



Presented by:

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Presentation Overview

- History of the CIAA
- The CIAA Team
- Mission, Vision and Priorities
- CIAA Structure & Organization
- Championships & Community Engagement
- Marketing & Public Relations
- Question



History of the CIAA

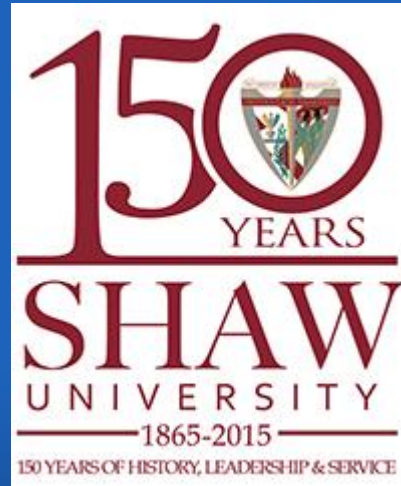
- Founded in 1912 as the Colored Intercollegiate Athletic Association on the campus of Hampton Institute (now Hampton University).
- Founding members are Hampton, Lincoln, Virginia Union and Shaw University.
- The Central Intercollegiate Athletic Association (CIAA) is the oldest African-American athletic conference in the United States.
- We adopted our current name in 1950.
- The CIAA is the first Division II conference to have its tournament televised as a part of Championship Week on ESPN (2007).



History of the CIAA

- Legends of the CIAA include but is not limited to: Sam Jones, Ben Wallace, Charles Oakley and Earl “The Pearl” Monroe
- The late John B. McLendon and C.E. “Big House” Gaines are coaching legends and pioneers.
- 51 NCAA National Championships

CIAA MEMBER INSTITUTION MILESTONES



The CIAA Team

- Board of Directors
- Commissioner McWilliams
- Conference Office Staff
- Key CIAA Partners



MISSION | VISION | PRIORITIES



MISSION

The mission of the CIAA is to demand and support the highest standards of integrity and achievement among our member institutions, their athletic programs and the individual student-athlete, demonstrating a commitment to education, community, and competitive sportsmanship that honors both our tradition and our future as the nation's first historically black collegiate athletic conference and most recognized conference in Division II.



Vision

Tradition

The CIAA will continue to light the way forward for its member institutions and all Division II colleges and universities through a tradition of athletic excellence, educational opportunity and community involvement; focused always on the personal growth and development of the student-athlete..

Leadership

The CIAA encourages the ongoing development of supportive but challenging academic environments and an atmosphere of respectful competition, and the unwavering belief that the welfare of the student-athlete is most important.

Community

The CIAA will continue to seek and develop ways to increase exposure for member institutions through sponsorships, partnerships and innovative media programs.



Priorities

Fiscal Management

Licensing & Media Rights

Compliance & Governance

Academic Success

Membership Assessment

Student-Athlete Experience

Marketing & Visibility



STRUCTURE & ORGANIZATION



CIAA Governance Structure

- Governance Structure & Annual Meetings
 - Board of Directors
 - Management Council
 - Athletic Directors
 - Administrative & Coaches Associations

CHAMPIONSHIPS & COMMUNITY ENGAGEMENT



Championships & Community Engagement

- 16 Championships (8 Women | 8 Men)
- Community Engagement



NCAA Division II

MAKE CIAA[®] YOURS[™]

TRADITION | LEADERSHIP | COMMUNITY

TheCIAA.com



2015-16 Goals

- Activate community initiatives at all championships
- Grow the Football Championship
- Enhance the Basketball Tournament Experience
- Enhance the Overall Marketing Strategy
- Enhance Media Presence



Community Partnerships





Corporate Partners



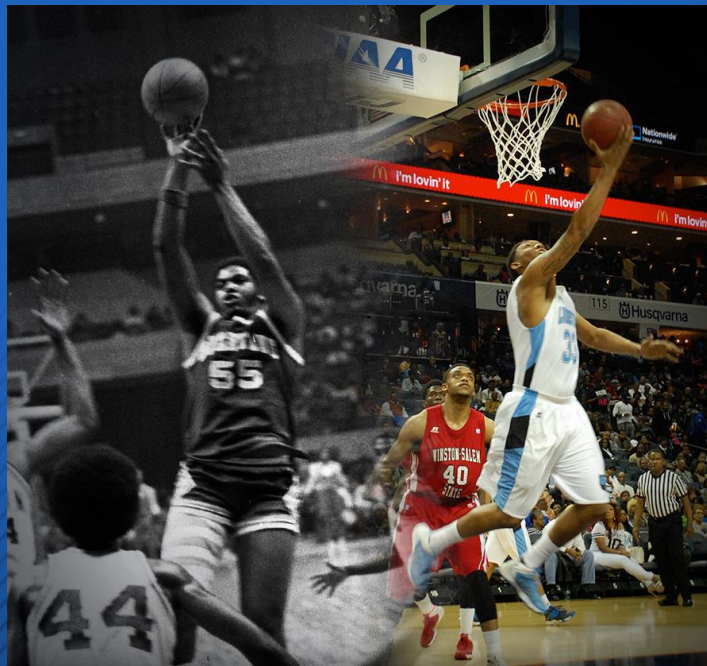
*Let's
Go
Places*



**Charlotte's
got a lot.**



CIAA BASKETBALL TOURNAMENT THE LEGACY CONTINUES



2015 CIAA Tournament Accomplishments:

- Facts & Statistics
 - 12 Member Schools & 24 Teams
 - 22 Basketball Games Played Over 5 Days
 - 77,495 In-Arena Attendance Over 7 Sessions
 - 19 Official CIAA Ancillary Events
 - 23,232 in Attendance at Fan Fest over 3 Days
 - Over 150,000 Alumni/Fans in Charlotte, NC
 - \$55M Economic Impact



CIAA Tournament Strategic Goals:

1. **DRIVE** attendance and ticket sales for the CIAA Tournament
2. **ENHANCE** CIAA experience with new interactive elements
3. Offer fans a **“TRUE EXPERIENCE”** while at CIAA by incorporating official events that provide direct benefit to the CIAA conference scholarship and general fund
4. **PROVIDE** a great opportunity and experience for our student-athletes

MARKETING & PUBLIC RELATIONS



CIAA Conference Website

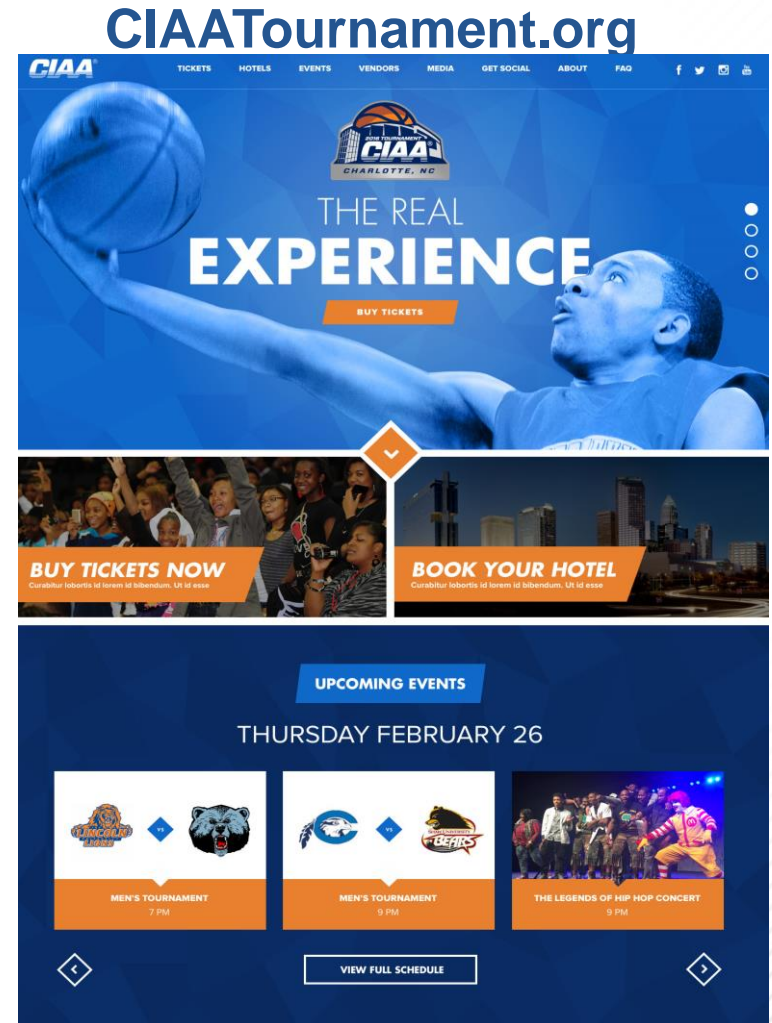
TheCIAA.com

- Largest HBCU Tournament Website
- Over 296,000 unique visitors CIAA Home page (Dec 14 - Feb 15)
- Over 273,000 unique visitors to Tournament page (Dec 14 - Feb15)
- Links to CIAA school websites
- Links to all social media outlets
- Links to CIAATournament.org



CIAA Tournament Website

- Originally created 2006; generated 1,027,463 Unique Visitors from 2006 - 2012
- Re-launched in 2015 as central hub for all official CIAA Tournament news and info
- July 2015 - Dec 2015 | 33,784 Unique Visitors & 80,796 Pageviews
- Largest HBCU Tournament Website
- Links to TheCIAA.com, Schools, Sponsors
- Links to all social media outlets
- Access to online ticketing/hotel housing programs
- Custom sponsor activation includes:
 - Video pre-roll | Contests | Event Integration



2016 CIAA Tournament: Engagement Marketing

Celebrity Engagement:

- We are leveraging the reach of our celebrity partners who will be working with the CIAA through official event appearances, and performances.
- Celebrities will share event information through their social media channels, create :15 radio drops to use to promote their appearance at official events or in-arena activations, etc.



2015 Media Impressions | Paid & Organic

Paid (Local/Regional/National)

- Radio: 1,620,000 million
- TV: 1,210,047 million
- Print: 2,413,194 million
- Digital: 3,085,680 million
- **Total Paid Impressions: 8,328,921 million**

Organic

- TV, Radio, Print: 6,995,409 million

On-site

- Tom Joyner Morning Show: 8,000,000 million (on-site)

Total 2015 Media Impressions: 23,324,330 million

Figures do not include live and taped delay games aired during tournament and regular season play

2016 'Projected' Media Impressions | Paid & Organic

Paid Projections (Local/Regional/National)

- Radio: 1,800,000 million
 - TV: 1,500,000 million
 - Print: 2,500,000 million
 - Digital: 4,000,000 million
- **Total Projected Paid Impressions: 9,800,000 million**

Organic Projections

- 7,500,000 million

Total Projected 2016 Media Impressions: 17,300,000 million

Figures do not include live and taped delay games aired during tournament and regular season play



Digital-Social-Mobile

- The CIAA's social media program is the most robust program in all of black college sports.
- Provides CIAA sponsors with an opportunity for general branding, promotional execution and retail tie-in.
- The CIAA's social media program reaches all of its communities and fans using the most engaging social media tools.





The CIAA | Facebook

The CIAA | Facebook

Total Page Likes - 77,093

Organic Impressions – Last Year
July 2014 – June 2015 |19,536,900

First 6-Month Comparison

2014 (July-Dec) : 4,760,302

2015 (July-Dec) : 7,116,602

*49% engagement increase form last year

Key Comparisons | 2014 (July-Dec)

Likes- 63,219

Comments- 3,620

Shares- 7,285

EndFragment

Key Comparisons | 2015 (July-Dec)

Likes- 107,423

Comments- 5,481

Shares- 15,717





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BOOK HOTELS
NOW**



**2016 CIAA TOURNAMENT
FEBRUARY 23 - 27, 2016
TIME WARNER CABLE ARENA
CHARLOTTE, NC**

#CIAA2016

**FOR MORE INFORMATION, VISIT
CIAATOURNAMENT.ORG**



Twitter | @CIAAForLife

Twitter | @CIAAForLife
Total Followers - 7,678

Organic Impressions:
July 2014 – June 2015 | 1,776,600

First 6-Month Comparison

2014 (July-Dec) : 553.3k

2015 (July-Dec) : 710.2k

*28% engagement increase from last year

Key Engagement | 2014 (July-Dec)

Retweets - 2,208

Likes - 792

Clicks - 2,341

Key Engagement | 2015 (July-Dec)

Retweets - 2,525

Likes - 1,234

Clicks - 3,042





Additional Social Media Accounts

Instagram | @CIAASports

- 1,368 Followers

YouTube | CIAA TV

- 30,858 Views

Official CIAA Hashtags:

#CIAA2016 – Tournament

#CIAASports – All Sports

#CIAAForLife – Alumni/History

#CIAASupports - Community





Division II

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TheCIAA.com

QUESTIONS/COMMENTS