



2013 – 2014  
Sponsorship Review





Thank you for your support of the CIAC and education-based athletics across Connecticut. Your commitment to our organization and all student-athletes in Connecticut is greatly appreciated.

As an organization, the CIAC is unique in the services it provides its member schools and the high caliber of events it runs. Through Subway's partnership, their brand and message has the potential to reach more than 250,000 fans, 108,709 student-athletes and communities in every corner of Connecticut.

To complement the targeted marketing that the CIAC provides to Subway, the partnership enables the CIAC to continue improving the services and programs for our member schools. We pride ourselves on the quality of our Championship events, which provide a special venue for our student-athletes to showcase their talents. None of this could be possible without the support of our corporate partners like Subway.

Thank you again, and we look forward to a long, rewarding relationship with Subway.

# 2013-2014 Subway Sponsorship Review

## MARKETING CAMPAIGN

During the 2013 – 2014 school year, through its partnership with the CIAC, Subway received a powerful marketing campaign with state-wide reach at 50 CIAC State Tournament and Championship events in the sports of football, hockey, girls and boys basketball and baseball. The elements below were part of Subway's exposure at these events.

### Signage:

Subway signage was placed at all sponsored CIAC Championship events, including LED boards and Jumbotron technology.



### PA Announcements:

Subway's message was heard in every gym, stadium and athletic facility that hosted Subway sponsored CIAC events.



### Print Materials:

Subway's full color ad appeared in CIAC Championship programs for football, ice hockey, and basketball. The Subway logo appeared on the cover of these programs, as well.

Also, Subway's logo appeared on the backs of all championship t-shirts sold, both at the sponsored events and online. Thousands of t-shirts are sold annually at these CIAC events.



# 2013-2014 Subway Sponsorship Review MARKETING CAMPAIGN

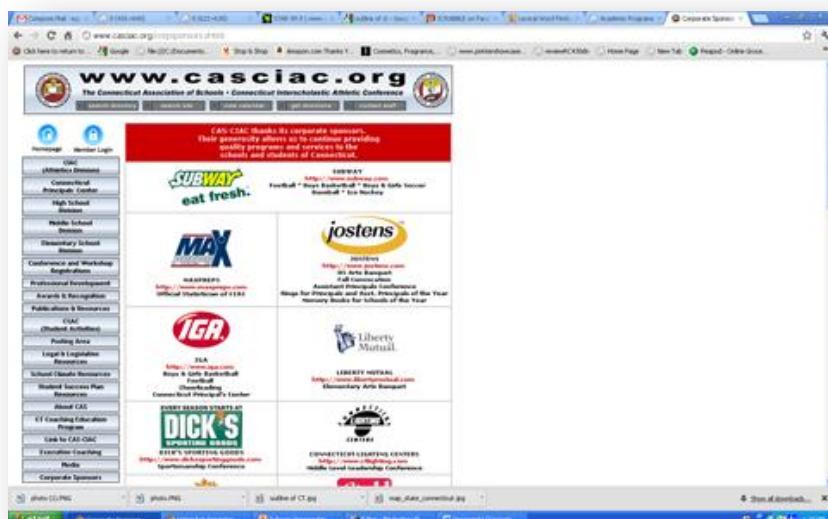
## Ticket Backs

The CIAC distributes approximately one quarter million Subway tickets throughout the year. Subway's name and logo is on the front of all tickets as well as a \$1.00 off coupon on the back of the ticket for fans to use in their stores.



## Media/Online Promotion

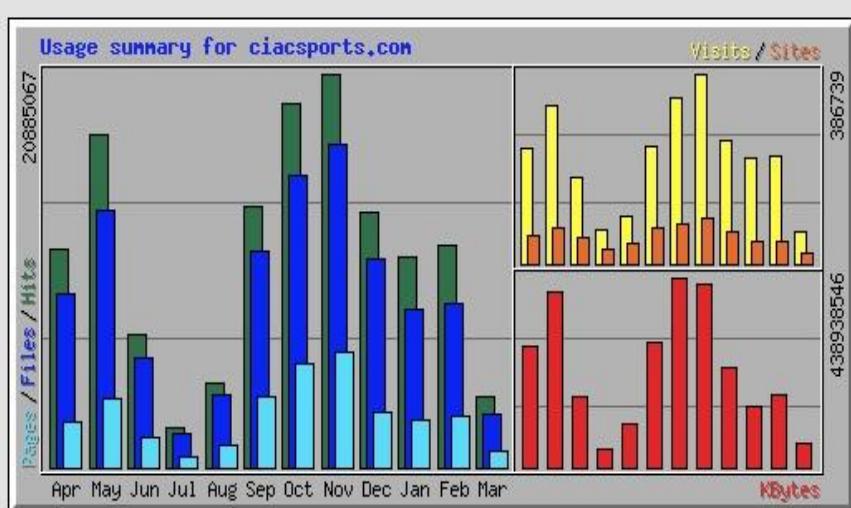
Subway's name, logo and link were placed on the sponsor page of the CIAC website, and on a continuously rotating basis on the CIAC homepage. Subway was also mentioned as a sponsor in numerous online and radio broadcasts.



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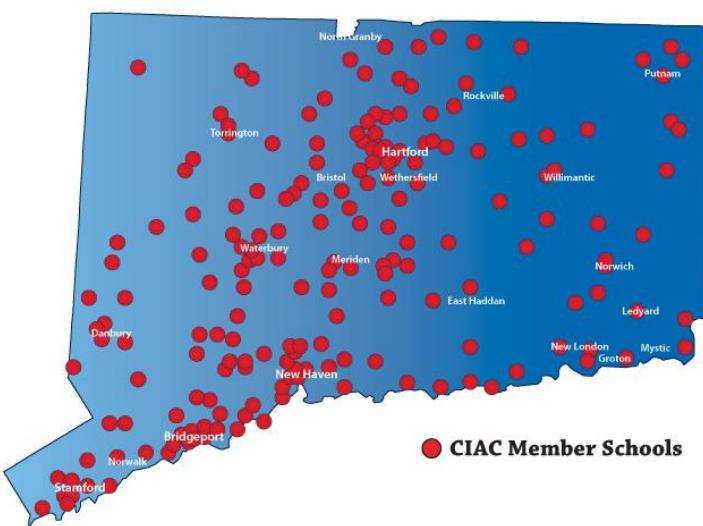
## MARKETING CAMPAIGN

### CIAC Website Statistics 2013 - 2014



Month	Daily Avg						Monthly Totals				
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits	
Mar 2014	415180	316212	93502	7338	21902	56330769	66048	841522	2845911	3736621	
Feb 2014	422118	311391	96925	7891	45533	169684999	220966	2713911	8718964	11819321	
Jan 2014	359907	269899	79829	6969	46398	138935526	216061	2474715	8366879	11157126	
Dec 2013	437033	356560	93325	8062	67068	230465567	249924	2893084	11053379	13548030	
Nov 2013	696168	570012	203659	12891	91896	425209323	386739	6109790	17100373	20885067	
Oct 2013	623790	499829	177599	10880	81788	438938546	337304	5505571	15494702	19337498	
Sep 2013	462566	381149	125980	8004	73202	288233856	240142	3779401	11434478	13877000	
Aug 2013	144356	123212	36995	3160	42147	98588439	97965	1146869	3819592	4475058	
Jul 2013	66378	56860	17179	2285	27803	42169694	70856	532571	1762660	2057718	
Jun 2013	234849	193025	51497	5887	51402	162983014	176619	1544932	5790761	7045482	
May 2013	568623	440872	116716	10423	74452	405706018	323135	3618207	13667053	17627327	
Apr 2013	386968	305676	80760	7771	58313	280606191	233143	2422819	9170293	11609061	
<b>Totals</b>						<b>2737851942</b>	<b>2618902</b>	<b>33583392</b>	<b>109225045</b>	<b>137175309</b>	

The CIAC is composed of 187 public and parochial high schools. The ability of the CIAC to reach every community across the state of Connecticut is unparalleled. This huge audience, combined with CIAC's capacity to deliver a message to its member schools, is both significant and unique. Through Subway's partnership, substantial resources are delivered back to the CIAC to directly support students and high school athletics throughout Connecticut.



### Reach & Frequency

#### 50 Events:

Subway sponsorship elements were activated at 50 CIAC events during the 2013 – 2014 school year.

#### 187 Member Schools:

The CIAC is made up of 187 member high schools in communities across the state of Connecticut.

#### 108,709 Student-Athletes:

Over a hundred and eight thousand student-athletes participated in high school athletics in CT in 2013-2014.

#### 250,000 Fan Attendance:

Approximately 250,000 people attend CIAC tournament events annually.

**The attendance at CIAC events offers  
One of the largest audiences  
In the state of Connecticut!**



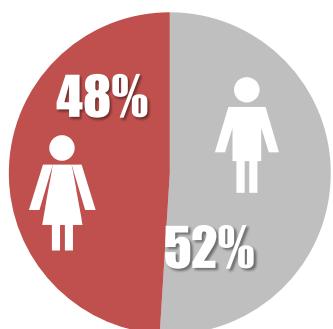
**91%** **Families:**  
High school sport attendees in Connecticut are 91% more likely than market average to have two or more children age 12-17.\*

**96%** **Families:**  
Of people think shifting ad dollars from pro sports to high school sports is important.\*\*

**91%** **Youth:**  
Of youth are likely to switch from one brand to another if the second brand is associated with a good cause.\*\*

**77%** **Purchasing Power:**  
Of people are more likely to purchase a product or service from a company if the company sponsors the local high school.\*\*

Men are not the only ones attending high school sporting events. Research shows that the high school sports audience in Connecticut is a terrific place to reach women as well\*:



\*Statistics provided by Scarborough Research, 3 Market Report

\*\*Statistics provided by Turnkey Entertainment survey.

**The CIAC member high schools deliver more spectators annually than any other sports entity in Connecticut.**



**Arute Field**  
(CCSU)



**David S. Ingalls Rink**  
(Yale)



**Palmer Field**  
(Middletown)



**Mohegan Sun Arena**  
(Uncasville)



# **CONNECTICUT'S #1 PASSION**



**Connecticut Student-Athletes Thank**



**For Your Generous Support  
Of High School Sports!!**