestern State University-Louisiana. These tickets will be equal to the value of the cash total used to market with Elon Athletics. By the cash total, O'Charley's would receive 207 tickets for the game (the \$400.00 for the mailbox element is not included in the total since the \$400.00 goes as payment to the mail center at Elon).

O'Charley's will supply Elon Athletics with three "O'Charley's Tailgate Packs" to be used for on-air football radio promotional giveaways. Elon will incorporate these highly rated promotional items to better enhance the relationship and exposure with O'Charley's of Burlington.

Trip Durham
Assistant Athletics Director
Elon University

Manager
O'Charley's

Date

Date