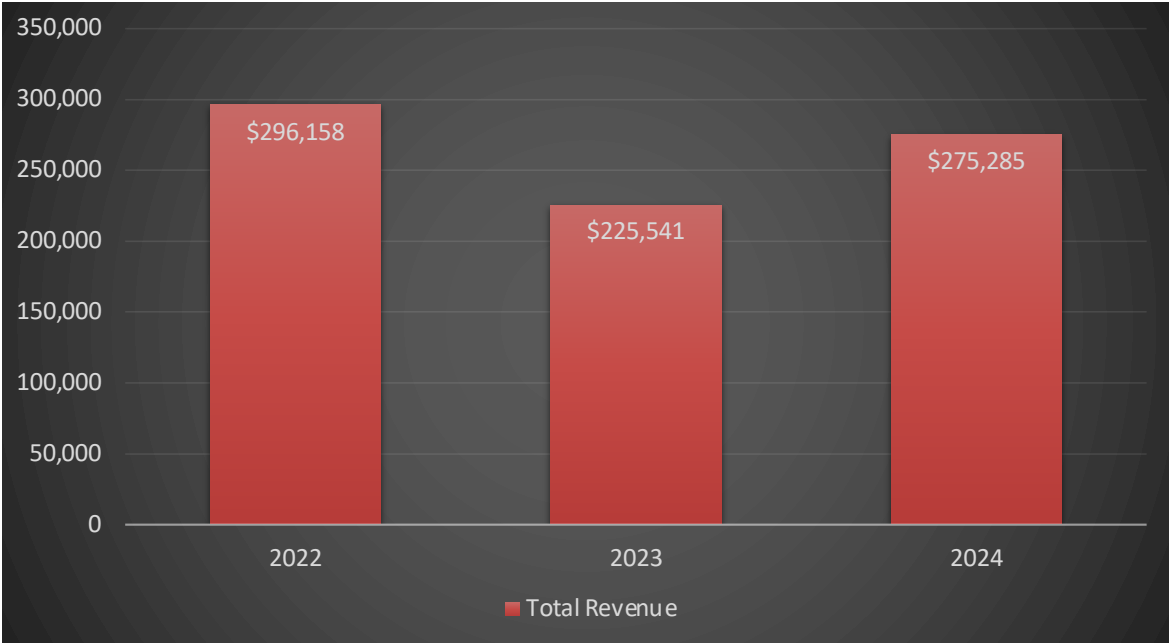
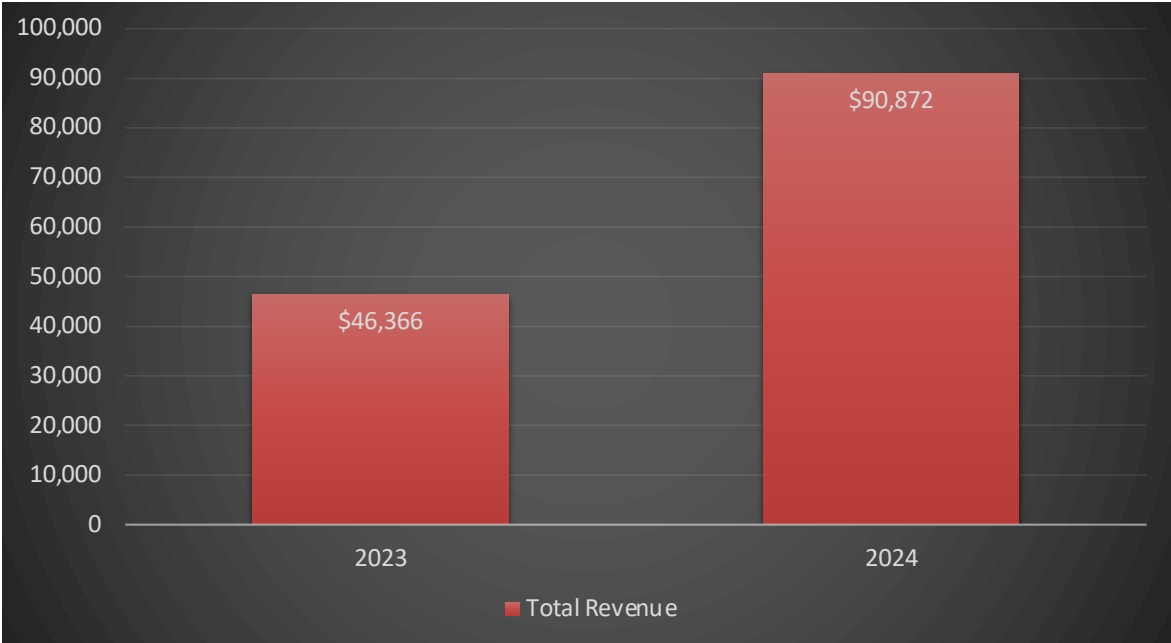


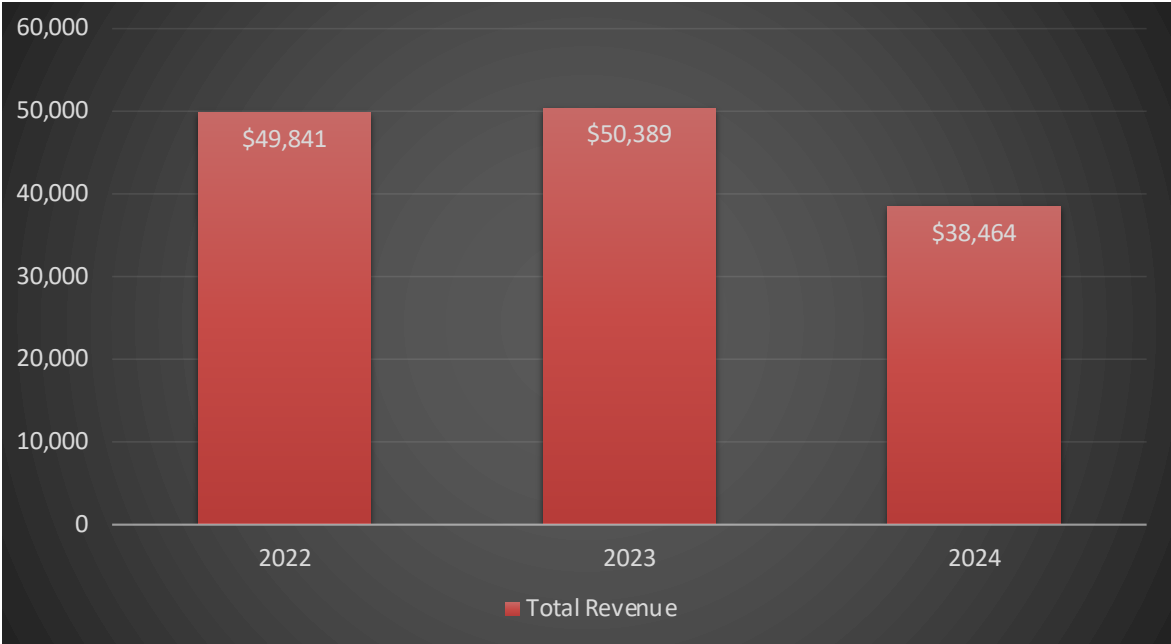
Revenue Generation – Football Total



Revenue Generation – Football Concessions



Revenue Generation – Basketball Total



Revenue Generation – Corporate Sponsorship

FY25 Goal: **\$160,000**

Sponsorship Revenue (Current): **\$159,350**



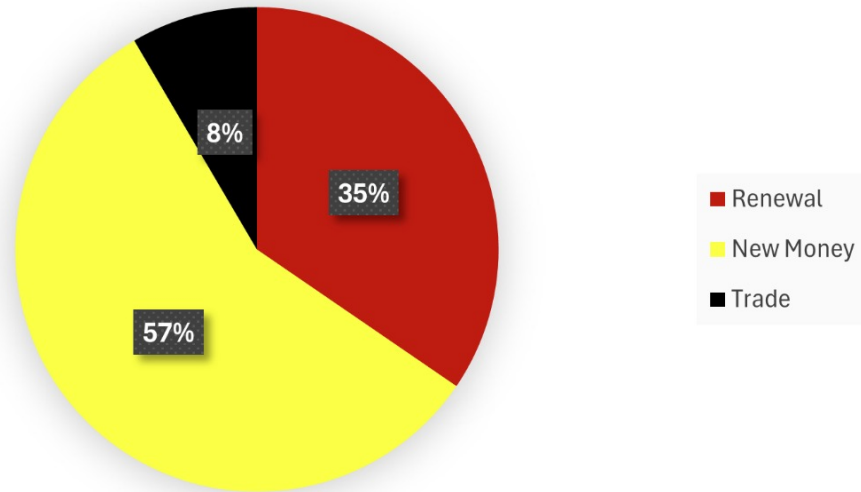
Revenue Generation – Corporate Sponsorships

Renewals: **\$55,040.25**

New Partners: **\$90,809.75**

- Trade: **\$13,500**

Corporate Sponsorship Breakdown



Revenue Generation — Peninsula Classic

The Details

When: April 30th at 6:30pm

Where: War Memorial Stadium

Corporate Sponsorship Opportunities

Alumni Association Event

Ticketed Event



New Initiatives – Fan Word

Founded in 2019, FanWord is one of the leading storytelling and brand development companies in college sports. Through the partnership, VMI Athletics launched a brand-new content series dedicated to giving cadet-athletes a voice and a platform to share their stories. The stories are long-form first-person feature stories.

Rah Virginia Mil series first installment: Ricky Bradley, Jr

- A New Perspective



New Initiatives – “Moe” the Mascot Brand Development

Athletics will be partnering with Old Hat creative to create and develop an official mascot mark for VMI Keydet athletics.

In 1947, two cheerleaders saw a picture of a kangaroo on the front of a magazine and realized how uncommon the animal was as a mascot.

As one of the mascots was finally procured, a contest was held to give the creature an appropriate name. The prize winning names was “TD Bound”. Sometime later the kangaroo’s name was changed to “Moe”.

Opportunities

- Revenue Generation, Fan Engagement & Branding

