

BE THERE



2010-2011

Presented by: Dean Whaley



America's Home
for College Sports

USF SERIES



In 2010, there was an average of 4,590 visitors per weekend.

USF SERIES

The USF Series, hosted by USF Athletics and held in Clearwater, FL, is the largest softball tournament in the country! In 2010, fifty-seven colleges from around the nation played in over two hundred games during three different tournaments and four different weekends.

EDDIE C. MOORE COMPLEX

The Eddie C. Moore Complex is a national and state award winning softball complex with nine softball fields and state-of-the-art training facilities.

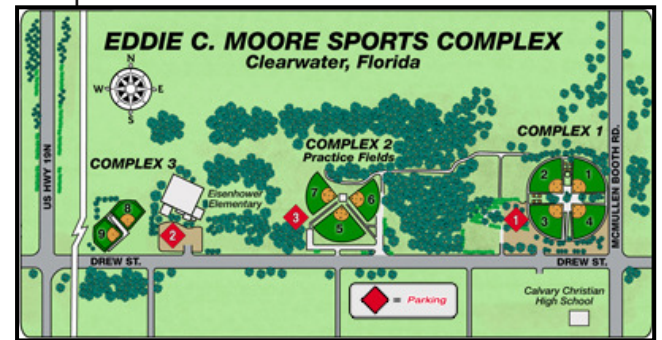
ECONOMIC IMPACT

In 2010, USF Series visitors from outside the local area spent an estimated \$ 1,698,604.

Total Expenditures by Event Visitors in the Clearwater Area

Items	Expenditures (\$ per group)	Expenditures (\$ per person)	Total Expenditures (\$)
Admission/Entry Fees	\$ 41	\$ 11	\$ 65,791
Food & Beverages	\$ 250	\$ 68	\$ 406,708
Entertainment, Lounges & Bars	\$ 52	\$ 14	\$ 83,734
Retail Shopping	\$ 90	\$ 24	\$ 143,544
Lodging Expenses	\$ 365	\$ 99	\$ 143,544
Private Auto Expenses	\$ 90	\$ 24	\$ 143,544
Rental Car Expenses	\$ 111	\$ 30	\$ 179,430
Any Other Expenses	\$ 49	\$ 13	\$ 77,753
Total	\$ 1,051	\$ 284	\$ 1,698,604

* Note: Figures are rounded to the nearest dollar.



Source: The 2010 USF Softball Series Economic Impact Report and www.USFSeries.com.



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USF SERIES OPPORTUNITIES



The opportunities at USF are endless! Below are elements included in the package:

OPPORTUNITIES

Tournament Ticketbacks

- Sponsor logo on all USF Series tournament ticketbacks

On-Site Sales

- Opportunity for on-site sales
- Includes point of sale signage

Coach's Welcome Bag

- Sponsor information included in the coaches' welcome bags

VIP Reception

- Invitations for eight (8) guests to the VIP Reception

Merchandising

- Four (4) tournament tickets per day



INTERNET



There are 131,365 unique visitors and 865,136 page views each month at GoUSFBulls.com, the official home of USF Athletics.

WWW.GOUSFBULLS.COM

Travel Center

- Custom designed placement and link on the Restaurant Partners page within the site's Travel Center

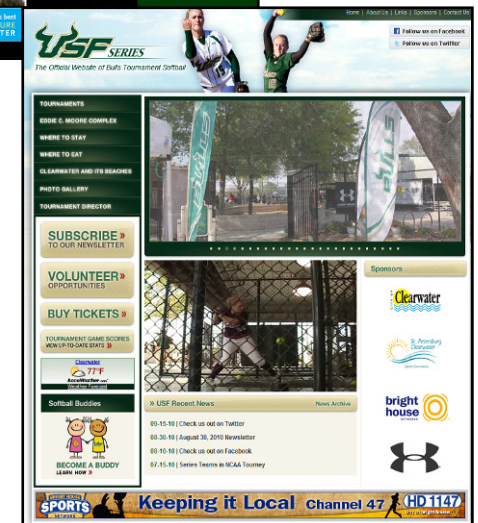
E-Mail Blasts

- Opportunity for logo and text inclusion in one (1) e-mail blast sent to coaches, teams and alumni groups

WWW.USFSERIES.COM

Sponsors Page

- Logo placement and link on the USFSeries.com sponsor page



America's Home for College Sports

SUMMARY



THE ISP MISSION STATEMENT:

ISP develops strong, productive, lifestyle-based business relationships between sports properties, marketers and fans.

SUMMARY

OPPORTUNITIES

- Tournament Ticketbacks
- On-Site Sales
- Coach's Welcome Bag
- VIP Reception
- Tournament Tickets

INTERNET

- Travel Center
- E-Mail Blasts
- USFSeries.com Banner Advertising Run

Total Net Investment to Sponsor:

Year One (2010-2011):

Cash - \$2,000

Trade - \$500



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