

RICK SPELMAN

SPORTS PROPERTIES DIRECTOR

BIOGRAPHY

Rick joined Daktronics, Inc. in March 2000, as the Senior Associate Director of Daktronics Sports Marketing, which has since become a dominant industry leader. Since those years, Rick has played a major role in establishing lasting partnerships with several universities throughout the nation including: The University of North Texas, (Denton, TX), Southern University and A&M College (Baton Rouge, LA), and Abilene Christian University (Abilene, TX). In process Rick has developed excellent business relationships among Fortune 500 companies and, furthermore, has consistently generated millions in new revenue for DSM's valued clients.

Sustained by an exceptional creative, technical, sales and marketing staff, Rick's primary responsibilities are to acquire and develop athletic department multimedia rights, which include, but not limited to television and radio broadcast distribution, venue, electronic and print advertising sales, promotional, event title and presenting sponsorship sales, the creation, development and management of print publications, plus internet content and services, to maximize revenue and programming effectiveness.

In June 2005 Rick was selected Director of The Sports Properties Division of Daktronics, Inc. The Citadel became the first NCAA Division I property for the firm where all multimedia rights were acquired. After the initial visionary decision was made, judicious resolution followed. The business model was developed and subsequently employed. Moreover, within the first nine months, Rick and his new on-site management team generated \$263,400.00 in new income and increased total revenue 363%. Annual operating expenses were also reduced by \$100,000.00 within a year and ten-year gross revenue projections now exceed \$9 Million.

Previous to Daktronics, Rick was Assistant Athletic Director for Marketing

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PROFILE

START DATE:

March 2000

SALES REGION:

Multimedia Sales & Management - United States

EXPERIENCE:

- 25 years of management, marketing and sales experience.
- 15 years of NCAA Division IA administrative, development, marketing and sales experience.
- 10 years of management, sales and marketing experience within the corporate sector.
- NCAA national recognition for development, sales and marketing achievements.

EDUCATION:

- Doctorate - Sports Administration - University of New Mexico
- Masters - Business Administration - Gonzaga University
- Bachelor's Degree - Business Management - Whitworth College



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BIOGRAPHY - *Continued*

at the University of Oklahoma, responsible for the sales, marketing and management of broadcast and corporate sponsorship inventory, plus season and individual event tickets. In 1999 he guided the execution of a \$7.4 Million athletic department multimedia license and the preceding year assisted with the execution of a \$21.6 Million university beverage license and closed over \$1.5 Million in corporate sponsorship. In 1997 he closed an unprecedented \$12 million in corporate sponsorship, advanced on-site advertising revenue 1200% and assisted with the execution of a \$13 Million university affinity card license.

Prior to the University of Oklahoma, Rick held numerous positions at the University of New Mexico. During his stellar UNM tenure, he assisted with the development and execution of new Lobo Club priority seating and parking program, integrated with a database management system, which formed the basis for achieving unmatched revenue and membership increases. Rick also held critical leadership roles in the planning, execution and management of all annual fund drives, special event, development and marketing projects, which included the organization of the UNM Athletic Hall of Honor. In conjunction with the Wright Edge, Inc. Rick also executed the most sophisticated and comprehensive football season ticket campaign in UNM history, while breaking numerous attendance records and net profit contributions up to 400%.

Rick is married to Kelley Ann Spelman, Ph. D. and has two children, Sheldon and Sheridan. He and Kelley have been married over 20 years. Maintaining a close relationship with those he loves, during his limited spare time, Rick enjoys skiing, golf, water and racquet sports with his family.

“ *Maximum return on investment is accomplished through conscious planning, judicious facility and system design, assured policies and procedures, the optimal product and marketing mix, proper organizational design and management, configuring tactical business partnerships and ultimately, exceptional marketing and sales execution.* ”

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MAJOR PROJECTS

University of North Texas- Denton, TX



Southern University and A&M - Baton Rouge, LA



Abilene Christain University - Abilene, TX



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