



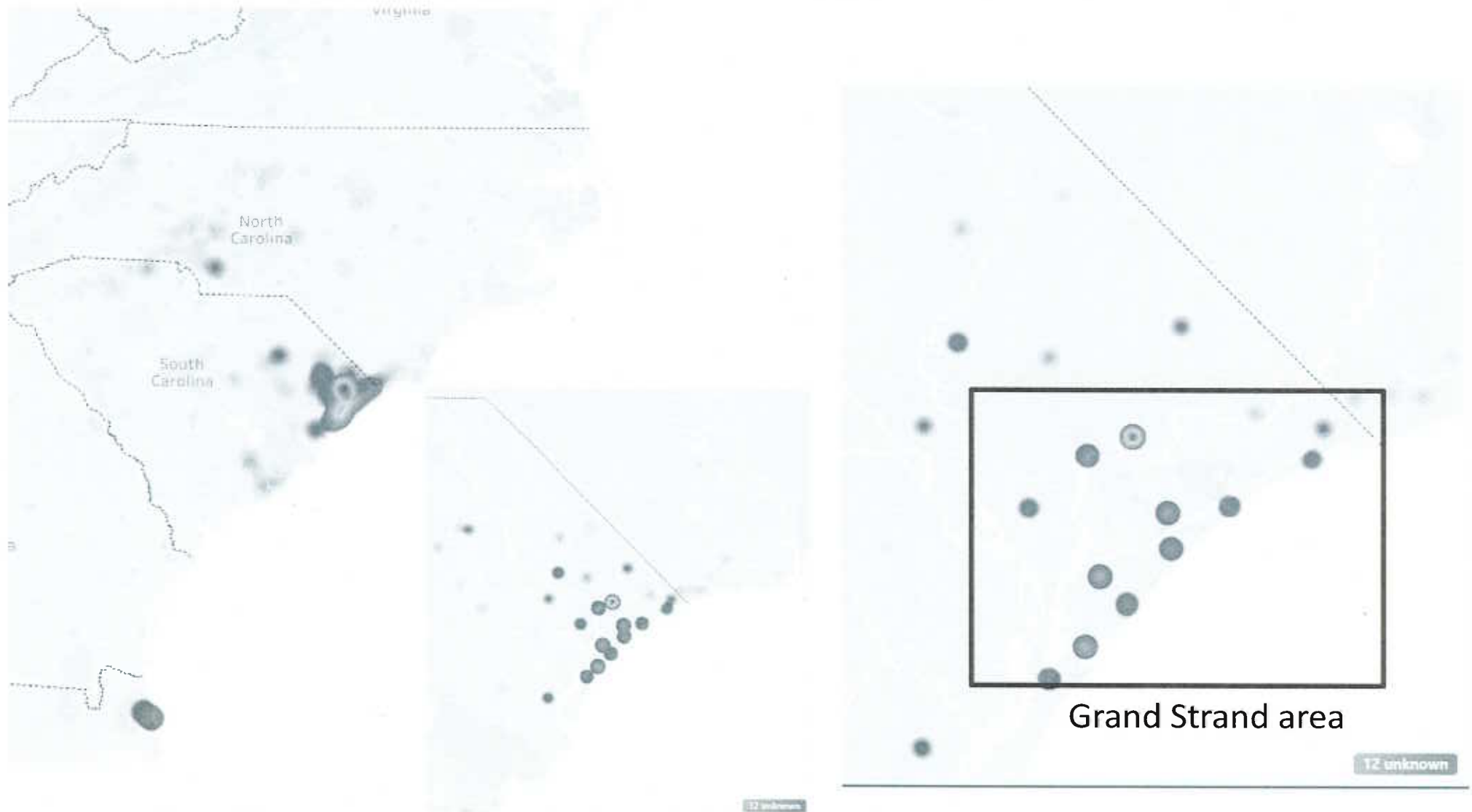
CCU Athletics & Carolina Trust

Rhett Graham
Director for Corporate Sales & Sponsorships
843 349-2771 – rgraham1@coastal.edu


Carolina Trust®
FEDERAL CREDIT UNION

Local & Regional Impressions

Heat map indicating origins of ticket purchases throughout the Carolinas and Grand Strand



Streaming/Digital Impressions Nationwide



Sun Belt Conference Impressions



**APPALACHIAN STATE
MOUNTAINEERS**
Boone, North Carolina



**ARKANSAS STATE
RED WOLVES**
Jonesboro, Arkansas



**COASTAL CAROLINA
CHANTICLEERS**
Conway, South Carolina



**GEORGIA SOUTHERN
EAGLES**
Statesboro, Georgia



**GEORGIA STATE
PANTHERS**
Atlanta, Georgia



**LITTLE ROCK*
TROJANS**
Little Rock, Arkansas



**UL LAFAYETTE
RAGIN' CAJUNS**
Lafayette, Louisiana



**UL MONROE
WARHAWKS**
Monroe, Louisiana



**SOUTH ALABAMA
JAGUARS**
Mobile, Alabama



**UT ARLINGTON*
MAVERICKS**
Arlington, Texas



**TEXAS STATE
BOBCATS**
San Marcos, Texas



**TROY
TROJANS**
Troy, Alabama



The Sun Belt Conference headquarters is located in New Orleans, Louisiana.

Chanticleer Radio Network



Chanticleer Radio Network

The Chanticleer Sports Network is back on the air for another exciting year of CCU football, basketball and baseball. Fans can listen on the Grand Strand through 99.5 WRNN and worldwide on GoCCUSports.com or on wrnn.net

Opportunities:

- Two (2) :30 commercials per game on all football, men's & women's basketball and baseball radio broadcasts (over 130 games)
- Title sponsorship of broadcast booth for all football, basketball and baseball radio broadcasts (min. 8 mentions per game)



CCU Football



Football Videoboard

- Title sponsorship of Carolina Trust Coin-Toss Kid
- Feature will occur pre-game during coin toss and will be at least 2-3 sentences long with logo and child's picture on videoboard
- Additional items to enhance Coin Toss Kid promotion include --
 - One (1) Bronze football parking pass to be used by Coin Toss Kid winner
 - Four (4) Bronze football season tickets in Section 128 to be used by Coin Toss Kid winner
 - Six Head Coach-autographed footballs (one to be presented to Coin Toss Kid for each home game, Carolina Trust elects to handle this)
- Includes ability for CCU-branded registration booths inside area Carolina Trust locations (any use of CCU marks or logos must be approved first by CCU)
- CCU Athletics will promote this promotion via social media at least four (4) times during each year



CCU Football, Basketball, and Baseball Video Board

- One (1) :30 videoboard commercial during each regular season home football, men's and women's basketball and baseball games (over 60 games). This will serve as a great way to showcase the official CCU Athletics Carolina Trust credit card!



Basketball Signage

- Two (2) minutes of court-side LED signage during all regular season home games (men & women)



Football Scoreboard Signage

- One (1) TV-visible 10'x7' static sign on main football scoreboard (Sponsor provides design of graphic)
- Signage visible for all CCU home football and women's lacrosse games and any other selected events held inside Brooks Stadium (concerts, graduation, etc.). Sponsor inherits cost of sign production/installation



Tickets

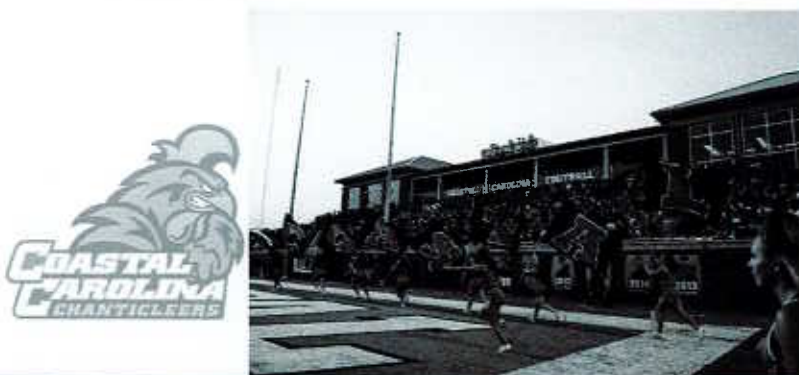


Tickets

- Carolina Trust agrees to purchase 12 season football tickets (8 for general use; 4 for Coin-Toss Kid winner); 12 tickets good for each of six (6) home games in each year of agreement; a total of 72 single tickets for no more than \$9.00 each. These tickets can be used for promotional purposes, staff appreciation, etc. at all Carolina Trust locations. At the sponsor's discretion, these tickets can be distributed for each home game for promotional purposes, such as ...included with the activation of any new Carolina Trust CCU Athletics credit card.
- Includes two (2) basketball season tickets, four (4) baseball season tickets
Three (3) Teal/Premium football parking passes (to be used by 8 season tickets)
One (1) Bronze football parking pass (to be used by Coin Toss Kid winner)
- This agreement also includes ability to distribute flyers/promotional literature within season ticket mailings across all sports (football, basketball and baseball). Items would be needed for distribution by August 1 (football), October 15 (basketball) and January 15 (baseball)

Tabling

- This agreement also includes ability to setup table/display at ANY/UNLIMITED home football, basketball and baseball regular season games. CCU Athletics will provide one 6ft table and two chairs. This serves as a great way to reach and engage fans coming and going to game.*** If not tabling every game of season, CCU Athletics asks that you provide us with a 48hour notice if you wish to table so that we may properly setup your table.



Additional Digital Impressions



TRAVEL CENTER

ALL IN
MYRTLE BEACH
SOUTH CAROLINA

Hotels

Restaurants

Attractions

Whether you're planning a visit to campus, coming to watch a Chanticleer home game, or coming to or from Coastal Carolina for any reason, check out the links above for all of your travel needs.

Internet and Digital Opportunities

- Three (3) banner ads, mobile and desktop, on goCCUsports.com – guaranteed over 500,000 impressions. This can link to your website if desired and can be tracked.



MORE HEADLINES

Lacrosse Names Katie Frederick Assistant Coach

6/18/2016 • @CoastalWLB

Women's Soccer Tabbed



No. 21 Chanticleers Down NC State 6-1 in Exhibition Match [read more](#)

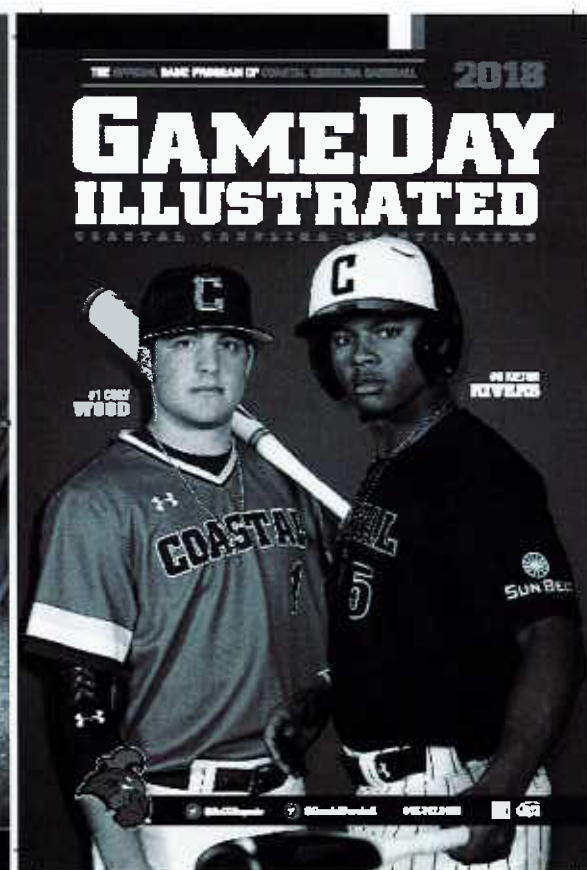
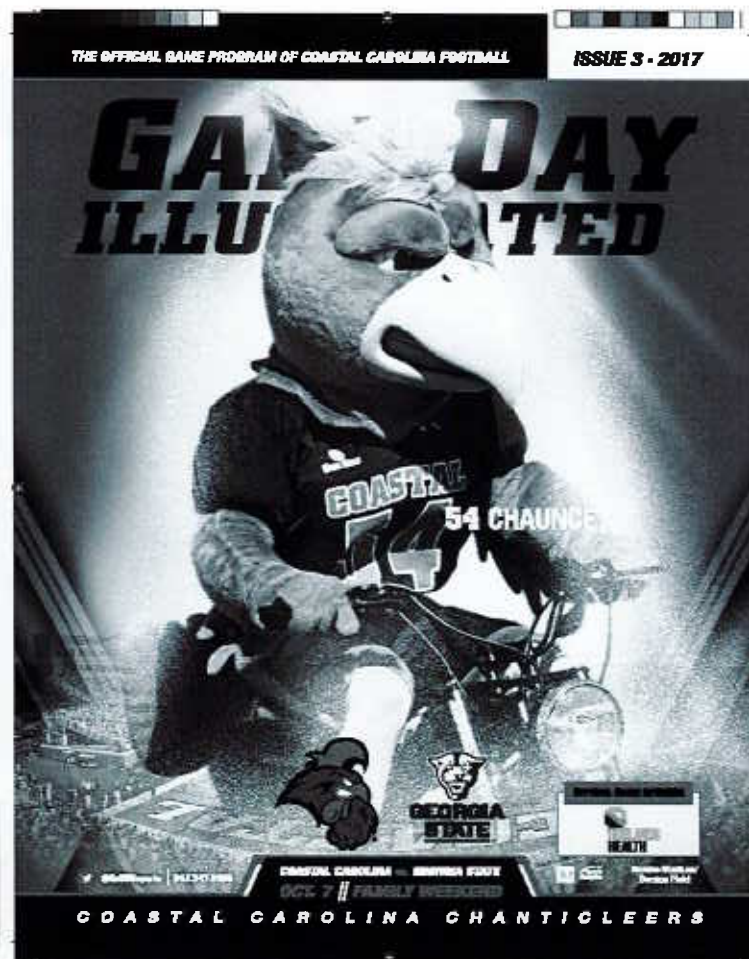
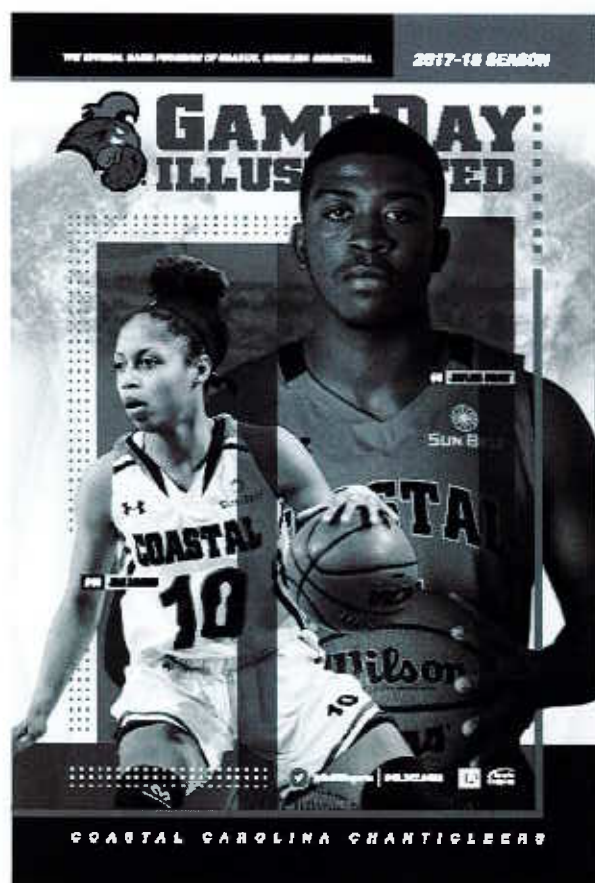


Gameday Program Advertisement



Gameday Program

- One (1) Full Page Color Ad in all Football, Basketball and Baseball Programs
 - Inside Front Cover Placement



Carolina Trust Pavilion



Football VIP Corporate Hospitality Area on upper concourse of Brooks Stadium west side

- Title sponsorship of covered/open-air VIP Hospitality Area. This area serves all complimentary food/alcohol and includes seating/standing for 50 for all official football game sponsors. This area is sold to corporate sponsors each game as part of a game sponsorship but with this sponsorship, CCU Athletics will include ten (10) passes for Carolina Trust for entry into VIP Hospitality Area at each regular season home game (total of 6 games). These passes may be used for outstanding employees, executives, vendors, etc.
- Included in this sponsorship is banner signage throughout the VIP Hospitality Area and promotional literature for all guests
- Included in this sponsorship is videoboard feature including live mobile camera "look-in" to Carolina Trust Pavilion during the game. With this "look-in", the videoboard will feature your logo and 2-sentence PA announcement read live throughout the stadium.



CCU Basketball



- Four (4) TV/ESPN-visible goal stanchion signs; one on each side of two goals. Example below.
- Men's and women's regular season home games will be broadcast on ESPN+, garnering a national TV audience
- Two goals with two sides



Additional Branding Opportunities



- CCU Athletics will provide one full-color cardboard cutout of Chauncey the Chanticleer at each Carolina Trust location; for example, Chauncey holding an official credit card
- Open a new account with Carolina Trust Official CCU Athletics Credit Card and receive CCU merchandise pack to be determined



Proof of Performance



To highlight all the inclusions, Carolina Trust will be provided a proof of performance following baseball season during each agreement year. This will highlight which game and which sponsorship element was performed/displayed.





Acceptable Advertising Verbiage

Carolina Trust Federal Credit Union will be permitted to use the following verbiage in promoting their Coastal Carolina Affinity Card...

Examples –

1) Get an official CCU Athletics Credit Card*

*Must contain "An official partner of Coastal Carolina Athletics", in ad copy.

2) Carolina Trust Federal Credit Union offers official CCU (Coastal Carolina) Athletics Credit Cards.*

*Must contain "An official partner of Coastal Carolina Athletics", in ad copy.

3) Carolina Trust is an official partner of CCU Athletics. Get your CCU (Coastal Carolina) Athletics credit card, etc.

Plus, other verbiage may be used that is mutually agreed upon and University approved.



Summary

A proposed partnership with Carolina Trust and Coastal Carolina Athletics will pave the way for a broadened scope of exposure for both respective brands. With this proposed partnership, sports fans locally, around the state and throughout the region will be given a steady view into what Carolina Trust offers while also promoting a first class collegiate athletics program. This proposal offers an array of opportunities.

As a member of the Sun Belt Conference, our respective brands will be viewed by sports fans throughout the Grand Strand, Carolinas and of course, stretching all the way into Texas and nationwide; benefitting both local and statewide sales. Many of CCU's games will be broadcast not just statewide but also nationally through various ESPN platforms. As a member of the Sun Belt Conference, all home football games will be broadcast on at least ESPN+. Moving forward, the likelihood of games on linear ESPN platforms like ESPN, ESPN2, ESPU are very strong.

With an annual economic impact of over \$600 million (\$1.6million daily) throughout the Grand Strand alone, Coastal Carolina University and our Chanticleer fans (and visiting fans) have a sizable buying power. Furthermore, with a demographic breakdown of 48% of students from out-of-state and over 50 countries represented worldwide, our 10,000+ students represent diverse and broad economic backgrounds – families that offer tremendous buying power.

TOTAL CASH INVESTMENT FOR PARTNER:

Year One (2021-22): \$34,500

Year Two (2022-23): \$34,500

Year Three (2023-24): \$34,500



This proposal is effective through June 30, 2020 or until described inventory is sold.

AGREEMENT TERMS: July 1, 2021 until June 30, 2024

Neither party shall have rights defined in this agreement after contract expiration.

BILLING TERMS: Net due upon receipt of invoice.

Late payment(s) are subject to interest charges of 1.5% per month (18% APR).

Year One (2021-22)

\$648 (football tickets)...Billed September 1, 2021

\$11,284...Billed October 1, 2021

\$11,284...Billed January 1, 2022

\$11,284...Billed April 1, 2022

Year Two (2022-23)

\$648 (football tickets)...Billed September 1, 2022

\$11,284...Billed October 1, 2022

\$11,284...Billed January 1, 2023

\$11,284...Billed April 1, 2023

Year Three (2023-24)

\$648 (football tickets)...Billed Sept 1, 2023

\$11,284...Billed October 1, 2023

\$11,284...Billed January 1, 2024

\$11,284...Billed April 1, 2024

This contract is non-cancelable. This agreement is governed by the laws of the state of South Carolina.

ACCEPTED AND AGREED:

Company Name Carolina Trust Federal Credit Union

Address: 1010 21st Ave N

City: Myrtle Beach State: SC zip: 29577

Phone: 843-443-8575

Fax: 843-945-9752

By: Jessica Wilson

Print Name: Jessica Wilson

Title: SVP/CDO

Date: 3/16/2020

E-Mail: jwilson@carolnatrust.org

Make Payments To:

Coastal Carolina University

Send Payments To Info Below:

Coastal Carolina University

Attn: University Receivables

P.O. Box 261954

Conway, SC 29528

Phone: 843-349-2771

Fax: 843-349-2893

rgraham1@coastal.edu

DocuSigned by:

Matthew J. Hogue

Matthew J. Hogue

Director of Athletics

(Date) March 22, 2020