



CLEMSON TIGERS DEATH VALLEY STADIUM NAMING RIGHTS

AGENDA



EXECUTIVE SUMMARY



STADIUM NAMING RIGHTS MARKET RATE



VALUATION METHODOLOGY



TOP POTENTIAL CORPORATE PARTNERS



PARTNERSHIP BENEFITS



PROSPECTIVE PARTNERS METHODOLOGY

EXECUTIVE SUMMARY



TOP SPONSORS
FOR THE NAMING
RIGHTS DEAL OF
DEATH VALLEY
STADIUM HAVE
BEEN
DETERMINED
THROUGH
CLUSTERING
TECHNIQUES.

AAV FOR DEATH VALLEY NAMING RIGHTS:

\$3,100,000

THE TOTAL WAS ACHIEVED BY USING A
COMBINATION OF MACHINE LEARNING
MODELS

CLEMSON TIGERS FOOTBALL



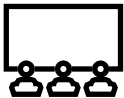
NUMBERS OF THE LAST DECADE



RANKINGS

The Tigers were the highest ranked ACC team 8 times

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Clemson	16	1	2	1	2	1	1	3	4	9
Highest ACC rank	1	1	2	1	2	1	1	3	4	3



VIEWERSHIP

Viewership average is the highest among other ACC teams



TITLES AND APPEARANCES

Since the implementation of College Football Playoff

Conference Championship Games

7

Played

7

Won

National Championship Games

4

Played

2

Won



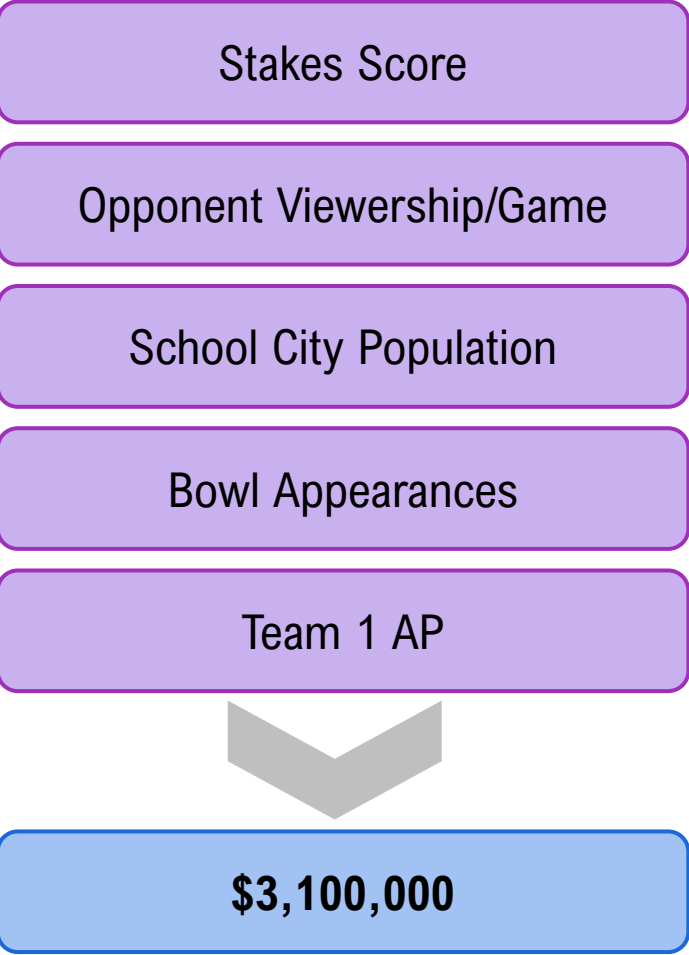
VALUATION ANALYSIS



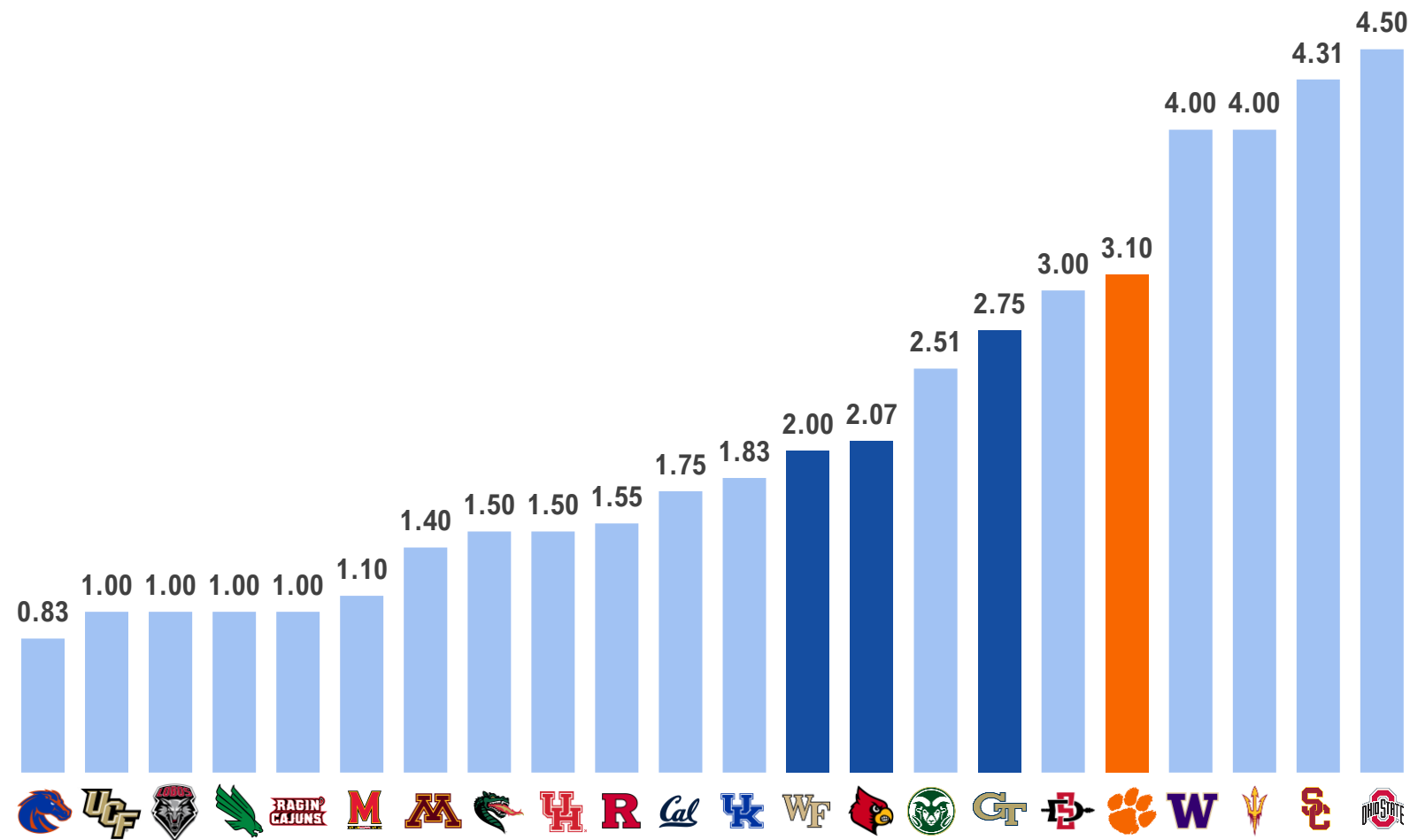
STADIUM NAMING RIGHTS AAV



VARIABLES USED TO EVALUTE AAV



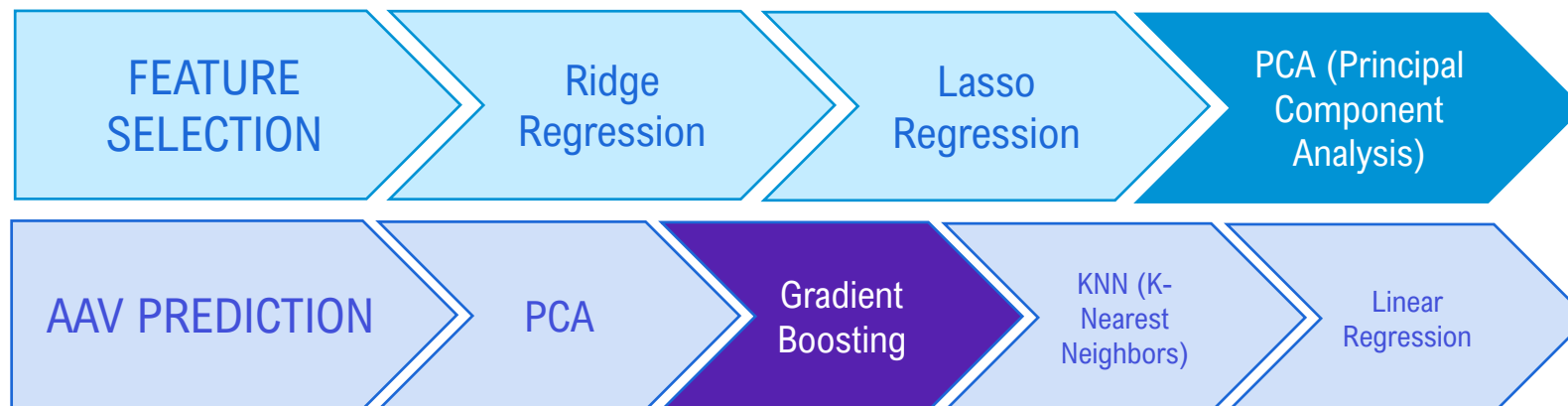
HOW CLEMSON'S AAV COMPARE TO OTHER KNOWN DEALS



VALUATION METHODOLOGY

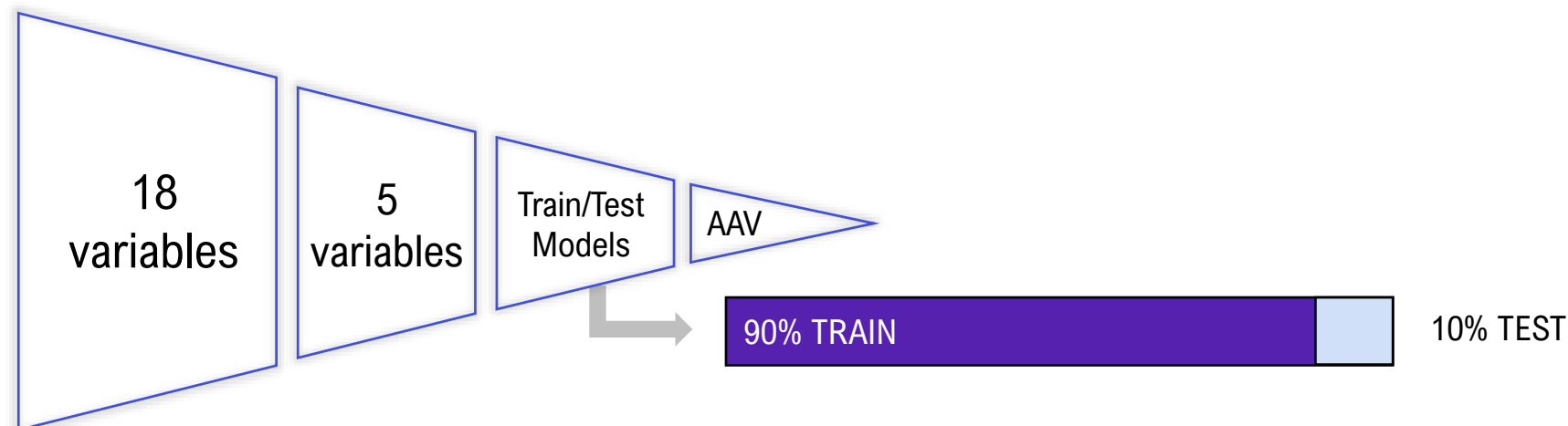


MODELS TESTED



PCA was used to identify the variables that explain 90% of the variance of the AAV value

After running the models with the selected variables, Gradient Boosting had the best performance





POTENTIAL SPONSOR ANALYSIS



POTENTIAL SPONSORS



Industry	Automotive	Health Care	Financial Services
Location	Greenville, SC	Greenville, SC	Spartanburg, SC
Revenue	\$28.7 billion	\$6 billion	\$2.06 billion
Employees	44,925	10,344	1,385
Clemson Alumni	458	728	12

POTENTIAL SPONSORS



Industry

Automotive

Location

Greenville, SC

Revenue

\$28.7 billion

Employees

44,925

Clemson Alumni

458

1 in 5

Individuals interested in the ACC also shares an interest in cars and motoring in the Southeast.



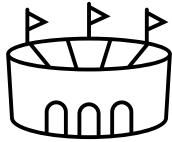
Values align on excellence, innovation, diversity, sustainability, and community responsibility



Michelin has already shown interest in American sports and partnering with Clemson could be an opportunity to expand its presence in the market.

BENEFITS

LOCAL EXPOSURE



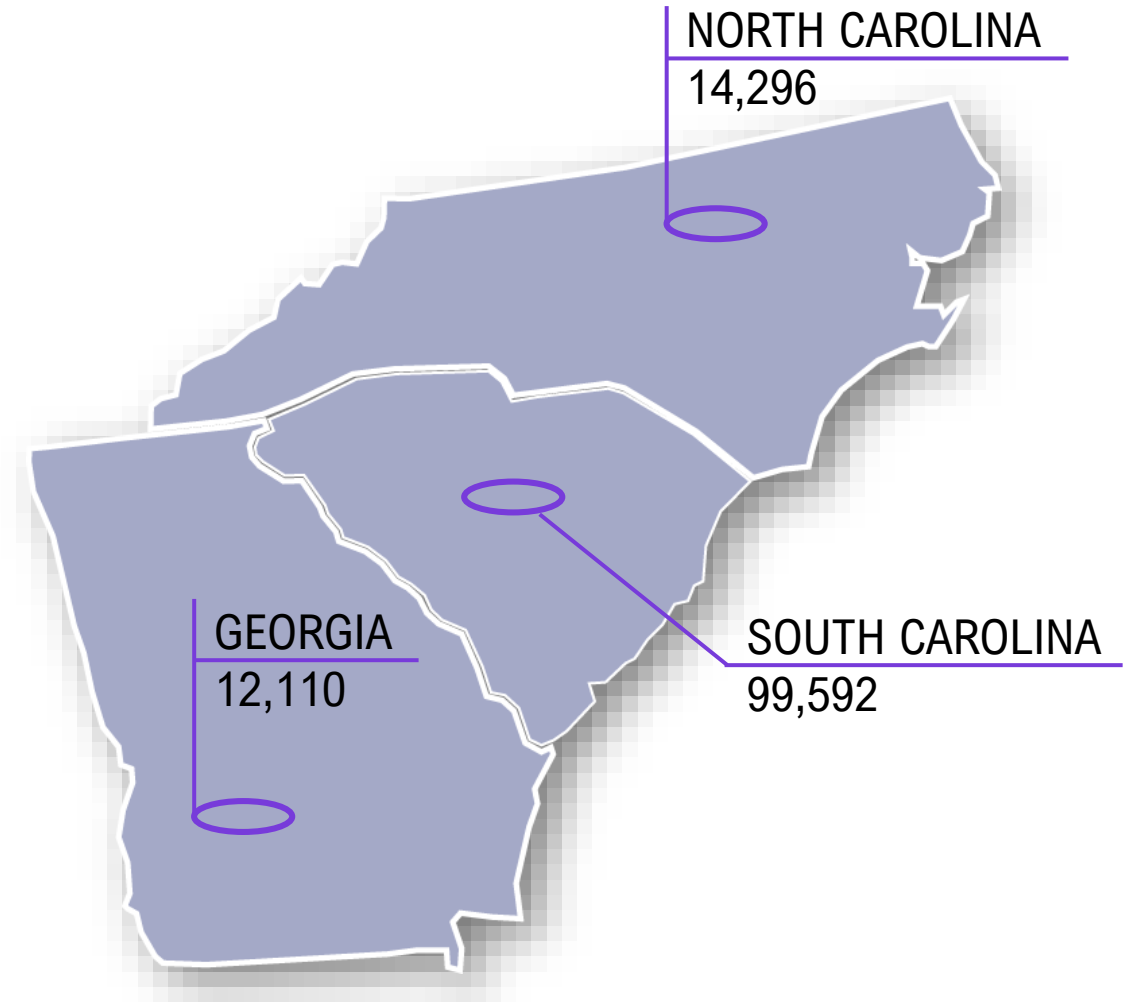
Interior and Exterior Stadium Signage



Dedicated suite for Michelin to use with prospective clients and/or employees

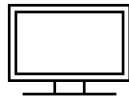


75% of Clemson Alumni lives in South Carolina, North Carolina and Georgia

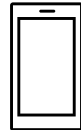


BENEFITS

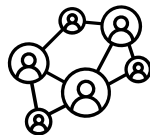
NATIONAL EXPOSURE



Mentions on national broadcast during games. The Greenville-Anderson-Spartanburg broadcast market consistently ranks among the top five college football television markets



Dedicated posts on Clemson's Tiger social media



Clemson's fanbase is the 19th biggest in the country with over 4 million fans



ALUMNI
170,000+

Clemson football fans were ranked as the most-engaged fans in the country

Clemson has over 800k followers on social media and ranks #2 on YouTube followers among other P5 schools

BENEFITS

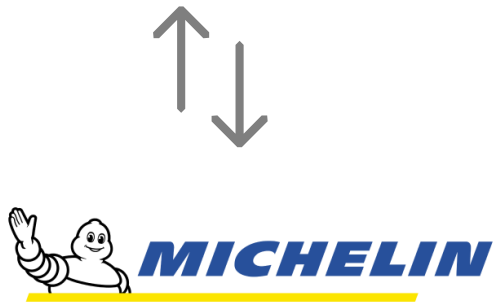


Research

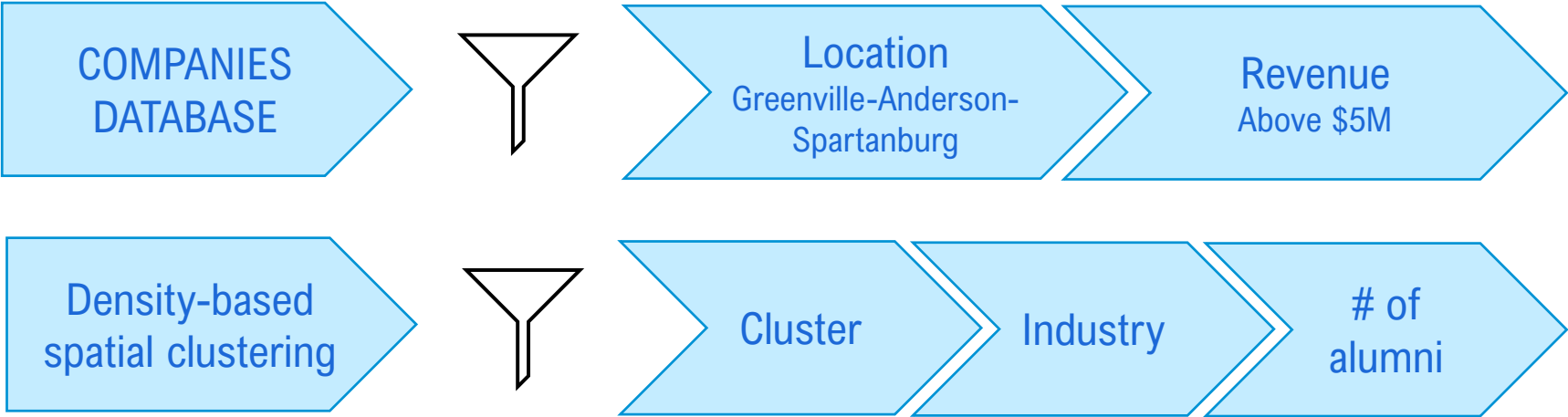
The two institutions can work together on research projects related to materials science, automotive engineering, and sustainable mobility. This could involve joint research grants, collaborative research projects, or the sharing of resources and expertise.

Innovation

Clemson and Michelin can collaborate on the development of innovative technologies or processes related to tire manufacturing, recycling, or sustainable transportation.



POTENTIAL SPONSORS METHODOLOGY



TOP INDUSTRIES WITH STADIUM NAMING RIGHTS DEALS ACROSS DIVISON I



■ Financial ■ Healthcare ■ Auto ■ Food & Bev Distribution ■ Telecommunications ■ Others



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