BAYLOR Athletics offers a comprehensive portfolio of multi-media, promotional and on-site sponsorship opportunities.

PARTNERSHIP PLATFORMS

» MARKS & LOGOS
» OFFICIAL DESIGNATION
» SIGNAGE
» RADIO
» PRINT
» DIGITAL & SOCIAL
» TICKETS & HOSPITALITY
» TELEVISION
» ON-SITE ACTIVATION

Matt Iazzetti, General Manager
Baylor IMG Sports Marketing
801 Washington, Suite 115, Waco, TX 76701
Matt.Iazzetti@img.com
BAYLOR IMG Sports Marketing develops strategic, customized and integrated sponsorship platforms to compliment our client’s marketing, promotional and sales goals.

**PARTNERSHIP PLATFORMS**

- **Increase Awareness and Exposure**
  - Radio, Print, Signage, Television, On-Site Activation, Digital & Social
- **Authenticate Your Brand & Build Equity Among Fans**
  - IP Rights & Official Designation
- **Drive Retail Traffic**
  - IP Rights, Sweepstakes & Promotions
- **Strengthen Relationships & Reward Employees**
  - Tickets, Hospitality & Unique Access

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Total of 160,000 current Alumni on record

Over 158,500 fans in the Waco, TX DMA

Total enrollment of 16,787 students

Demographics

Target Population: 168,926

- 56% MALE
- 44% FEMALE
- 49% are EMPLOYED FT
- 7% are STUDENTS
- 6% are EMPLOYED PT

- 39% are COLLEGE GRADUATES
- 70% are HOMEOWNERS

HOUSEHOLD INCOME

- Less than $30,000: 26%
- $30,000 to $49,999: 20%
- $50,000 to $74,999: 19%
- $75,000 to $99,999: 16%
- $100,000 to $149,999: 13%
- $150,000 or More: 6%

Source: Scarborough, Waco DMA, 2015 Release 1