OUR GOAL IS TO SERVE OUR PARTNERS BY PROVIDING WORLD-CLASS TRADEMARK LICENSING AND MERCHANDISING PARTNERSHIPS DESIGNED TO FOSTER UNPARALLELED ENGAGEMENT THAT STIMULATES CONNECTIVITY AND ENCOURAGES GREATER BRAND LOYALTY.
WE ARE CALIFORNIA

CLIENTS

Cal Poly Pomona
Cal State Fullerton
California Collegiate Athletic Association
Cal Lutheran
California State University, Bakersfield
California State University, Channel Islands
California State University, Chico
California State University, Dominguez Hills
California State University, East Bay
California State University, Long Beach
California State University, Monterey Bay
California State University, San Bernardino
California State University, San Marcos
California State University, Stanislaus
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Riverside
University of California, Santa Barbara
Chapman
University of La Verne
Loyola Marymount
Pac 12 Conference
Pacific West Conference
St. Mary’s College of California
San Diego St.
San Francisco State
University of San Francisco
San Jose State
Southern California Intercollegiate
Athletic Conference
West Coast Conference
Whittier College
WHY Licensing?

- Protection
- Promotion
- Profit
SERVICES & SOLUTIONS

consultation
program launch

royalties &
audits

licensee
management

legal

Trademarx
Online

LICENSING PARTNER PRESENTATION
RETAIL & MARKETING SUPPORT

- Retail channel management
- Marketing & promotions
- Strategic licensee management
You are awesome. Share it. Wear it. And Celebrate.

Getting your hands on unique, custom merchandise just got so much easier.

Start Now
The power is in the story...

Congratulations to the Le Moyne College Dolphins Women's Lacrosse Team on their National Championship! Celebrate with this exclusive commemorative gear.

Spread the word! → 📩 Ⓥ Ⓦ Ⓦ
PROPOSED FOCAL POINTS

- Championship Merchandising
  - Event Merchandise
  - E-Commerce

- “Champions” Product

- Membership Cobranding
  - Ecommerce
  - Bookstore

- Cause Marketing via IgniteCX
PROCESS TO PARTNERSHIP:

• Start IgniteCX now

• Services Overview provided by Learfield

• Collaborate with institutional colleagues:
  • Marketing Communications, VP’s, Legal

• Campus Presentation, Webex, Agreement review
WE GROW THE EMOTION BETWEEN FANS & BRANDS.

WE INNOVATE.

WE USE THE INDUSTRY’S BEST TECHNOLOGY.

WE PROVIDE AN UNMATCHABLE LEVEL OF SERVICE AND ATTENTION.

WE PARTNER. WE LISTEN. TOGETHER, WE SUCCEED.

Thank You!

Jacob Krebs  
Brand Manager  
P: 505-506-6224  
E: jkrebs@learfieldlicensing.com

Brian Young  
Vice President  
P: 617-645-7041  
E: byoung@learfieldlicensing.com
THE LEARFIELD NETWORK
Extended Business Services:

- 27 year old NYC based agency
- Leaders in Sport, Entertainment, and Higher Education
- Defines positioning, brand pillars, identity and messaging to support goals
- Provides research, focus group/survey, audience analysis to inform all decisions

SMEO
A LEARFIELD COMPANY

- San Francisco based Programmatic Advertising Agency
- Drives measurable conversions & Increased ROI
- E-Commerce, Ticket Sales, Admissions, Fundraising
- Real time reporting via Dashboard drives campaign success

mogo
interactive
A LEARFIELD COMPANY

- Learfield partner delivering crowdfunding style fundraising solutions
- “Agora” Marketplace helps with internal spend management
- Creates additional revenue stream back to the Conference/College

ignore CX

LICENSING PARTNER PRESENTATION
PARADIGM SHIFT
REGARDING INDUSTRY NORMS

Historically, the industry has been focused on transactions and volume, with limited attention to institutional marketing and branding objectives.