



The following are examples of sponsor activation programs that FSM developed and executed on behalf of our BC Athletics corporate partners:

BMW of Peabody

- In the spring of 2010, FSM worked with BC and BMW of Peabody to host a unique one day BC centric event at the BMW of Peabody showroom. The event was targeted to Boston College fans through emails as well as at the 2010 Spring Football game. Additionally, The Flynn Fund, BC's Athletic Scholarship Fund, sent direct emails to donors to attend this unique event. For one day only, BMW of Peabody offered exclusive and significantly reduced rates on used and pre-owned cars for Boston College fans. Fans were encouraged to head to the showroom to meet Athletic Director Gene DeFilippo, Head Football Coach Frank Spaziani, and cheerleaders as well as to check out BMW's wide variety of vehicles. Food and beverages were provided, as well as a raffle in which fans could win BC gear, game tickets, parking passes, and other great prizes. Overall, the weekend was a huge success as BMW of Peabody saw an increase in business that day as Gene and Coach Spaz interacted with some of BC's fans on a lovely Saturday afternoon.
- To kick off the winter sports season, in the fall of 2010 BC hosted its inaugural Ice Jam, a midnight madness type event in which Conte Forum was set up as both a basketball court and hockey rink. To promote this event, FSM teamed up with BMW of Peabody to give away a two year lease on a brand new car. Students were encouraged to participate in a campus wide scavenger hunt after which they submitted their answer to the contest. Twelve students who submitted the correct answer were chosen to participate in Ice Jam for their chance to win the vehicle by attempting to start the car with a key. One key worked and that student walked away with a brand new BMW courtesy of BMW of Peabody and FSM!

Liberty Mutual

- As part of their partnership with BC, Liberty Mutual has the opportunity to have an on-site marketing presence at athletic events to encourage fans to learn more about Liberty Mutual. To increase traffic to their table during the 2010-11 basketball season, Liberty Mutual began running in-game promotions for fans to win iPads. At various times in game, there was a PA announcement encouraging fans to stop by the Liberty Mutual table to register for their chance to win an iPad. The Liberty Mutual reps on site would then get a chance to directly engage with fans and potential customers as they signed up for the promotion. During a break in play in the second half, a lucky contestant would participate in a "Name that Tune" or "Let's Make a Deal" promotion with the winner receiving the iPad, courtesy of Liberty Mutual!

Giant Glass

- Giant Glass reached out to FSM to increase their exposure to BC fans beyond the confines of Alumni Stadium and Conte Forum. FSM partnered with Odds on Promotions to create a unique promotion at the 2011 Spring Football Game to be presented by Giant Glass. Giant Glass will sponsor a punt, pass, and kick competition in which the contestant can win \$10,000. This contest is being promoted in all emails sent out to BC's database in regards to the spring game as well as on Facebook and on campus signage. Fans will enter a raffle prior to the game at Family Fun Day in which the grand prize is the opportunity to participate at halftime and additional prizes include baseball tickets, electronic devices, football tickets and parking passes.



The following is a list of current BC Athletics corporate partners that currently do business with other departments on campus:

- AT&T
- BMW of Peabody
- Delta Air Lines
- EMC
- Follett/BC Bookstore
- GE Money/Mastercard
- Harvard Pilgrim HealthCare
- HP Hood
- Kayem
- Liberty Mutual
- Muscle Milk
- Papa Gino's
- Roba Dolce
- St. Elizabeth's Medical Center
- Under Armour
- UPS
- Waste Management
- WB Mason