

BAYOU CLASSIC COMMITTEE
(Following the Athletics Committees)
Friday, September 21, 2012
Board of Supervisors' Meeting Room
2nd Floor, J.S. Clark Administration Building
Southern University and A & M College
Baton Rouge, Louisiana

AGENDA

1. Call to Order
2. Roll Call
3. Adoption of the Agenda
4. Public Comments
5. Action Item
 - A. Re-assignment of administrative oversight responsibilities for the Bayou Classic from the Southern University System to Southern University – Baton Rouge
6. Other Business
7. Adjournment

MEMBERS

Mr. Myron K. Lawson- Chair; Mr. Patrick Bell- Vice Chair;
Atty. Murphy F. Bell, Mr. Calvin W. Braxton, Sr., Atty. Patrick D. Magee
Mr. Darren G. Mire, Ex Officio

September 19, 2012

To: Dr. Ronald Mason, Jr., President – Southern University System

From: Byron C. Williams, Executive Counsel - Bayou Classic Coordinator

Before the Board is the question of re-assignment of the administrative oversight of responsibilities for the Bayou Classic from the Southern University System (SUS) to the Southern University Baton Rouge (SUBR) campus. Listed below are a few reasons why the Bayou Classic should not be removed from the System's oversight at this time.

1. Changing the structure of the Bayou Classic oversight would greatly inhibit the synergy and progress the Bayou Classic Committee has created.

Under the direction of the System Office, with input from the SUBR Athletic Department and coordination with the events management company, the following new events were either added or greatly enhanced last year (those events with an asterisk have been added this year):

- 10 Roadshow locations
- Mayor's Press Conference
- Thanksgiving Day Parade
- Golf Tournament
- HBCU Institute
- Coaches' Luncheon (enhanced)
- * Ebony Experience
- Welcome Reception
- Vendors Village (Champion Square)
- Battle of the Bands (enhanced)
- Fan Fest (enhanced)
- * House of Blues Gospel Brunch
- Internships for SU and GSU students

Presently, the Bayou Classic Committee, which consists of staff from SUS and the SUBR, coordinates all activities between the event management company, and Southern University and Grambling State University's athletic departments and Foundations. We have worked together as "One Team" to provide administrative oversight for planning events, logistics, soliciting corporate sponsorships, and marketing and promotions. The administrative oversight duties also include preparation of operational budgets, cost estimates, negotiation of contracts, and preparation of financial settlements. Corporate Sponsorships are running consistent with last year's total raised. Moreover, the Committee is currently soliciting corporate sponsorships for the 40th anniversary game in 2013.

2. SUBR staff is limited, and cannot dedicate the time and effort needed to continue the success that the Bayou Classic is capable of achieving. Specific administrative responsibilities where the SUBR campus does not have adequate staff designated to assume oversight responsibilities include public relations, marketing and promotions, corporate sales and local, state, and national governmental affairs.

3. Given its importance to the University's fundraising efforts, the System Office makes the Bayou Classic a year round responsibility and priority. The SU System Foundation, the fundraising arm for the University, is the Bayou Classic. The Foundation accepts financial responsibilities for obtaining sponsorships for the national broadcast and ancillary activities for Bayou Classic, as well as, all other official events associated with the Bayou Classic. Last year, the University received some funds from these events, and we expect to do even better this year.

4. The System is working with the Collegiate Licensing Company to administratively coordinate the Bayou Classic and Southern University System's trademarks and licensing agreements. Administrative coordination on the System level promotes and protects graphic identity, trademark development and use policies, sets the marketing direction for the Bayou Classic, and the System through the medium of identifying and verifying that all licenses are in compliance with the Board's policies and regulations. Since 2010, the System's trademark and licensing coordination has increased licensing revenue generated for the SUBR Athletic Department by 20 percent.

Finally, the System has acted as the Bayou Classic's liaison between the University and the Foundation for many years. Each unit has its role. The University has complete authority over the game and receives all proceeds from tickets they sell. The Foundation is responsible for ancillary events to raise money in addition to ticket sales. The System has the staff to assist in coordinating the activities of both these units. As stated above, the System Bayou Classic Committee has University representation from the Athletics Department, Public Relations, student groups, etc. Over the last two years, we have made progress in enhancing the activities for our fans as well as being able to present the University a check last year! The projections for the upcoming Classic will be better than last year. We are moving in a positive direction and building the momentum to restore the Bayou Classic to preeminence it deserves and to deliver much needed revenue to the athletic programs of SU and GSU.



39th Annual Bayou Classic Update 9.21.2012

1. Bayou Classic sponsorships secured to date are running ahead of 2011. Sponsorships are local, regional and national companies and are listed on mybayouclassic.com.
2. To date, the Bayou Classic social media campaign has over 45,000 Facebook fans and Twitter followers. Bayou Classic is using social media platforms to promote ticket sales. Ticket promotions will run throughout September, October and November.
3. Rickey Smiley, comedian and radio personality, has been confirmed to appear in Champion's Square with his **HBCU Tailgate Tour** and will host the Bayou Classic Fan Fest Stage.
4. New Orleans NBC affiliate WDSU will produce a series of TV PSAs which will air in New Orleans, Baton Rouge and Shreveport and be distributed to the other NBC affiliates across Louisiana and the Mississippi Gulf Coast.
5. The new *mybayouclassic.com* website went live mid-July. A mobile version of the website was also launched.
6. Bayou Classic presentations have been held in Shreveport, Baton Rouge and New Orleans with the corporate and governmental communities. A Bayou Classic Alliance has been formed in each city to help support the Bayou Classic with sponsorships, tickets sales and attendance.
7. The Bayou Classic Roadshow kicked off August 24th at Southern University's Football Fan Fest and is appearing at Grambling State and Southern University football games over the next 10 weeks in Louisiana, Mississippi, Texas, Tennessee and Georgia.
8. Bayou Classic has formed a partnership with the **House of Blues** to host the official Bayou Classic Gospel Brunch which will be Sunday, November 25. Tickets can be purchased on mybayouclassic.com.
9. New Orleans Tourism & Marketing Corp will place a statewide radio buy to support ticket sales for the Bayou Classic. The campaign begins October 8 and will run through November 15.
10. Both Grambling State and Southern University newspapers will run an ad campaign for Bayou Classic beginning September 24 through November 1.