

# AI Assistant Data Content and Structure

T. Bettina Cornwell

Large Language Model of the University of Oregon Athletics

LLMUOA

*L'mu-Oa*

# Content coverage (with examples –more may be needed)

- The Brand
  - History of the UO Athletics brand
  - Current activities
  - Brand personality
- The Context
  - Management of the brand
  - Competitors
- Sponsorship
  - How does it work
  - Process of developing a proposal
  - Overview of Industry trends

# Sources of information

- Public information
- Public but needs to sync regularly (e.g., daily?)
- Not public – paywall or download
- Other/Proprietary information

Sources that are public (as I understand)

# Library Archives (somewhat static – no need for regular sync)

## University Archives sports information and media guides

 **Collection** Identifier: UA Ref 5



Citation



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 University of Oregon Libraries, Special Collections and University Archives |  University Archives sports information and media guides

Collection Overview

Collection Organization

Container Inventory

Search

## Collection organization

University Archives sports information and media guides

- > Athletics (General) and Combined Sports Publications
- > Acrobatics and Tumbling
- > Baseball
- > Basketball
- > Basketball-Men's
- > Basketball-Women's

## Scope and Contents note

Collection documents the history of sports at the University of Oregon. Information includes: general information on the history of sports, information relating to specific sports and games, and information on athletes. Types of material include: ticket stubs, media guides, flyers, programs, duck dopes, newsletters and more. The collection is organized alphabetically according to sport or subject matter and then by date. After 1997 materials are organized physically first according to year, then by sport, but in the finding aid by sport or subject matter. Subcategories within each Sport are in alphabetical order.

File labeled "Athletics General" comprises files from the Department of Intercollegiate Athletics. The original order of this file has been maintained. In contrast to other materials in the collection, the materials in this file on different sports have not been arranged in order by sport name, but rather arranged in chronological order.

Researchers interested in material relating to specific sports and time periods should search the Athletics General file in addition to the alphabetical files in the rest of the collection.

Unarranged accruals include programs, tickets, newspaper clippings, media guides, artifacts, posters, and ephemera related to UO athletics.

[See less ^](#)

## Dates

Creation: 1890s-2018

## Creator

- University of Oregon. Libraries. Division of Special Collections & University Archives (Organization)
- University of Oregon (Organization)

# Academic Articles/Books (Open Access)

- <https://www.tandfonline.com/doi/full/10.1080/00913367.2022.2131656>



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Home All Journals Economics, Finance & Business Journal of Advertising List of Issues Volume 52, Issue 3 Shared Brand Equity

Journal of Advertising  
Volume 52, 2023 - Issue 3

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Original Research Articles  
**Shared Brand Equity**  
T. Bettina Cornwell, Michael S. Humphreys & Youngbum Kwon  
Pages 311-329 | Received 31 Jan 2022, Accepted 28 Sep 2022, Published online: 15 Nov 2022  
Cite this article <https://doi.org/10.1080/00913367.2022.2131656> Check for updates

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## In this article

### Abstract

Why the Construct of Shared Brand Equity Is Needed

Linked Knowledge: The Theoretical Underpinning of Shared Equity

Recall Paradigms

## Abstract

Many brand collaboration platforms—such as sponsorship, celebrity endorsement, influencer marketing, product placement, cobranding, and human branding—build strong relationships between brands and contribute to the brand equity of two or more brands. Brand equity, since inception, has been concerned with the value of a brand, how this value is built and measured, and how the marketplace responds to it. Based on previous work and in response to current marketing practices, the authors suggest that the concept of shared brand equity, where collaborative efforts result in connectivity between brands, is needed to better explain and guide advertising and marketing communications research and practice. Drawing on developments in cognitive psychology, we explain how shared brand equity is developed and

# Information that is publicly available regarding context and trends

[https://www.pwc.com/us/en/industries/tmt/library/sports-streaming-platforms.html#:~:text=By%202025%2C%20the%20number%20of%20US%20viewers,traditional%20regional%20sports%20network%20\(RSN\)%20model%20vulnerable.](https://www.pwc.com/us/en/industries/tmt/library/sports-streaming-platforms.html#:~:text=By%202025%2C%20the%20number%20of%20US%20viewers,traditional%20regional%20sports%20network%20(RSN)%20model%20vulnerable.)

The screenshot shows a PwC webpage with a navigation bar at the top. The main heading is "Streaming the game: How the rise of digital platforms is changing sports consumption". Below the heading is a large illustration of a hand holding a tablet displaying various sports icons (soccer ball, basketball, tennis racket, and a car wheel). To the left of the illustration is a dark grey box with the title. Below the illustration is a paragraph of text. At the bottom left, there is a small illustration of two people running on a track.

**pwc** Featured insights Capabilities Industries Technology About us Careers United States ▾ Search

Home > Industry Edge > Technology, media and telecommunications > Technology, media and telecommunications publications > Streaming the game

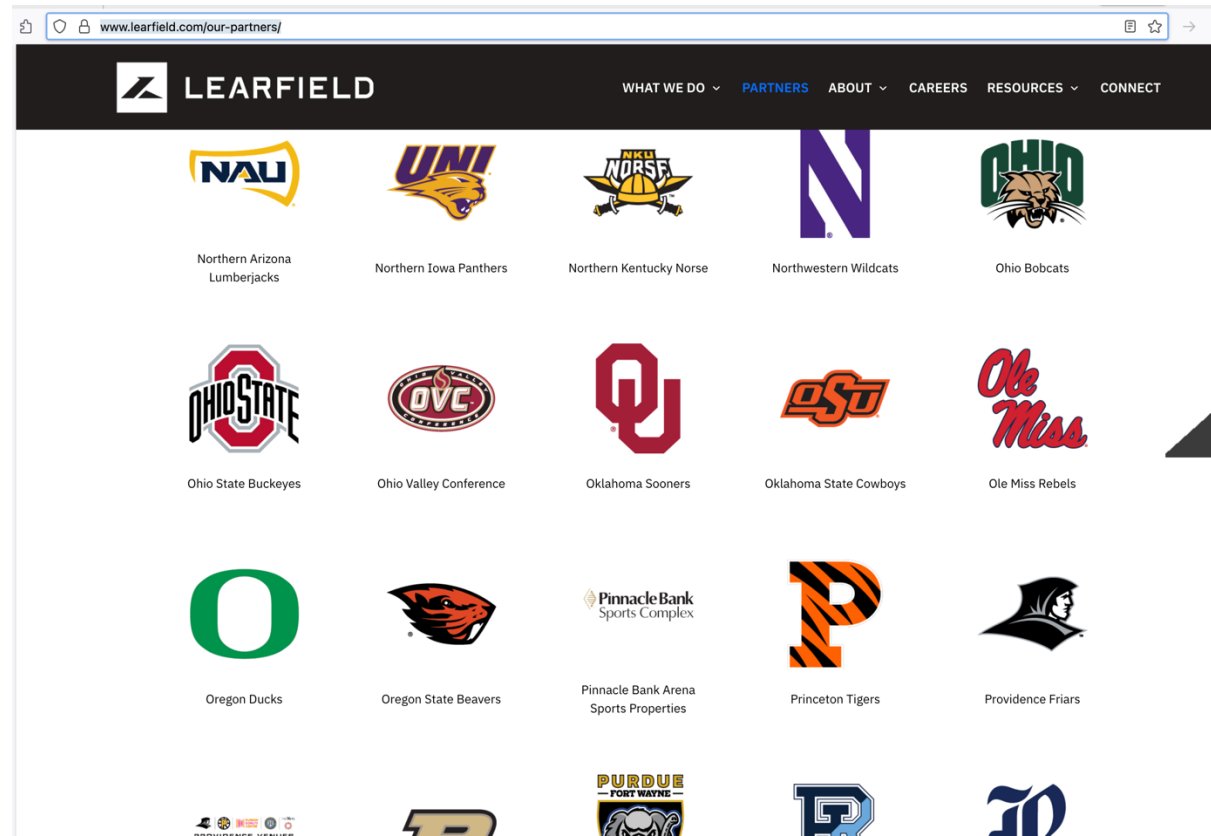
## Streaming the game: How the rise of digital platforms is changing sports consumption

The rise of streaming services and the emergence of the direct-to-consumer (DTC) sports consumption model has transformed the way people watch sports. By 2025, the number of US viewers who stream a sports event at least once a month is projected to rise to over **90 million** — a **steep rise from 57 million in 2021** [↗](#).

Digital streaming has contributed to the fragmentation of the media industry, leaving the traditional regional sports network (RSN) model vulnerable. Media fragmentation, coupled with surging national rights values, is pressing RSNs to adapt to changing consumer preferences and deliver content at sustainable margins. Sports leagues, on the other hand, see opportunities in the shifting landscape.

# Public information about our sponsorship management

- <https://www.learfield.com/our-partners/>





# Detail on our representation in sponsoring

<https://www.learfield.com/partner/oregon-sports-properties/>



LEARFIELD

WHAT WE DO ▾ PARTNERS ABOUT ▾ CAREERS RESOURCES ▾ CONNECT

## Oregon Ducks

Oregon Sports Properties solely represents the Ducks. In complete collaboration with Oregon Athletics, this locally based LEARFIELD team is committed to extending the affinity of the Athletic brands to businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate fan base. As Oregon Athletics' exclusive multimedia rightsholder, Oregon Sports Properties manages all aspects of the rights relationship, providing corporate partners both traditional and new media opportunities with the university. NCAA Division 1 athletic programs of the university can bolster their own brand and garner maximum exposure through such inventory as venue signage; event sponsorships and promotion; corporate hospitality; radio; digital engagement and visibility via the official athletics website [GoDucks.com](https://www.go.ducks.com).

VISIT THE SCHOOL WEBSITE

**CONTACT:**

Oregon Sports Properties, 2727 Leo Harris Parkway, Eugene, OR 97401

Information that is public but would need to  
sync regularly

# Our own presentation of our brand

<https://communications.uoregon.edu/brand>

University Communications

Oregon Brand Guide

Our Brand


Marks and Logos

Visual Identity

Applying the Brand

Sample Work

Brand Library



[Brand Attributes](#)

[Key Audiences](#)

[Earned Media](#)

[Editorial Style Guide](#)


[Common Messaging](#)

[Content Strategy](#)

[Brand Blog](#)

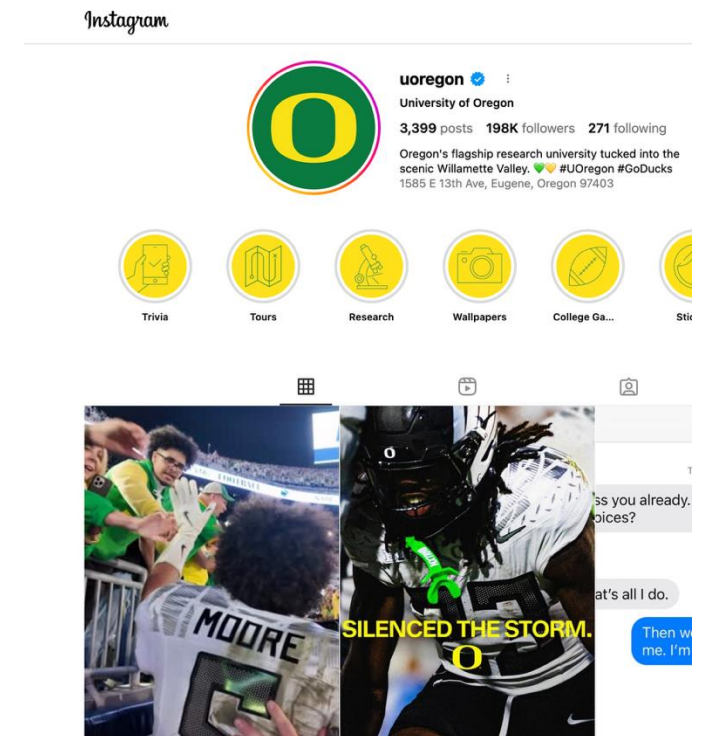
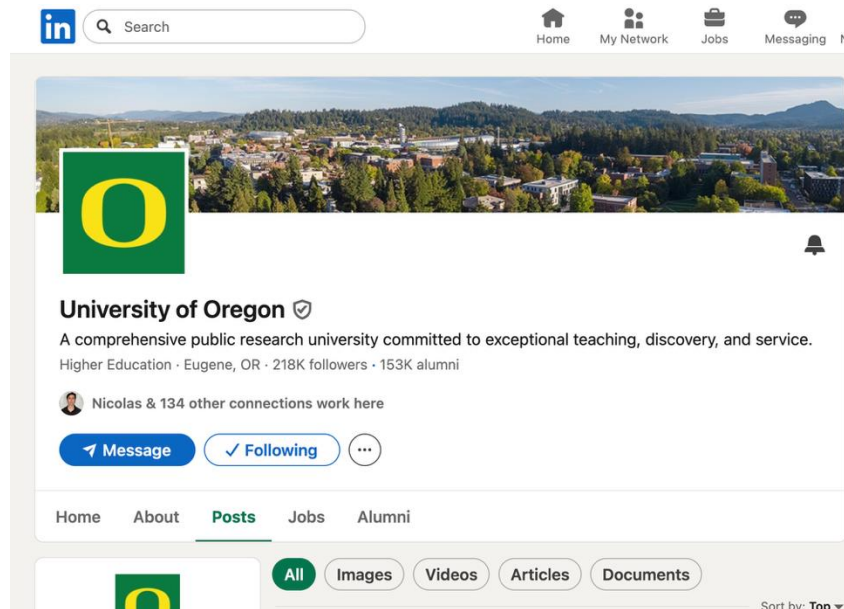
## Our Brand

Discover the core attributes that define our brand, along with approved key messages that capture the essence of the University of Oregon. These elements serve as the building blocks for our messaging, providing a consistent and powerful voice for our institution, and amplifying our brand.



# Social Media

- <https://www.linkedin.com/school/university-of-oregon/posts/?feedView=all>
- <https://www.instagram.com/uoregon/?hl=en>



# Information behind paywalls

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# Academic articles (without Open Access)

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Home > Journal of the Academy of Marketing Science > Article

## Sponsorship-linked marketing: research surpluses and shortages

Review Paper | Published: 18 May 2019

Volume 48, pages 607–629, (2020) [Cite this article](#)



**Journal of the Academy of Marketing Science**  
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T. Bettina Cornwell & Youngbum Kwon

14k Accesses 162 Citations 25 Altmetric [Explore all metrics →](#)

### Abstract

This systematic review of sponsorship-linked marketing from 1996 to 2017 analyzes the current state of research. The overarching conclusion is that there is a surplus of research that examines audience responses to sponsorship-linked marketing but a shortage of research that examines marketing management of the sponsorship process. This misalignment of *research needs* to *research investments* stems partly from a failure to consider the sponsorship process as a whole. Research has failed to account for the complexity of the sponsorship-linked marketing ecosystem that influences both audience

Access this article

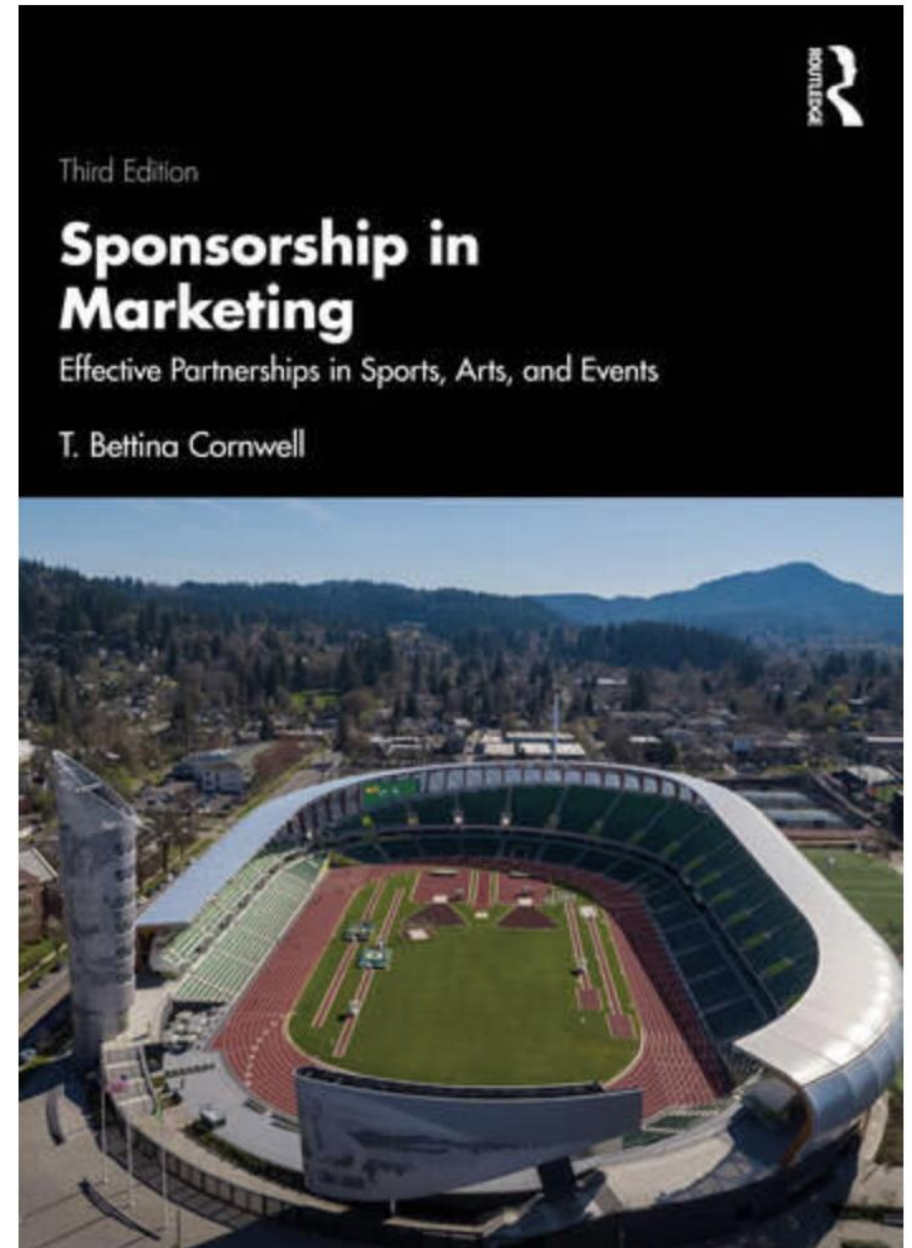
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# Books (Not Open Access)





# Industry reports requiring a named download

 Nielsen

## **Sponsorship 101:** An Essential Guide





Other/Proprietary information

# Additional information (my skeleton deck)

## *SPONSORSHIP COMPLEXITY*

Layers of Sponsorship:  
National Football League  
Team Sport Examples

### Venue Naming Rights Sponsors

- Levi's Stadium San Francisco
- US Bank Stadium Minneapolis

