

**Question:**

I have a question for those of you on a campus with an outsourced marketing partner. Whose responsibility is it to implement promotions:

- 1) The athletic marketing department only
- 2) The outsourced partner only
- 3) Both

Please let me know! Thanks.

*-Kurt Esser, University of New Mexico*

**Responses:**

It's mostly on the marketing department to implement the promotions. I'd say 90%.

*-Lee DeLeon, University of Houston*

When I was at Georgia Tech it was the responsibility of the marketing department, then there was a shift change and the assoc. a.d. put it on the ISP for implementation. Here at Georgia State the Marketing Dept. does it all.

*-Kevin Olivett, Georgia State University*

It sort of depends on the promotion, but the marketing department here at Auburn implements all in-game promotions. If the promotion requires a lot of work the rights holder (ISP) will help out, but that is rare.

There are many basketball games that they don't even attend.

*-Jon Sirico, Auburn University*

Here at Iowa, we outsource to Learfield (Hawkeye Sports Properties) and the majority of the promotional fulfillment is handled by my staff. We have a new GM coming in December, so I am going to push for more assistant from them.

*-Toby Trail, University of Iowa*

We have had three different general managers since we've been outsourced the last seven or so years. The first two general managers had no additional staff members so we (marketing) implemented pretty much everything. Our newest general manager has been a very hands-on person from the start, but in the last year now she has added an assistant and a graduate intern, so they all help even more with implementation. However, I definitely feel like we are an exception to what other schools experience.

*-Tracie Hitz, Northwestern University*

We both have certain elements we handle in regards to implementation. I would say we handle the larger portion, but they do help with getting some contestants where they need to be at football games, they handle working with the cheerleaders directly on the t-shirt cannon, etc. It has to be an equal partnership in my mind.

*-Greg Herring, University of Southern Mississippi*

Both – depending on the promotion. Typically in-game stuff is done through the Athletic Department.

*-Rob Stewart, Texas A&M University*

I would say it is about a 90% athletic marketing department and 10% the outsource partner assist us.

*-Georgia Kovich-Lee, University of the Pacific*

LSU> Both

If the contract is in regards to an actual in-game element, then the university personnel handle. This includes PA announcements, in-game contests, video board recognition, etc. If contract is for items such as hospitality, radio/TV show, Print, tickets, etc, then the multi-media rights holder handles.

*-Guy Gaster, LSU*

Athletics handles everything for us.

We do lend a hand though.

*-Shawn Becket, PITT ISP Sports Network*

We outsource with CBS Collegiate Sports Properties, and implementation is primarily the marketing department. CBS provides us with the prizes/promotional items, but we execute the promotions. For some things, like giveaways to entire sections, and some of our post-game giveaways, they do provide interns, or their staff assists.

*-Becky Parke, Arizona State University*

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*-Jamie DiLoreto, Boston College*

Both.

*-Trip Durham, Elon University*