

**Pepsi & Sportainment
Proposed Partnership Agreement
1996-1997**

The following sponsorships and promotional proposals have been developed to further enhance the mutually beneficial relationship between Pepsi and Sportainment. This proposal covers the Fall and Winter sports seasons and provides a continuous presence for Pepsi. Of course, in addition to the following items, we remain a "Pepsi Property."

Football

All Sport Half-time Recognition

At one of the football games (date to be determined) members of all sports teams will be recognized for their efforts. This is well received by athletes in other sports (tennis, cross country, volleyball, etc.) that typically labor anonymously for their school.

Fall Sports Guide Ad

We will include a special promotional advertisement for Pepsi in the fall sports guide which is distributed at each game (3,000 total).

Basketball

Pepsi Stats Report

A half-time stats report will be given over the PA system at the 20 home basketball games. Pepsi will sponsor this stats summary and will benefit from opening and closing billboards crediting the title sponsorship.

Pepsi \$10,000 Half-time Hoop Shoot

It's time for the return of the Pepsi \$10,000 Half-time Hoop Shoot! At eight home games (all on either Friday or Saturday) two contestants will have an opportunity to win \$10,000 in cash in the same promotion that saw Sean Dolan walk away a winner. We would also like to include Pepsi product as a consolation prize for those who make some, but not all, shots.

Pepsi Bucks Ticket Give-A-Way

At half-time of five men's and five women's basketball games, a lucky fan will have an opportunity to win a pair of tickets to see the Milwaukee Bucks play at the Bradley Center. The method of giving the tickets away has yet to be determined.

Holiday Hoopla

Pepsi will supply locker room beverages for the teams participating in the Holiday Hoopla. This particular portion of the proposal would be covered through a product trade-out. Refreshments would be provided for all teams, at both the varsity and sophomore level (total of 10 cases).

Year-long

Seeing Red

The Bradford sports program Seeing Red expands to two editions per month this year on Warner Cable 34. This sports program features a Scholar-Athlete, Coach of the Month and Team of the Month. Pepsi will have title sponsorship for the Pepsi (or All-Sport if you prefer) Team of the Month. This sponsorship will provide on-air mention and logo as well as one 30 second spot airing on each program (each show is aired twice, therefore 18 segments for 36 airings). In its first year, Seeing Red proved to be an excellent public relations tool for Sportainment and the program sponsors.

We feel the above promotional opportunities provide exposure throughout the two most visible seasons (football and basketball). In addition, when other opportunities arise during the year, we generally "plug in" Pepsi along with our other major sponsors.

This package is available for \$1,800. In addition, 10 cases of All Sport (for the Hoopla) and 20 cases of Pepsi product (for Hoop Shoot consolation prizes) will be necessary. Also as in the past, \$900 is payable at your earliest convenience, with the balance to be invoiced after January 1, 1997.