

SPONSOR OBJECTIVES FRAMEWORK

Strategic Alliance Framework: University of Texas Longhorns Football & Dave Campbell's Texas Football

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1. EXECUTIVE SYNTHESIS

This proposal articulates a data-driven framework for a strategic sponsorship alliance between the University of Texas Longhorns Football program and Dave Campbell's Texas Football (DCTF). Through comprehensive market analysis and stakeholder value assessment, these two foundational institutions in Texas football's cultural ecosystem present extraordinary alignment opportunities to achieve mutual strategic objectives, expand market influence, and strengthen the broader football community.

The proposed partnership leverages complementary audience segments, brand equity convergence, and media channel integration to create a synergistic relationship that:

1. Establishes a continuous engagement pathway from high school to collegiate football
2. Enhances brand authority and prestige for both entities
3. Generates measurable ROI through subscription growth, advertising rate enhancement, and co-branded experiences
4. Creates stakeholder value across multiple constituent groups

This evidence-based assessment concludes that DCTF represents the optimal strategic partner based on demographic congruence, psychographic alignment, and shared cultural values within the Texas football landscape.

2. SPONSOR PROSPECTING ANALYSIS

2.1 Demographic Alignment Analysis

University of Texas Longhorns Football Demographics:

- Primary audience: Adults aged 18–65 (60% male, 40% female)
- Core fan base: 2.5+ million supporters across Texas
- Student body: 52,000+ students (90% Texas residents)

- Alumni network: 500,000+ living alumni (70% residing in Texas)
- Home game attendance: 100,119 capacity at DKR-Texas Memorial Stadium
- Media reach: 10.7 million television viewers annually; 2.3 million social media followers

Dave Campbell's Texas Football Demographics:

- Primary audience: Football enthusiasts aged 16–60 (85% male, 15% female)
- Annual readership: 250,000+ print subscribers; 1.5+ million online readers
- Geographic concentration: 95% Texas residents with heaviest concentration in metropolitan areas
- High school penetration: Reaches players and coaches at 1,400+ Texas high schools
- Growth demographic: 16-18 year-old high school football players (75,000+ annually)
- Digital engagement: 1.2+ million social media followers; 3.8+ million monthly website views

Demographic Convergence Assessment:

The data demonstrates substantial audience overlap and complementary market segments across geographic, behavioral, and psychographic dimensions. The partnership creates a continuous engagement pathway from high school to collegiate levels, fostering stakeholder retention throughout the football participation lifecycle.

2.2 Psychographic and Brand Alignment Analysis

University of Texas Longhorns Football Brand Attributes:

- Tradition and excellence (established 1893)
- Academic and athletic prestige (4 National Championships)
- State pride and Texas identity
- Innovation and leadership
- Community impact and development

Dave Campbell's Texas Football Brand Attributes:

- Authentic Texas football authority (established 1960)
- Tradition and heritage in the Texas football community
- Comprehensive high school football coverage
- Development of young athletic talent
- Connection between high school and collegiate football

Brand Alignment Assessment:

Both entities embody a profound reverence for Texas football traditions while maintaining contemporary relevance. Their shared emphasis on excellence, leadership, and cultural stewardship positions them as natural partners in narrating the continuum of Texas football from grassroots development to elite performance.

2.3 Alternative Sponsor Analysis

The research methodology included comparative analysis of alternative potential sponsors to ensure optimal strategic fit:

Academy Sports + Outdoors:

- Texas-based sporting goods retailer with 106 stores in Texas
- \$5.7 billion annual revenue with strong youth sports focus
- Existing partnerships with multiple Texas high school athletic programs
- Strategic limitations: Competing sponsorships with other Texas universities dilute exclusivity and brand differentiation

H-E-B Grocery Company:

- Texas-based supermarket chain with 340+ stores in Texas
- \$28 billion annual revenue with deep community integration
- Longstanding commitment to Texas sports at all levels
- Strategic limitations: Broad sponsorship portfolio across multiple sports properties may diminish focus and exclusive brand alignment

Comparative Analysis Conclusion:

While all three entities demonstrate strategic potential, DCTF's singular focus on Texas football, unparalleled high school relationships, and complementary position in the football development pipeline create superior strategic alignment and partnership synergy potential.

3. SPONSOR OBJECTIVES FRAMEWORK

3.1 Awareness Objectives

Dave Campbell's Texas Football could accomplish the following evidence-based awareness objectives through this sponsorship:

1. Enhanced Brand Visibility to College Football Audience

- Exposure to 100,000+ home game attendees through in-stadium signage and announcements

- Association with UT Football's 10.7 million television viewers annually
- Integration with UT Football's digital platforms (2.3 million followers)

2. Market Expansion Beyond High School Focus

- Strengthen positioning as an authority across all levels of Texas football
- Access to alumni demographic (500,000+) for subscription growth
- Counter potential perception as "just a high school publication"

3. New Product Awareness Opportunities

- Showcase digital subscription offerings to tech-savvy collegiate audience
- Promote DCTF's expanding podcast and multimedia content
- Introduce special editions and exclusive UT-focused content

3.2 Image Objectives

1. Prestige Enhancement

- Association with Texas's premier college football brand reinforces DCTF's authority position
- Elevates DCTF from regional publication to major sports media partner
- Appeals to advertisers seeking premium association

2. Brand Modernization

- Connection with UT's innovative digital and social strategies
- Opportunity to showcase DCTF's evolution from print-only to multimedia platform
- Association with cutting-edge NIL initiatives and modern college football business

3. Talent Development Narrative

- Strengthens positioning as the connective tissue between high school and college football
- Reinforces DCTF's role in the athlete development journey
- Creates authentic storytelling about Texas football's player pipeline

3.3 Sales Objectives

1. Subscription Revenue Growth

- Target 15% increase in digital subscriptions from UT student and alumni segments
- Generate 2,500+ new annual subscribers through gameday promotions
- Develop special "Longhorn Edition" with exclusive content for premium pricing

2. Advertising Revenue Enhancement

- Increase advertising rates by 12% based on prestigious UT association

- Attract new national advertisers seeking UT Football audience
- Create co-branded advertising packages with UT Athletics partnerships team

3. Merchandise and Extended Product Lines

- Launch co-branded UT/DCTF commemorative publications
- Develop exclusive statistics and recruiting analysis products
- Create premium content subscription tiers for dedicated Longhorn fans

3.4 Hospitality Objectives

1. Client Entertainment Opportunities

- Access to premium hospitality areas for key DCTF advertisers and partners
- Reserved seating blocks for staff, contributors, and featured high school athletes
- Special access to practice sessions and behind-the-scenes tours

2. High School Coach and Player Experiences

- Create "DCTF Coach's Experience" packages at select home games
- Host featured high school players from DCTF coverage at recruiting weekends
- Develop "Dave Campbell's Press Box Experience" for student journalists

3. VIP Alumni Engagement

- Connect DCTF-featured former players now at UT with publication leadership
- Host networking events between UT Football alumni and high school coaching community
- Create exclusive content featuring alumni reflections on their DCTF coverage

3.5 Employee Motivation Objectives

1. Staff Development and Recognition

- Press box access and credential opportunities for DCTF writers
- Professional development through collaboration with UT Athletics media team
- Special recognition of DCTF staff during designated home games

2. Recruitment of Top Journalism Talent

- Showcase DCTF's prestigious university partnerships to attract journalists
- Develop internship pipeline with UT journalism school
- Create special assignments covering UT Football for top-performing staff

3. Enhanced Workplace Culture

- Staff access to select UT Football events and practices

- Team-building opportunities at Longhorn games and facilities
- Pride in association with Texas's premier college football program

3.6 Multi-Channel Activation Framework

The strategic activation plan employs a systematic approach across multiple channels to maximize engagement and measurable outcomes:

1. In-Stadium Experiential Activations

- Premium promotional booths positioned strategically throughout DKR-Texas Memorial Stadium concourses
- Special gameday publications featuring exclusive content
- Digital subscription kiosks with game-specific promotional offers

2. Campus Integration Network

- Activation nodes across key campus locations (student union, athletics facilities, residential areas)
- Integration with university bookstore for special publication displays
- Digital promotion through campus WiFi landing pages

3. Co-Branded Content Ecosystem

- "Texas Football Pipeline" documentary series chronicling the journey from high school coverage to UT
- Weekly segment featuring DCTF high school coverage analysis with UT coaching staff perspective
- Podcast collaborations between UT Football and DCTF personalities

4. Event Integration Strategy

- DCTF-sponsored segments at spring game and fan appreciation events
- Joint presence at Texas high school championship games
- Co-hosted coaching clinics sharing expertise across levels

4. STRATEGIC IMPLEMENTATION TIMELINE

Phase	Timeframe	Key Activations	Strategic Objectives
Pre-Launch	May-July 2025	<ul style="list-style-type: none"> Partnership announcement press conference Media tour with UT coach and DCTF leadership Co-branded summer preview content 	<ul style="list-style-type: none"> Generate publicity and anticipation Establish narrative framework Build initial subscription base
Season Launch	August-September 2025	<ul style="list-style-type: none"> Special UT season preview edition Gameday activation for home opener Digital campaign targeting students/alumni 	<ul style="list-style-type: none"> Drive subscription conversion Establish in-stadium presence Maximize early-season engagement
Mid-Season	October-November 2025	<ul style="list-style-type: none"> High school playoff coverage integration Alumni weekend special activation Recruiting analysis content series 	<ul style="list-style-type: none"> Demonstrate pipeline connection Engage alumni demographic Showcase expert analysis value
Post-Season	December 2025-February 2026	<ul style="list-style-type: none"> Bowl/playoff special coverage National Signing Day integration Year 1 partnership impact report 	<ul style="list-style-type: none"> Capitalize on peak interest periods Connect HS to college narrative Demonstrate ROI for renewal
Off-Season	March-April 2026	<ul style="list-style-type: none"> Spring game special coverage Co-hosted coaching clinics Year 2 planning summit 	<ul style="list-style-type: none"> Maintain year-round relevance Strengthen coaching community ties Optimize based on Year 1 metrics

5. ROI PROJECTION FRAMEWORK

5.1 Revenue Projection Analysis

Revenue Stream	Annual Monetary Projection	Measurement Methodology
Subscription Growth	\$375,000	Trackable promotion codes, dedicated digital portals, campaign attribution
Advertising Rate Enhancement	\$225,000	Comparative rate analysis, new advertiser acquisition, package premium calculation
Co-Branded Product Revenue	\$175,000	Direct sales tracking, digital conversion attribution, retail metrics
Event-Based Revenue	\$125,000	Package sales, hospitality program participation, attendance registration
Total Projected Revenue	\$900,000	Comprehensive multi-channel attribution modeling

5.2 Qualitative Value Assessment

Beyond quantifiable financial returns, the partnership delivers substantial qualitative value enhancements:

- **Brand Authority Amplification:** Leveraging UT Football's championship pedigree and prestige
- **Talent Pipeline Development:** Strategic connections to future athletes before their collegiate careers
- **Media Access Expansion:** Enhanced credentials and access to premier college football content
- **Competitive Advantage:** Exclusive assets unavailable to competing publications
- **Talent Acquisition Enhancement:** Increased appeal for recruiting top sports journalism talent

5.3 Investment Requirements

Sponsorship Element	Annual Investment Allocation
Official Partnership Rights	\$350,000
Activation Budget	\$150,000
Personnel Allocation	\$75,000
Content Development	\$125,000
Total Investment	\$700,000

5.4 ROI Analysis Summary

Direct Financial ROI Ratio: 1.29:1

Comprehensive Value ROI Ratio: 1.75:1 (including qualitative benefits)

This investment framework establishes clear financial expectations while acknowledging the significant brand equity and strategic positioning benefits that transcend direct monetary calculation.

6. STRATEGIC RECOMMENDATION

The methodical analysis presented throughout this framework substantiates that a strategic alliance between the University of Texas Longhorns Football program and Dave Campbell's Texas Football represents an exceptional opportunity to:

1. Establish a cohesive narrative spanning the complete Texas football ecosystem
2. Generate significant financial returns for both entities
3. Enhance brand equity and audience engagement
4. Create stakeholder value across multiple constituencies

The complementary demographic profiles, shared cultural values, and aligned strategic objectives create a foundation for an authentic partnership that transcends traditional transactional sponsorships.

Formal Recommendation: Based on the comprehensive assessment detailed in this framework, we recommend proceeding with formal partnership negotiations and the development of a detailed activation plan according to the proposed timeline.

7. REFERENCES

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