

FULFILLMENT REPORT

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CHARGE

WHAT IS A FULFILLMENT REPORT?

The sponsorship fulfillment report functions as a post-event assessment tool. In addition to demonstrating that the agreement has been fulfilled, it also offers an analysis of how effective the sponsorship was in achieving the sponsor's objectives.

PURPOSE

- Confirm that you've fulfilled the contract.
- This is a reminder to your sponsor of the great value provided.
- Gives your sponsor proof of ROI.
- Lays the groundwork for a successful renewal process.





BENJAMIN BANKING AND STATE UNIVERSITY BULLDOGS

Submitted on December 31, 2023

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EXECUTIVE SUMMARY

During the 2023 Bulldog football season campaign, Benjamin Banking signed a sponsorship agreement with State University that had three primary objectives.

- Increase top-level brand awareness.
- Increase checking accounts opened by University students by 5%.
- Align its brand with a highly reputable University property.

The football program sponsorship consisted of a multi-faceted approach that included in-stadium exposure for each of the **six (6)** home football games, digital marketing integration, and a strong social media presence. Throughout the 2023 campaign, State University set an all-time attendance record of 519,600, giving Benjamin Banking extensive in-stadium brand exposure.

In review of this past season, the sponsorship achieved its objectives. However, looking forward, there are opportunities to build upon this success to continue achieving the brand growth that Benjamin Banking desires.



2023 SEASON OVERVIEW

2023 Achievements:

- Secured a notable 10-2 season record in 2023.
- Showcased prowess to a record-breaking crowd during six home games at the historic Hall of Fame Stadium with over 519,000 attendees.
- Hosted 'National Gameday' for the first time, enhancing the game-day experience for 35,000 University students.
- Gained national exposure with over 1.6 million viewers for the pre-game show.

2024 and Beyond Objectives:

- Maintain State University's esteemed reputation in athletics and academics.
- Foster an invigorating environment for both current and prospective students.
- Uphold the status as a distinguished national powerhouse in collegiate sports.



SPONSORSHIP AGREEMENT OVERVIEW

In March 2023, State University forged a 3-year sponsorship pact with Benjamin Banking for the State University Bulldog football program.

The collaboration formally kicked off on August 1, 2023, and is set to conclude on August 1, 2026, unless a renewal agreement is reached beforehand.

As part of their collaboration, State University and Benjamin Banking have mutually established the following deliverables to be incorporated throughout each football season.

Deliverables Included:

- 1.Video scoreboard Logo Rotation - **Five (5)** Minutes of pre-gram logo rotation on main scoreboard
- 2.Digital Yearbook - **One (1)** Full-Page Ad in Pre-Season Yearbook
- 3.Social Media - **Four (4)** Co-branded X posts throughout the season
- 4.Hospitality - **Four (4)** Club season tickets



SPONSORSHIP AGREEMENT OVERVIEW

| | |
|--------------------|--|
| Start Date | August 1, 2023 |
| Term | Three (3) years |
| Category | "Official Retail Bank of Bulldogs Football" |
| | "Official Debit Card of Bulldogs Football" |
| Exclusivity | Yes |
| Rights | License to use the Bulldogs Football Logo with prior written permission for each use |
| | Right to market a Bulldogs Football affinity debit card |
| | Right to hold financial literacy seminars on campus |
| Benefits | Five (5) minutes of pre-game logo rotation on main scoreboard |
| | One (1) full-page ad in Pre-Season Yearbook |
| | Four (4) co-branded X posts throughout the season |
| | Four (4) club season tickets |



BENEFITS DELIVERED

State University



FOOTBALL SIGNAGE – MAIN VIDEO SCOREBOARD

- **Five (5)** minutes of pre-game logo rotation on the main video scoreboard each home game.
- Benjamin Banking provided the banking logo and design.
- General Statistics:
 - **Six (6)** Home Games
 - Logo rotation begins 30 minutes before kick-off
 - Estimated fans in the stadium before kick-off: 65%



DIGITAL PRE-SEASON YEARBOOK

- **One (1)** Full-Page Ad
- Yearbook Statistics
 - Total Impressions: 1,500 (+10% YOY)
 - Total Views: 1,125 (+13% YOY)
 - Downloads: 524 (+2% YOY)

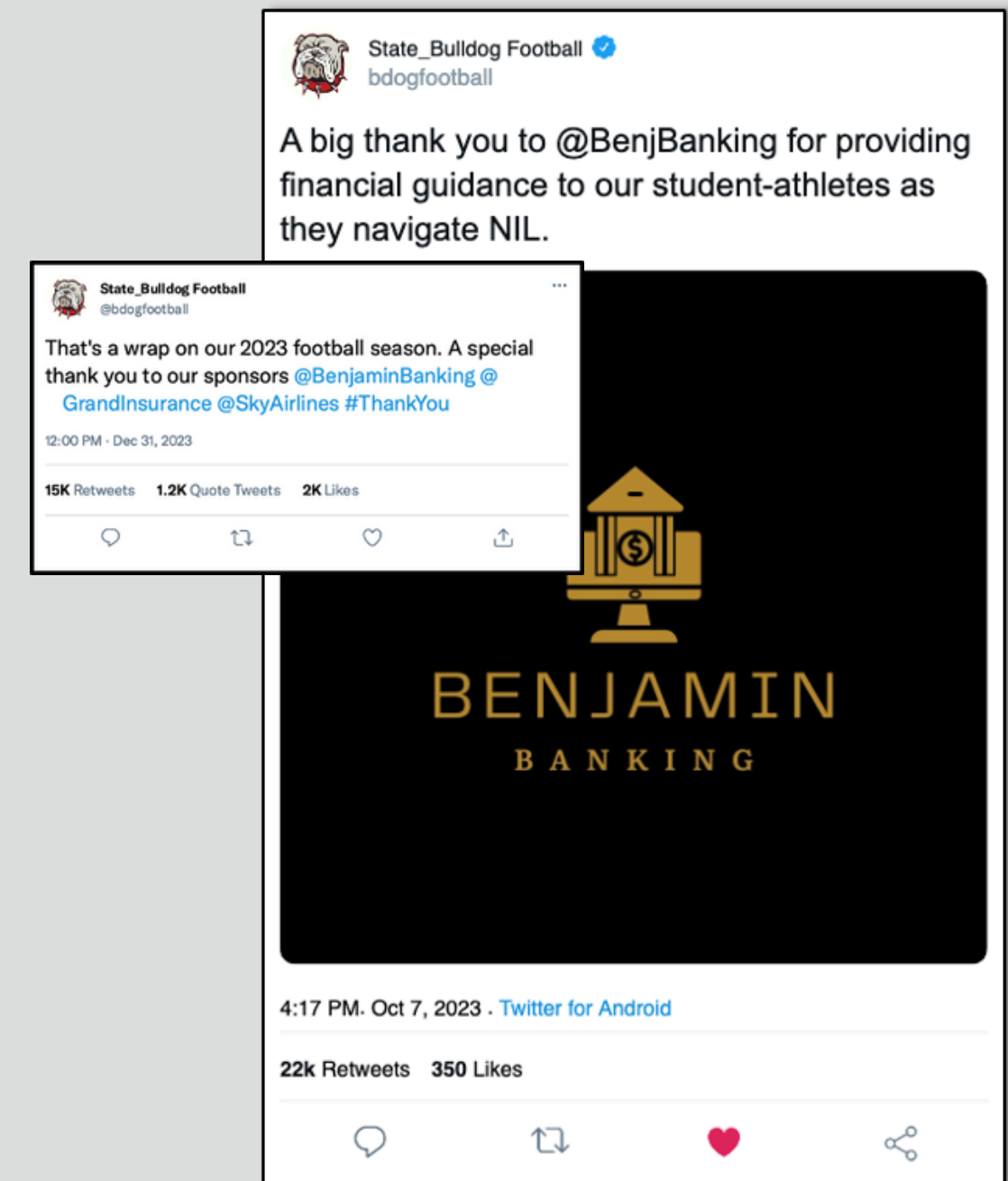


SOCIAL MEDIA

Four (4) X Posts during the regular fall football season.

DATES OF POSTS

- September 2, 2023
 - Total Impressions: 120,000
 - Engagements: 1,300
 - CTR: 0.75%
- November 11, 2023
 - Total Impressions: 152,000
 - Engagements: 1,900
 - CTR: 0.92%
- October 7, 2023
 - Total Impressions: 112,000
 - Engagements: 948
 - CTR: 0.78%
- October 7, 2023
 - Total Impressions: 146,000
 - Engagements: 1,825
 - CTR: 0.86%



HOSPITALITY

90,000

Capacity

519,000

Total Attendance

86,600

Avg. Attendance

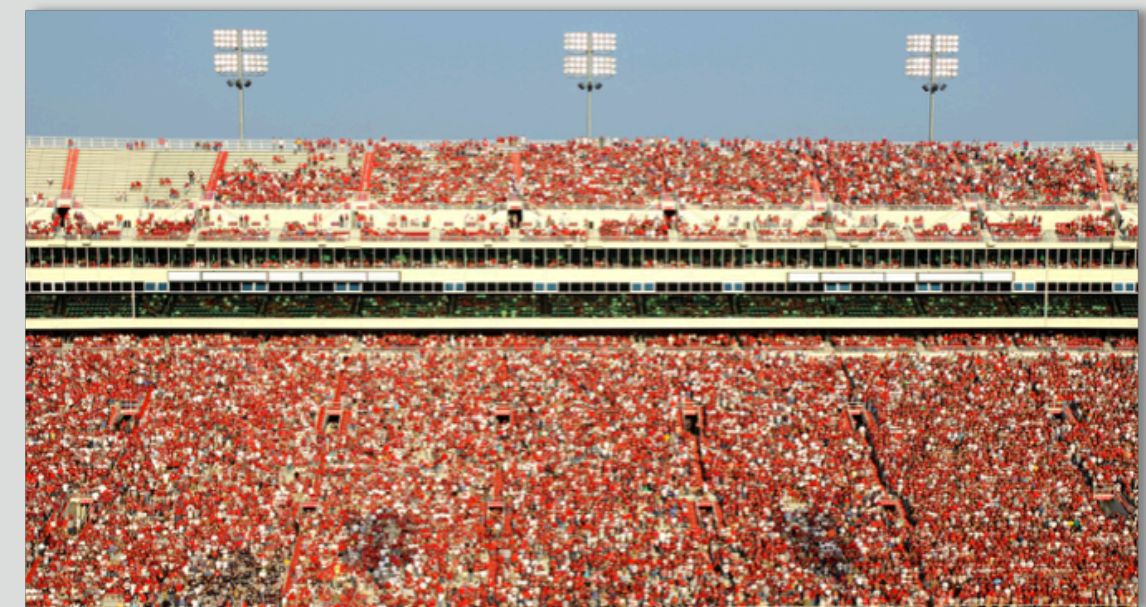
Four (4) Club Level Season Tickets

Includes: Season-long parking pass

2023 Football Season – **Six (6)** Home Games

**5th highest average attendance among all Division 1
College football programs.**

Hall of Fame Stadium



MEDIA EXPOSURE

| | |
|------------------------|---|
| Hits: | Stories in 25 digital and print media outlets |
| Impressions: | 1,200,000 |
| Ad Equivalency: | \$325,000 |



The press release was added at the end of the season, recognizing the commitment of Benjamin Banking to our student-athletes.



The 2023 pre-season media day was hosted on our athletics website. As an added value, Benjamin Banking’s logo was added to the introduction.

POSITIVE SPONSORSHIP SENTIMENT

“With Benjamin Banking’s financial literacy course, I am more prepared to tackle financial decision-making in the future.”

John Carroll, Quarterback

“Thank you to Benjamin Banking for providing our student-athletes with real-life experience through their summer internship program. Benjamin Banking is preparing our players for life after football.”

Steve Andrews, Athletic Director

“Because of Benjamin Banking, our son is confident and prepared to discuss new Name, Image, and Likeness opportunities.”

Bulldog Parent



WHAT WORKED

- Hall of Fame Stadium consistently attracts near-capacity crowds, maintaining high attendance levels from game to game and season to season. At the end of the 2023 season, Hall of Fame Stadium averaged the 5th largest crowd size among all College football programs. These sizable audiences offer valuable in-stadium visibility for the video replays featuring Benjamin Banking.
- Email blast communication remains an excellent touchpoint for engaging with the current student body at State University. Throughout the 2023 football season, the open rate for email blasts saw a notable 5% increase, correlating with a 3% rise in the opening of new checking accounts by University students.



OPPORTUNITY TO IMPROVE SPONSOR ROI

- Social media remains a potent platform. Nevertheless, X (formerly Twitter) grapples with fluctuating user retention rates. We propose exploring the potential of leveraging the University Athletics' podcast, which currently boasts substantial reach among the present student body (23% subscribe) and the alumni community (31% subscribe).
- The Bank receives five guaranteed minutes of pre-game logo rotation on Hall of Fame Stadium's main video scoreboard. Our recommendation would be to consider the addition of **one (1)** in-game video commercial. This would increase the likelihood of your brand being seen by a more significant percentage of the fans while being played at a time in the game when play is suspended.
- With a record-setting home attendance record, State University experienced more on-campus action than any prior home football season. In addition, with the consistent 3% enrollment increase the University has experienced each of the last **five (5)** years, consideration for an on-site activation booth should be considered. This opportunity would increase the bank's visibility and opportunity to speak directly with its target audience about the resources and services it can provide.



THANK YOU FOR SUPPORTING OUR BULLDOGS

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