



FREQUENTLY ASKED QUESTIONS

How much does it cost to engage Mascot Alliance for its services?

There is no cost to the athletic department or the sponsor partner. Mascot Alliance is only compensated when we are able to generate new revenues for your sponsor partners, which also earns new revenues for the athletic department, along with many other benefits.

Does Mascot Alliance displace or otherwise impact my existing media rights partner or NIL partners?

No. Mascot Alliance works alongside existing relationships without replacing existing vendors/service providers or competing against them. We do not have any impact on sponsorships or corporate partnerships, nor do we impact any assets or inventory managed by existing media rights partners.

Will a partnership with Mascot Alliance place additional workload on my staff?

No. Mascot Alliance works directly with your sponsor partners to implement valuable innovative platforms within their businesses which generate new revenues for the sponsor partners without requiring any increased workload for your existing staff.



Will a partnership with Mascot Alliance impact or alter the athletic department's relationships with its sponsor partners?

No. The athletic department always maintains control of all partnerships and relationships. In fact, Mascot Alliance generating new revenues for your sponsor partners (doing so on behalf of the athletic department) will increase the value of the relationship with the sponsor partner (and the partner's ROI).

Other than generating revenues for the athletic department, what is the value of a partnership with Mascot Alliance?

The athletic department will receive increased goodwill by demonstrating to its partners that it is attempting to provide them with added value and increased ROI on top of the typical sponsorship relationship. Also, the athletic department and its leadership will quickly gain a reputation for being innovative and forward-thinking, which can attract top talent and enhance personal and organizational brand image.

I am leery of just turning over my entire rolodex of sponsor partners. Is that a requirement of a partnership with Mascot Alliance?

No. We are not asking you to do that. We respect your hard-earned relationships. In fact, that's part of our core values. To start, we will simply ask for warm introductions to sponsor partners within the following categories: automotive, hospitals, and major employers. We will then prove the value of the partnership by generating revenues for these partners (and the athletic department), and, once we do, we will host a partner summit on your campus where you can invite any other partners (or potential partners) you wish to attend to learn about this great opportunity. They can then see first-hand what we have been able to do with other businesses in your market.

Why can't my existing media rights partner simply do this?

Could your media rights partner do this? It's possible, but highly unlikely, as they do not have access to the revenue programs that we have exclusively developed. Additionally, you probably would like your media rights partner to continue focusing on the revenue generation lanes in which they are experts.