

ENTERPRISE PARTNERSHIP PROPOSAL

TOTAL 3-YEAR PARTNERSHIP AGREEMENT

\$13,500,000

Projected Blended ROI: 3.5x

1. Base Enterprise Platform

\$1,850,000 / yr

VIP Suites, 35 social activations (30 LinkedIn/X + 5 IG Reels), LED Ribbon Takeovers, SAP Crunch Time naming rights, and Academic Keynotes. Cost is offset by the SAP Analytics Cloud VIK integration.

2. Power 4 Jersey Patch Rights

\$2,650,000 / yr

Activates in 2027. Anchored securely above the established Group of 5 floor of \$2.2M/yr (UNLV). First-mover Power 4 scarcity ensures total category dominance in the Big 12.

THE OPPORTUNITY

Strategic Opportunity — The I-35 Corridor

SAP currently lacks a major college athletics presence in the American South. Baylor Athletics delivers the definitive entry point into the **Dallas–Waco–Austin corridor** — the fastest-growing mid-market B2B sector in the United States. This partnership directly targets the \$500M–\$2B enterprise demographic, repositioning SAP from "Fortune 500 only" to the accessible intelligence layer for Texas business.

BUSINESS BACK ANCHOR

The Live Tech Reference Story

- > **VIK Migration:** Formal Value-in-Kind agreement — Baylor adopts SAP Analytics Cloud to run stadium operations and backend infrastructure.
- > **First-Mover Jersey Patch:** SAP logo on Baylor basketball jerseys — the visible, on-court symbol of the backend migration. Launching 2027.
- > **Sapphire & TechEd:** Baylor becomes a live collegiate B2B case study deployable at SAP's global conferences worldwide.

↳ \$12M estimated annual media equivalence across linear TV, digital highlights & EA Sports integrations.

CORPORATE PILLAR ALIGNMENT

Mapped to SAP's 4 Pillars

- > **Brand Awareness & VIK:** Category exclusivity and live reference architecture for global B2B sales teams.
- > **Mid-Market Demand Gen:** Direct I-35 corridor CEO/CFO/CTO pipeline through premium suite hosting.
- > **People Pillar:** McLane & Foster Pavilion suites serve as weekday SAP co-working hubs for Austin and Dallas teams.
- > **Academic Integration:** SAP leadership embeds in Baylor's S3E program — capturing elite tech sales talent before graduation.

↳ \$5M+ projected annual B2B pipeline · 22% estimated reduction in campus recruiting and onboarding costs.

COMPETITIVE MOAT

Why This Cannot Be Replicated

300K+

C-suite-adjacent attendees per year in the I-35 corridor

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Competitor access — Oracle, Salesforce & Microsoft contractually locked out

1 of 1

Power 4 property physically embedded in SAP's top mid-market growth region

Because Baylor Athletics runs on **SAP Analytics Cloud**, every home game becomes a live product demonstration — a proof point no competitor can manufacture or buy. The VIK agreement grants SAP **exclusive enterprise software category ownership** across all Baylor Athletics properties. This is not a logo sponsorship. It is a full enterprise integration: the right 300,000 C-suite contacts beat the wrong 3 million impressions of any national broadcast buy.

YEAR 1 PROJECTED OUTCOMES — PLAYFLY x NIELSEN x ZOOMPH

The Cross-Channel Lift Model

12.5M+

Total TV/radio impressions tracked by Nielsen across all Baylor broadcasts

\$1.2M

Projected Zoomph social post value across X, LinkedIn & Instagram in Year 1

+18%

B2B trust score lift among SAP-exposed mid-market executives (Playfly surveys)

2.4x

Cross-channel brand preference lift when audience hits 3+ SAP touchpoints

350K+

Total annual in-person reach across all Baylor Athletics venues

42%

Projected app open rate among active users — SAP Business AI Game Center

PATH TO APPROVAL

Recommended Next Steps

STEP 1 — ALIGN

Route to Dan's Strategy & Ops team. Present Nielsen + Zoomph ROO framework (12.5M impressions, \$1.2M social value, +18% trust lift) as the board-level business case.

STEP 2 — APPROVE

CMO sign-off on \$1.85M base platform. Jersey patch (\$2.65M/yr) structured as a separate post-Year 1 conversation — preserving Baylor's Power 4 scarcity value.

STEP 3 — ACTIVATE

Lock 2027 calendar: suite inventory, 35 social activations, keynote series, SAP Analytics Cloud VIK go-live, and jersey patch launch with Baylor Sports Properties.

MULTIPLIER EFFECT

Heavyweight Inventory

- > **"SAP Stat of the Game":** Thirty (30) posts across LinkedIn & X — one per regular-season basketball game — reaching Baylor Athletics' 500K+ combined following.
- > **Instagram Reels:** Five (5) premium Collaborative Reels spotlighting the SAP Executive Suite for C-suite audiences.
- > **LED Ribbon Takeover:** Two (2) full minutes of exclusive 360° LED ribbon board per half — broadcast-visible on all regional & national television.
- > **SAP Crunch Time:** Official naming rights to the under-4-minute timeout — spoken by announcers, branded on-screen every home game.
- > **Keynote Series:** Full room ownership for 12 annual Baylor Club B2B events with SAP-moderated executive panels.

BULLETPROOF DATA — ROO-FIRST

Measurement Framework

- > **Nielsen Sports:** Tracks every second of jersey patch & LED exposure across broadcast. Year 1 projection: **12.5M+ total TV/radio impressions** — converted to hard media equivalency for SAP's board-level ROI reporting.
- > **Zoomph AI:** Logo & asset detection across broadcast, X, LinkedIn, and Instagram. Projected **\$1.2M social post value** in Year 1. SAP marketing receives a live dashboard, updated continuously in-season.
- > **Playfly Custom Analytics:** Population-matched surveys across season ticket holders, single-game buyers, and out-of-market non-attendees — no convenience samples. Measures actual B2B brand recall and consideration shifts, not proxy impressions. Projected **42% app open rate** among active users.
- > **Quarterly ROO Scorecard:** Projected **+18% B2B trust score lift** by Year 1 end. Each quarter: total reach vs. target, cross-channel lift score, B2B preference delta, and pipeline attribution — benchmarked YOY against SAP's 4 pillars.

↳ ROO model: Return on Objective — brand trust (+18%), B2B pipeline value (\$5M+ yr), and cross-channel lift (2.4x) alongside hard media equivalency. Not impressions alone.