



JMI SPORTS SERVICES THROUGH THE E&I CONTRACT

JMI Sports is a leading provider of sales, marketing, and project management solutions with roots in professional and collegiate sports. The JMI Sports contract helps E&I members generate revenue, exposure, and future brand value through multimedia rights, sponsorships, ticket and premium sales, and facility development.

Athletics Multimedia Rights

- Television broadcasts
- Radio broadcasts
- Coaches' shows
- Website and social media
- Game programs and publications
- Fan experience
- Special events

Athletics Corporate Sponsorships

- Asset identification
- Packaging and pricing
- Local, state, regional, and national sales
- Sponsorship activation and promotions
- Game day hospitality
- Coaches' endorsements
- Venue signage and naming rights

Campus Sponsorships

- Sponsorship sales and marketing
- Official partner and trademark use
- Retail promotions and special events
- Goods and services contracts
- Corporate/university initiatives
- Educational program underwriting

Digital Signage Networks (non-exclusive)

- Technology review and integration
- Asset identification and cost analysis
- Design development and branding
- Construction and maintenance
- Sponsorship and advertising sales

More information and assistance

Visit www.eandi.org/contracts/jmi-sports and contact your dedicated **E&I Member Representative**.

