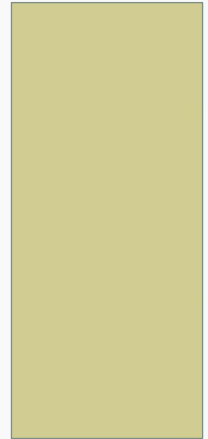


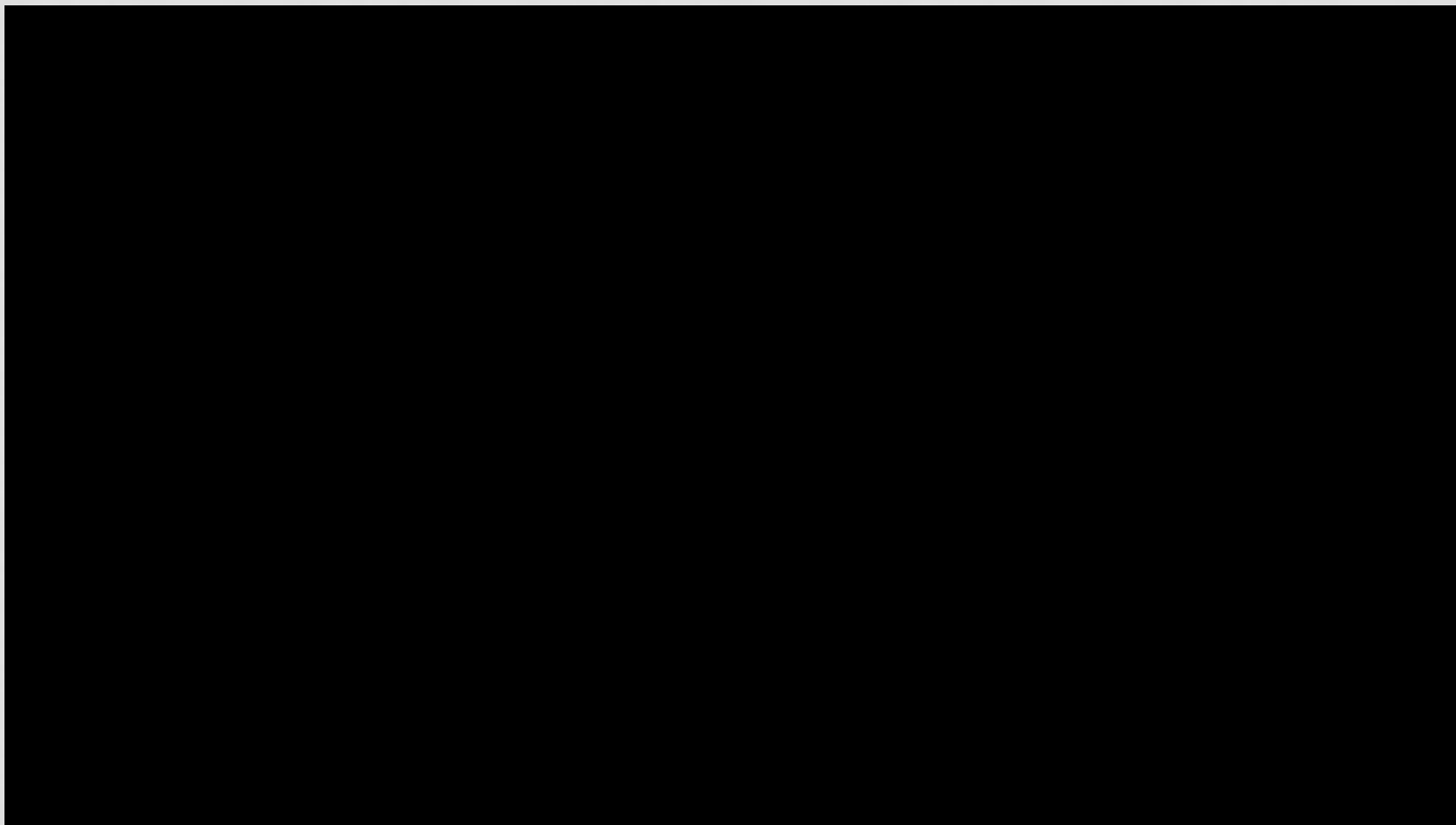
# NCAA TOURNAMENT IMPACT

## THE HALO EFFECT

BRIAN WHITSON, ASSOCIATE VP FOR COMMUNICATIONS  
PETE CLAWSON, SENIOR ASST. ATHLETIC DIRECTOR, PUBLIC RELATIONS  
BOARD OF VISITORS, APRIL 24, 2014



WHAT IF?



# NATIONAL MEDIA

MARCH 10 – IN THE CAN

If W&M won...

- ESPN SportsCenter
- CBS Sports
- Sporting News
- SiriusXM Radio
- WestWood One CBS Radio
- ESPN Radio – The Freddie Coleman Show

# WHY MEDIA MATTERS

- **Story of Athletics to Broader Audience**
  - W&M Scholar-Athletes represent the general student body
- National Platform for W&M Brand
  - National Exposure
    - Earned Media
      - CBS Selection Sunday (4.6 million viewers)
    - TV Spots (free 30-second ads)
    - 60 million brackets (each one has W&M on it)



WILLIAM & MARY  
#OneTribeOneDay  
TRIBE DAY  
04 10 2014

Over the last six years, **41** Tribe student-athletes have earned league or regional **athlete of the year** honors.



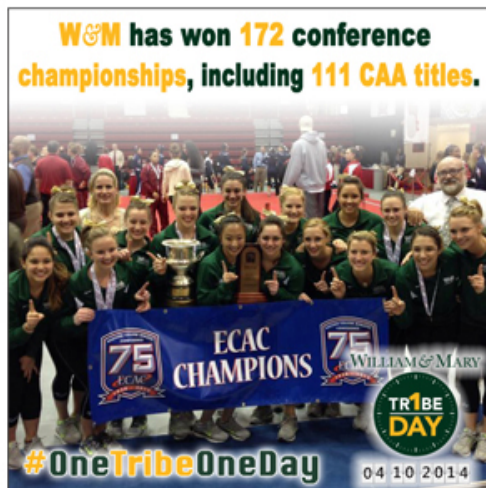
WILLIAM & MARY  
#OneTribeOneDay  
TRIBE DAY  
04 10 2014

Since its inception in **2003**, W&M has **50 CAA Scholar-Athletes of the Year**, more than any other school.



WILLIAM & MARY  
#OneTribeOneDay  
TRIBE DAY  
04 10 2014

Including its **four** this year, a total of **258 W&M student-athletes** have been named to **Phi Beta Kappa**.



W&M has won **172** conference championships, including **111 CAA** titles.

WILLIAM & MARY  
#OneTribeOneDay  
TRIBE DAY  
04 10 2014



WILLIAM & MARY  
#OneTribeOneDay  
TRIBE DAY  
04 10 2014

W&M Athletics has **53 All-Americans** over the last **six** years.



WILLIAM & MARY  
#OneTribeOneDay  
TRIBE DAY  
04 10 2014

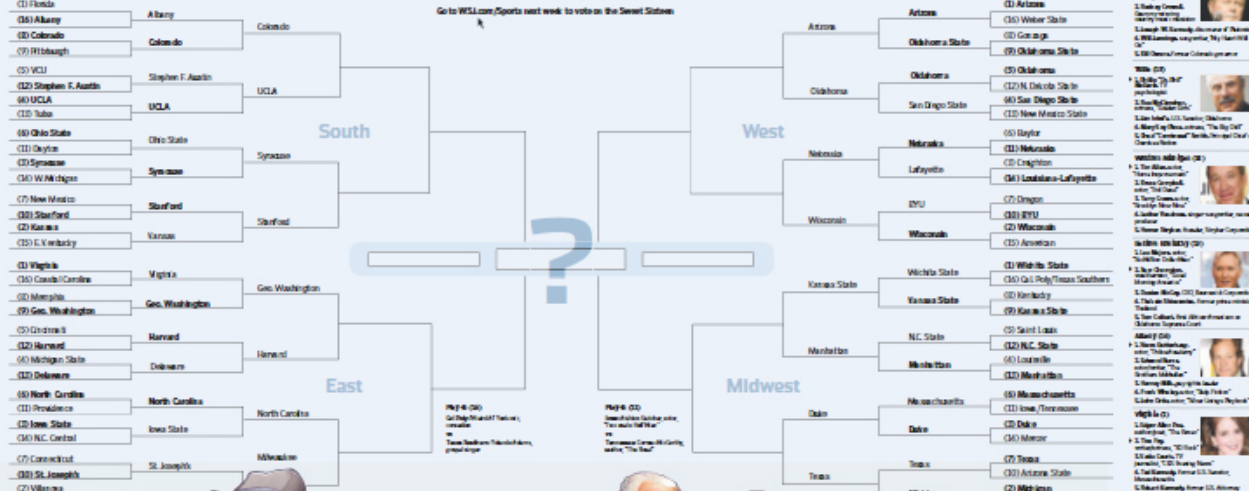
W&M has a **93 percent** graduation success rate among student-athletes.

# WHY MEDIA MATTERS

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# The Alumni Bracket

[illegible]

# REALIZABLE IMPACT

- Financials
  - Donations, Tickets, Merchandise, NCAA Tournament \$\$
- Other Areas of Impact
  - Media, Web, Admissions, Intangibles (Alumni Engagement)

***\*NCAA TOURNAMENT SUCCESS IMPACTS ALL OF THE ABOVE***

# FINANCIALS

## DONATIONS

### *2004 FCS Football Run*



*Tribe*

Light Up the Night  
Zable Stadium at Cary Field  
December 10, 2004

*Tribe*



# FINANCIALS

## TICKET SALES



# FINANCIALS

## MERCHANDISE



*Everybody wants to celebrate a winner. Lots of opportunities.*

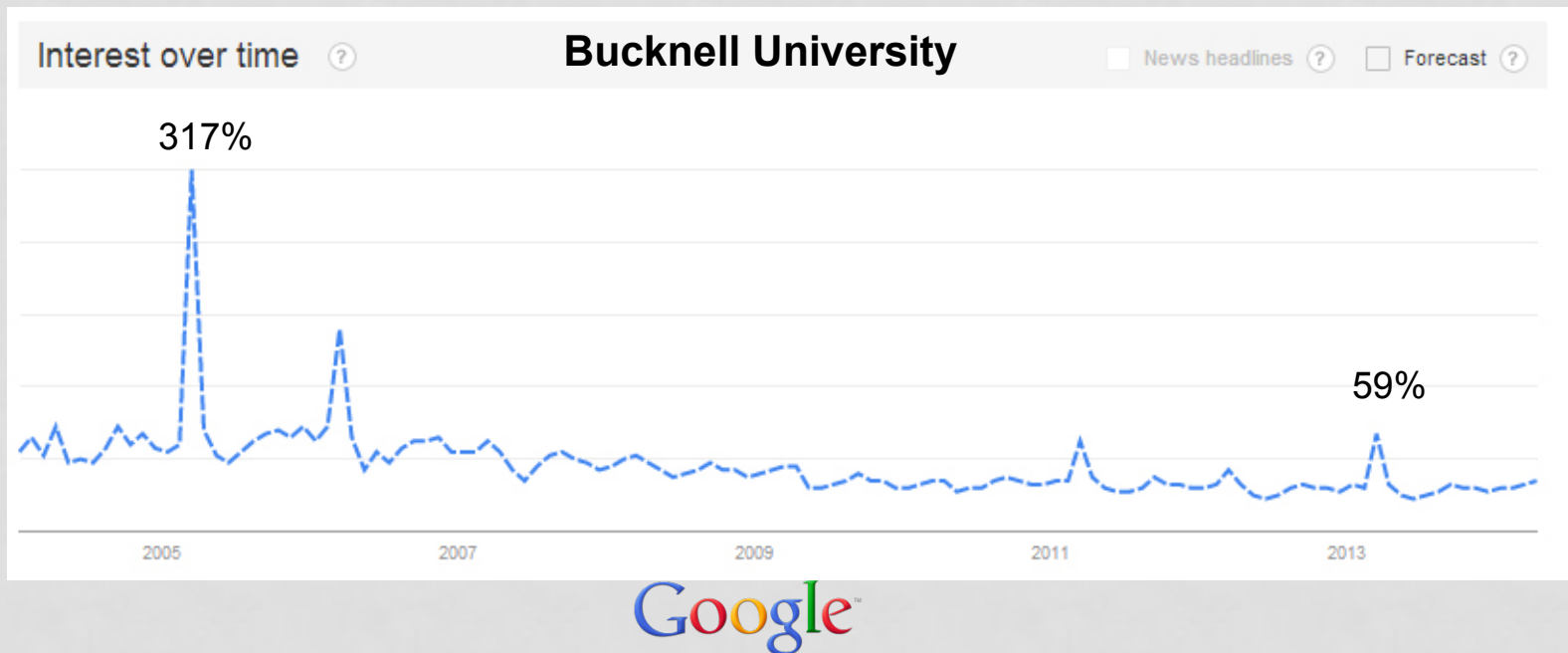
# FINANCIALS

NCAA TOURNAMENT \$\$



# OTHER AREAS OF IMPACT

- Web Traffic
  - Bucknell 2013 59% ↑
  - Davidson 2013 67% ↑
  - Harvard – Immune



# OTHER AREAS OF IMPACT

- Admissions
  - Variables
    - Tournament Run
    - Brand / Highly Selective
  - W&M Impact
    - In-State Pool
- Intangibles
  - Alumni Engagement
  - Campus Morale
  - Social Media (#MarchonTribe)



# FINAL THOUGHTS

## HALO EFFECT

1. NCAA Tournament Run
2. Current National Brand
3. Team on the Ground

