

River City Alumni Club Meeting Minutes
Wednesday, July 11, 2007 (5:30 – 6:30 p.m.)
University Club, Rodney Williams Board Room

Attending: Steve Rapp; Keith Bockman; Jason Bowman; Sam Allen; Jonathan Israel; Greg Kannapel; Valerie French; and Eric Hawkins.

Action items listed in bold.

- I. Officer elections
 - A. President – Steve Rapp
 - B. Vice-President – Steve Steurer
 - C. Treasurer – Keith Bockmon
 - D. Social Co-chairs – Jason and Jessica Bowman
 - E. Secretary – Sam Allen
 - F. Social Committee – all other active members

- II. Financial report
 - A. Independent bank account holds approximately \$500
 - B. Club's university endowment unknown
 - 1. Jonathan will check club endowment level.**
 - 2. Goal: award scholarship for Fall 2008
 - a. Club may need to narrow broad scholarship requirements.**
 - C. Keith (Treas.) needs to visit bank with Todd and procure checkbook.**

- III. General notes
 - A. The club's function is to export UofL-related fun to the surrounding community (alumni and fans alike).
 - B. Club goals and objectives
 - 1. Build membership/involvement
 - a. Bring 1-4 guests per event.**
 - b. Send Steve e-mail addresses of interested fans/alumni.**
 - c. Involve every attendee in some facet of your event.**
 - d. Collect information of attendees and follow-up.**
 - 2. Build scholarship fund
 - a. Notify sam.allen@louisville.edu of any neighborhood bar where you would like to host a game watch; he is negotiating contracts with each venue (see page 2).**
 - b. Host \$1-2 raffles at each game watch.**
 - 3. Support non-revenue sports
 - a. Social Committee to select 5-10 tailgate events (see page 3).**
 - b. Sam will add hockey schedule.**

- IV. Game watch parties
 - A. All road football games
 - B. All road and home Big East basketball games
 - C. **Club members to select bars (near home preferred) to host parties;** Association will provide support at other venues.

“Seeing Red” Game Watch Series, 2007-2008
Sponsorship Offer

The listing below outlines opportunities for Buffalo Wild Wings to sponsor the University of Louisville Alumni Association as an official “Game Watch Headquarters.”

Benefits

- Business marketed to 35,000+ area alumni in game watch (e-)mailings
- Name recognition on promotional posters, handbills, fliers, (e-)mailings, and radio spots
- Alumni Association representation and give-aways for select games; promoted accordingly
- Possible appearance of Coach Crum, Cardinal Bird, and/or former athletes at select watches
- One “Official UofL Alumni Game Watch HQ” banner
- Signage on one hole at the annual Homecoming Golf Outing
- Website link and/or advertisement on <http://alumni.louisville.edu>

Value	\$2,500+
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- Immediate return: signage on one hole of Homecoming Golf Outing is valued at \$500
- Low cost per exposure: Sponsor pays \$0.001 each time 1 of 30,000 alumni receives 1 of 15+ advertisements. This is an affordable opportunity to reach a large segment of your target market.
- Access to niche market: Association’s database offers unique product positioning opportunity
- Intensity: Promotional window throughout fall and spring for 15+ game watches is large
- Goodwill: Sponsorship of the hometown university enhances bar’s image. Current customers stay loyal. New customers are attracted. Old customers return.
- Prestige: Official game watch status communicates sponsor’s product is superior to competition.

Cost	\$500
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- \$500 start-up fee*
- 15% of drink sales* per each UofL televised football/basketball/baseball away game
- Drink specials must be offered for each UofL televised football/basketball/baseball away game
- UofL must be broadcast on every television set and speaker during game
- Free parking to all customers

* *Donation benefits student scholarships and programming*

All sponsorship packages are negotiable. Any in-kind donation will be assigned a value that could (if dollar amount is substantial) be used in exchange for a package mentioned above. (Generally, in-kind donations are valued at 75% below the cash amount required for sponsorship.)

OLYMPIC SPORT CALENDAR (as of 7/25/07)

- 08/24 (Fri): Volleyball v. Memphis @ 7:30 pm**
08/25 (Sat): W-Soc v. Nebraska @ 1:00 pm
Volleyball v. Coastal Carolina @ 1:00 p.m.
Volleyball v. Tennessee Tech @ 7:30 p.m.
- 08/26 (Sun): M-Soc v. Oakland @ 7:00 pm
09/09 (Sun): W-Soc v. Butler @ 1:00 pm
09/14 (Fri): Ice Hockey v. Xavier @ TBA
09/15 (Sat): Ice Hockey v. Xavier @ TBA
Volleyball v. Eastern Kentucky @ 7:00 pm (Football @ UK @ 7:30 pm)
- 09/16 (Sun): W-Soc v. Ohio State @ 1:00 pm
09/21 (Fri): M-Soc v. Seton Hall @ 7:00 pm
09/23 (Sun): M-Soc v. Georgetown @ noon
W-Soc v. UK @ 2:30 pm
- 09/28 (Fri): W-Soc v. Notre Dame @ 7:00 pm
09/29 (Sat): Volleyball v. Syracuse @ 2:00 pm (dovetails into football @ NC State, TBA?)
Cross Country – Greater Louisville Classic @ TBA (Tom Sawyer State Park)
- 09/30 (Sun): Volleyball v. Marquette @ 2:00 pm
10/06 (Sat): Volleyball v. St. John’s @ 2:00 pm
M-Soc v. South Florida @ 7:00 pm
10/07 (Sun): Volleyball v. Connecticut @ 2:00 pm
10/10 (Wed): M-Soc v. Indiana @ 7:00 pm
10/11 (Thu): W-Soc v. Rutgers @ 7:00 pm (TV GAME – FOX)
10/12 (Fri): Ice Hockey v. Ohio Wesleyan @ TBA
10/13 (Sat): Ice Hockey v. Ohio Wesleyan @ TBA
10/14 (Sun): W-Soc v. Seton Hall @ 1:00 pm
10/17 (Wed): Volleyball v. Tenn. @ 7:00 pm
M-Soc v. Cincinnati @ 7:00 pm
10/19 (Fri): W-Soc v. Marquette @ 7:00 pm (FB @ Conn., 8:00 pm ... relocate to Beef’s?)
Ice Hockey v. Xavier @ TBA
10/20 (Sat): Volleyball v. Cincinnati @ 2:00 pm
M-Soc v. Syracuse @ 7:00 pm
Ice Hockey v. Xavier @ TBA
10/21 (Sun): W-Soc v. South Florida @ noon
10/25 (Thu): Ice Hockey v. Cincinnati @ TBA
10/27 (Sat): Cross Country – Big East Championships @ TBA (Tom Sawyer State Park)
10/28 (Sun): M-Soc v. Rutgers @ 7:00 pm
10/31 (Wed): M-Soc v. Ohio State @ 7:00 pm
11/02 (Fri): Volleyball v. West Virginia @ 7:00 pm
Ice Hockey v. Indiana-Purdue Fort Wayne @ TBA
11/03 (Sat): Ice Hockey v. Indiana-Purdue Fort Wayne @ TBA
11/04 (Sun): Volleyball v. Pitt @ 2:00 pm
11/06 (Tue): Ice Hockey v. Eastern Kentucky @ TBA
11/10 (Sat): Cross Country – NCAA Southeast Regional @ TBA (Tom Sawyer State Park)
01/11 (Fri): Ice Hockey v. Holy Cross College @ TBA
01/12 (Sat): Ice Hockey v. Holy Cross College @ TBA
05/24 (Sat): Run for the L of It! 5K @ apx. 10 a.m. (Fourth Street Live)