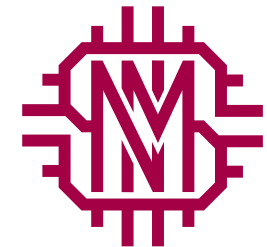
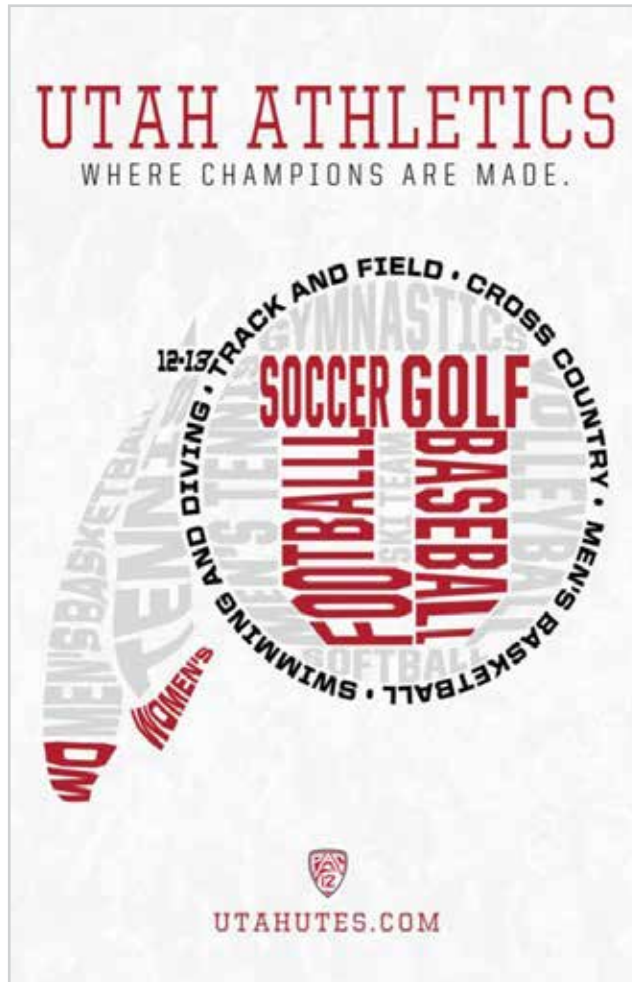


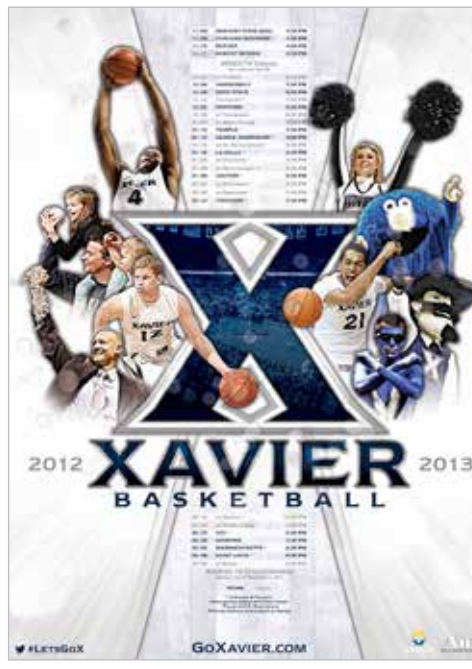
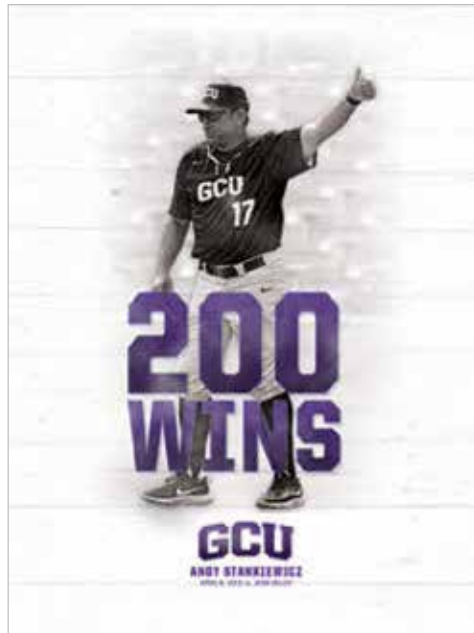


AARON M. VILLALOBOS
MARKETER • DESIGNER • STORY TELLER

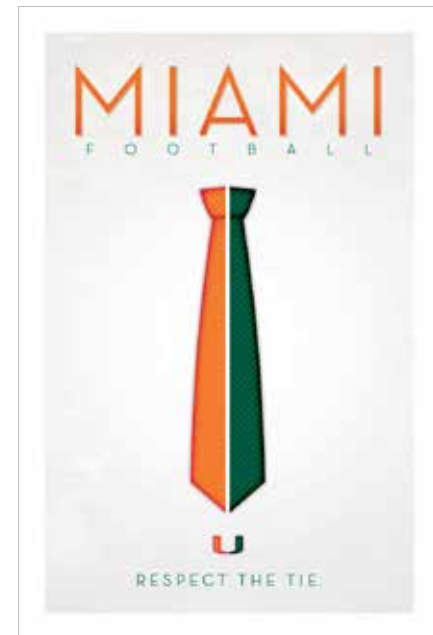
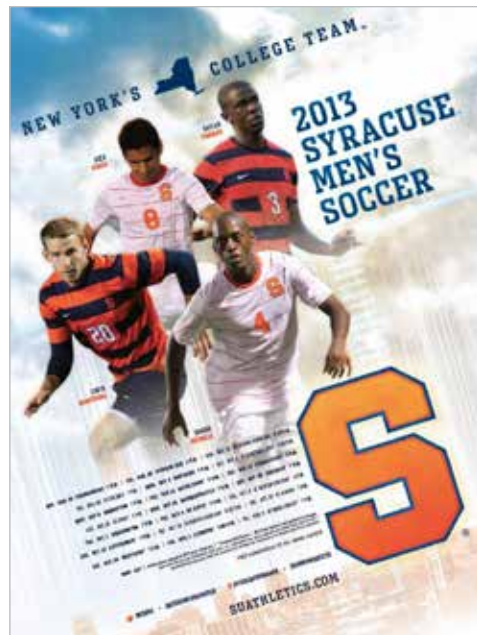
I'm responsible for a moment in the life of my brand and it is not to be taken lightly. It is my responsibility to match the passion the audience has for the brand, or else I am not doing my job.

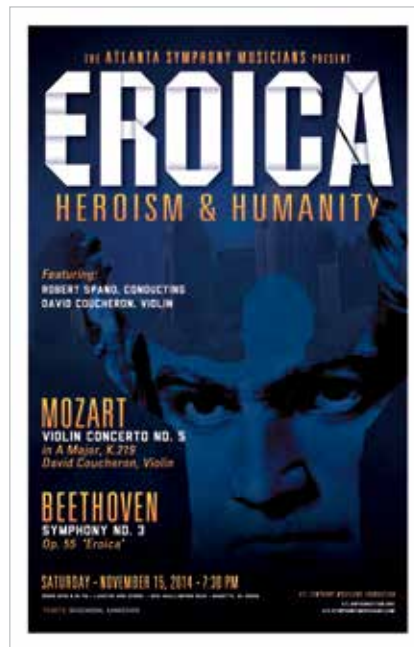
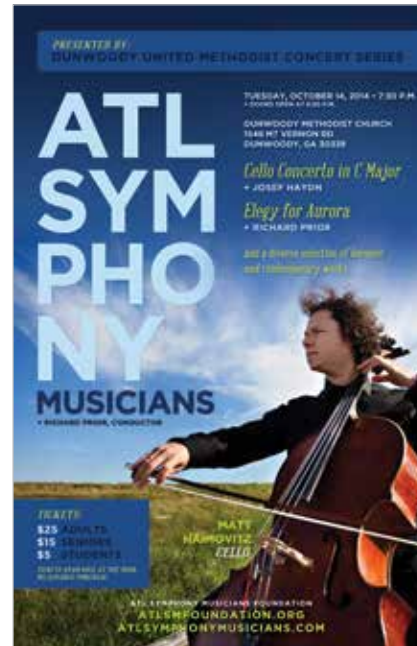


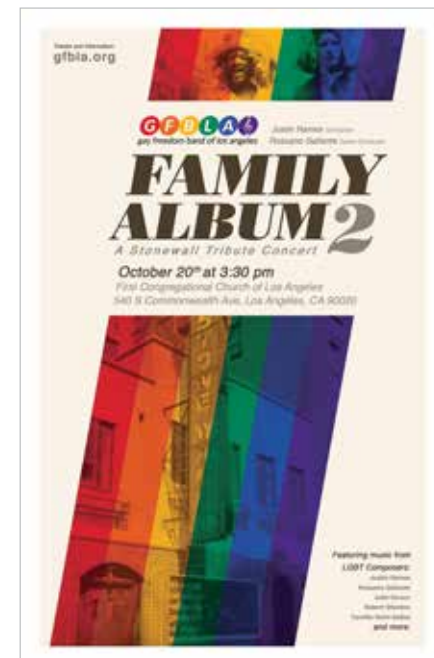
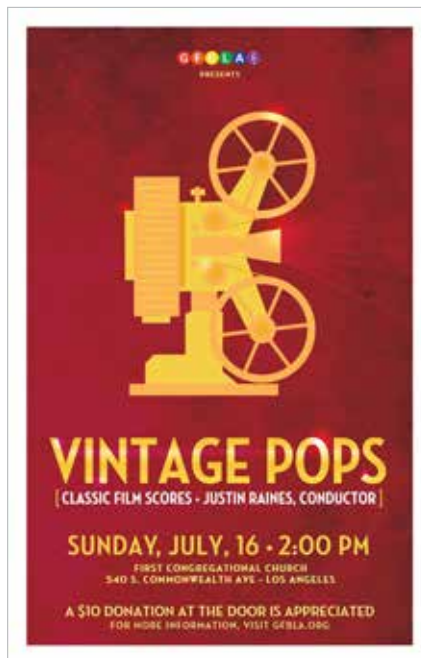
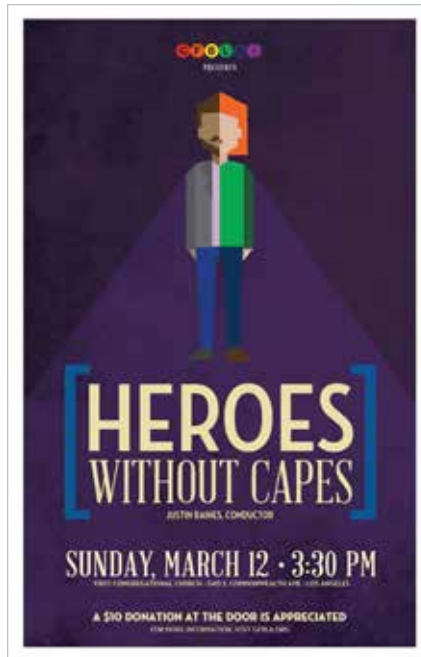




POSTERS







[illegible][illegible]

LICENSE TYPE QUICK REFERENCE

TYPES OF CLC LICENSES

I
INTERNAL CAMPUS SUPPLIER (ICS)

Application Required: Anna Wallace
jwallace@lsu.com

L
LOCAL LICENSE

Application Required: Maricela Barrio
mbarrio@lsu.com

S
STANDARD LICENSE

Application Required: Maricela Barrio
mbarrio@lsu.com

DEFINITIONS & PARAMETERS

Allows a company to produce product bearing the trademarks of colleges and universities for on-campus distribution and sale. Cannot provide product at retail or directly to consumer.

Most applications and fees apply to those with direct connections on distribution.

Sales to restricted distribution (limited connections) by university only.

Sales to university bookstores or product being resold, subject to prior approval for promotional purposes, by university personnel.

Requires an Internal Campus Supplier application available for download on CLC.com.

Allows a company to produce product bearing the trademarks of colleges and universities within the state where it is located. Cannot be sold at retail or directly to consumer.

Need consent to produce. Minimum order per region. Geographic restrictions exist.

Unlimited institutions within state where it is located. Cannot be sold at retail or directly to consumer.

Can apply for an institution outside of their state. Minimum of 10 institutions in their state without submitting a Standard Application.

Local licensees must be licensed for one full year before being considered for a Standard License.

Contact CLC for special application regarding U.S. Air Force Academy, U.S. Military Academy & Washington D.C.

**Requires quarterly royalty reporting.

Allows a company to produce product bearing the trademarks of all accredited colleges nationwide for on-campus distribution and sale. Cannot be sold at retail or directly to consumer.

The most challenging and expensive type of license to obtain.

Companies must submit well-documented marketing plans, existing product distribution, and financial history of selling similar products and/or an introductory unique and commercially viable product to collegiate market.

Standard License applicants should provide a well-documented marketing plan and application to improve likelihood of acceptance by institutions.

**Requires monthly royalty reporting.

APPLICATION FEES

\$100
Non-refundable

\$100
Non-refundable

\$1,000
Non-refundable

LICENSE COSTS

Additional Institutions: \$100 each
Liability Insurance: \$500-\$600
Logo on Demand: \$75-\$100

Institutional Advance Fee: \$200-\$300
Liability Insurance: \$500-\$600
Logo on Demand: \$75-\$100

Institutions: \$75
Logo on Demand: \$50-\$100
Liability Insurance: \$200-\$300

TIMELINE

2-3 Weeks

4-6 Weeks

6-12 Weeks

APPLICATION CHECKLIST

- ☐ ICS LICENSE APPLICATION
- ☐ APPLICATION FEE
- ☐ COMPLETE LIST OF INSTITUTION CONTACTS

- ☐ LOCAL/STANDARD LICENSE APPLICATION
- ☐ APPLICATION FEE
- ☐ CREDIT REPORT
- ☐ FINANCIAL STATEMENTS
- ☐ STRATEGIC MARKETING & DISTRIBUTION PLAN

- ☐ FACTORY/SUPPLIER INFO FORM
- ☐ INSTITUTION LIST
- ☐ QUALITY SAMPLES
- ☐ INITIAL REGISTRATION FORM
- ☐ COMPANY NAME LABEL SAMPLE
- ☐ US APPROPRIATE PRODUCTS



GEAUX RAGIN' CAJUNS TOURIST PROGRAM

Proposed Outline 12/06/2014

Background

LSU's Lafayette's Cajun program is one of the most successful in the country due in part to its very unique blend of history and culture. The program is a testament to the Cajun people and their unique way of life. The program is a testament to the Cajun people and their unique way of life. The program is a testament to the Cajun people and their unique way of life.



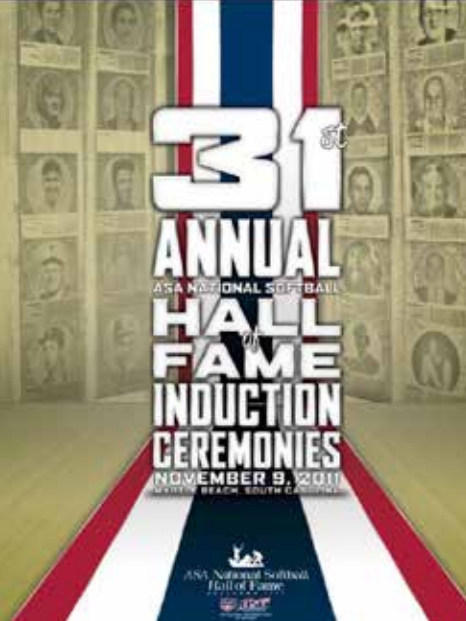
MS. CALCULATED

[A DATING PLAN SO EASY A TEENAGER CAN DO IT]

Tracie Hitz - Branding Strategist

Facebook: TracieHitz

Tracie Hitz



31ST ANNUAL

ASA NATIONAL SOFTBALL HALL OF FAME INDUCTION CEREMONIES

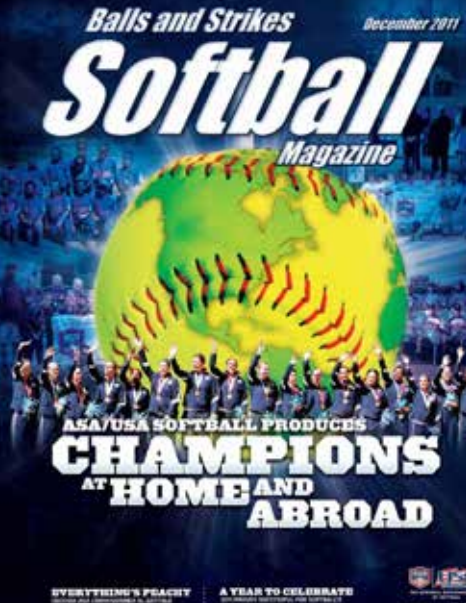
NOVEMBER 9, 2011

MYRTLE BEACH, SOUTH CAROLINA

Balls and Strikes

December 2011

Softball Magazine



ASA/USA SOFTBALL PRODUCES

CHAMPIONS AT HOME AND ABROAD

EVERYTHING'S REACHY
A YEAR TO CELEBRATE



MS. CALCULATED

TRACIE HITZ - BRANDING STRATEGIST

When asked in 2011 by the City & State of Louisiana to be the first woman to be inducted into the Louisiana Softball Hall of Fame, Tracie Hitz was the only woman to be inducted into the Louisiana Softball Hall of Fame. Tracie Hitz was the only woman to be inducted into the Louisiana Softball Hall of Fame. Tracie Hitz was the only woman to be inducted into the Louisiana Softball Hall of Fame.

STRIKE ZONE FAM FAVORITES

A's LITTLE HERO HELMET \$15.00

HOT DOG, CHIPS, WELCH'S FRUIT SNACKS & JUICE BOX IN A SOUVENIR HELMET

AVACCESS
EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

STRIKE ZONE FAM FAVORITES

SIGNATURE STOMPER JUICE \$5.00

GREEN HAWAIIAN PUNCH WITH CHERRIES

AVACCESS
EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

STRIKE ZONE FAM FAVORITES

A's LITTLE HERO HELMET | \$15.00

HOT DOG, CHIPS, WELCH'S FRUIT SNACKS & JUICE BOX IN A SOUVENIR HELMET

KIDS OF ALL AGES MEALS | \$7.00

HOT DOG, CHIPS & JUICE BOX
UNCrustABLES PBJ & MILK

FAVORITES | \$5.00

HOT DOG
UNCrustABLES PBJ

SIDES & SNACKS

- FRUIT CUP: \$3.50
- HUMMUS AND VEGGIES: \$3.50
- APPLE SLICES WITH CARAMEL: \$4.00
- RICE KRISPY TREAT (CPS): \$4.00
- ANIMAL COOKIES: \$3.00
- GOLDFISH: \$3.00

BEVERAGES

- BOTTLED WATER: \$3.00
- SNAPPLE: \$3.00
- JUICE BOX: \$3.00
- MILK: \$3.00

AVACCESS
EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

f'real

MILKSHAKE PICK-UP

BUILD YOUR OWN BOWL \$13.00

STEP 1: CHOOSE YOUR BASE
LETTUCE BLEND - COLD NOODLES

STEP 2: CHOOSE YOUR PROTEIN
GRILLED CHICKEN & BELL PEPPERS - FRIED TOFU & LONG BEANS

STEP 3: CHOOSE YOUR SAUCE
SZECHUAN GARLIC - CHIMICHURRI

STEP 4: ADD TOPPINGS (UNLIMITED)
SRIACHA, JALAPENOS, TOASTED SESAME SEEDS, PICKLED CUCUMBER, KIMCHI, SHREDDED CARROTS

FRESH SALAD \$12.00

GRILLED CHICKEN CAESAR SALAD
ROMAINE AND KALE WITH CAESAR DRESSING AND GARLIC CROUTONS

MARKET SALAD OF THE DAY
SEASONAL PRODUCE

HEALTHY TREATS

MARSHMALLOW CRISPY (GF)	\$4.00	BOTTLED WATER	\$5.00
FRUIT CUP	\$5.50	SELECTION OF BEER	\$9.00 \$9.50
		HOUSE WINE	\$11.00

AVACCESS
EVERY GAME, YOUR WAY
50% OFF ALL MENU ITEMS

STATE NEVER GOES OUT OF STYLE

We dug through New Mexico State's archives to create a unique, **vintage-inspired** clothing and accessories line for the most passionate and dedicated Aggie fans.

AC A

AM A A

Aggies STATE Aggies

RETHINKING NEW MEXICO STATE'S

College Vault



man-ag-ing-up (v) -

a communication strategy and practice for keeping your "boss" informed.

• Being up-to-date and being so frequent is not always the desired practice.

• The use of the organization, the number of direct reports, seasonality and context as all situational factors that vary.

• Provide information and not self-promotion. • Continuing to show attributes in yourself if not supported by other sources can produce negative results in the eyes of management.



Assess the communication style of your manager. Don't be afraid to ask what they prefer in terms of communication style and frequency.

When in doubt, over-communicate. Your manager will always tell you if it's too much.

Use data to support your communication. We live in a data-driven, evidence-based world.

Rely on the facts and content of your messages to sustain your credibility with your manager, not just your personality and presence.

Have both eyes on the goal as well as your own. If you are identifying and presenting problems, identify possible solutions and alternatives. Present yourself as having the ability to solve a problem rather than just a problem solver.

Understand that time is precious. Therefore, having time for other projects or your role for critical, no communication is a double-edged sword in all cases.

Your presence should never be expected. If the communication for present that is expected to be available to you.

Graphic created by Anne M. Telford (@telfordkim) for @businessinsider.com. Working Set as the MgmtReport.com • @mgmtreport.com ©2013



THE ULTIMATE GAMEDAY SURVIVAL KIT

Be prepared for your next gameday by making sure you have the tools you need to succeed. Below are just a few suggestions to help make your own ultimate gameday survival kit.



GAME SCRIPTS
Extra game scripts and timelines.



PENS
Because the one you brought will disappear.



ZIP TIES
Perfect for hanging and bundling banners.



CLIPBOARD
Solid writing surface for notes, liability forms and participant applications.



SCISSORS
Help cut down banners and open boxes.



DUCT TAPE
Enough said. Try carpet tape (double-sided) for hanging banners on walls.



PAIN RELIEVER
Handy after a long day on your feet.



FLASHLIGHT
Makes post-game clean up at night and searching through storage easier.



SNACKS
Meal time can be hard to come by. Pack a snack just in case.



TICKETS
A few extra tickets come in handy when a sponsor or booster forget theirs.



SUNSCREEN
Protects you from painful sunburns and keeps you healthy.



POCKET KNIFE
Helps cut down banners and open boxes.



WATER
Keep you and your staff hydrated. Helpful in emergencies.



CHARGER
Phones never survive the long day. Portable units come in handy.



VOLUNTEERS
Have extra volunteers for promotions just in case.



T-SHIRTS
Perfect for consolation prizes or for dressing promo contestants.



FIELD PASS
For the intern or worker who forgets theirs.



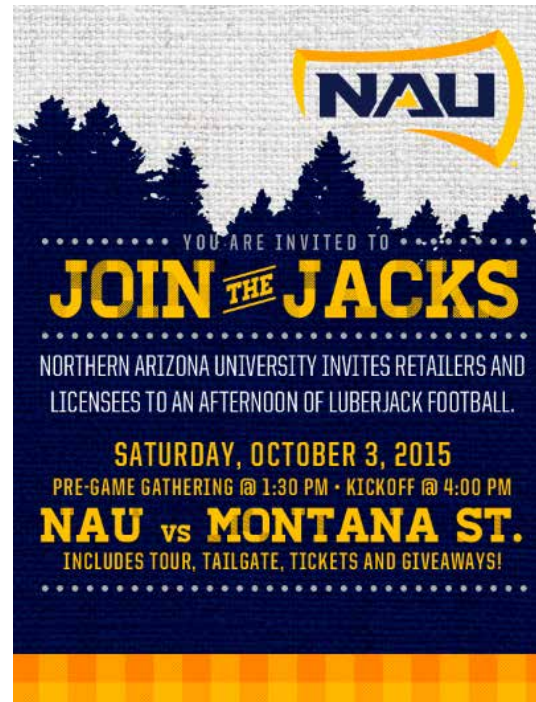
FIRST AID KIT
Just the basics in the event of a cut or scrape.



MARKERS
For impromptu autograph sessions or labeling boxes/premium items.

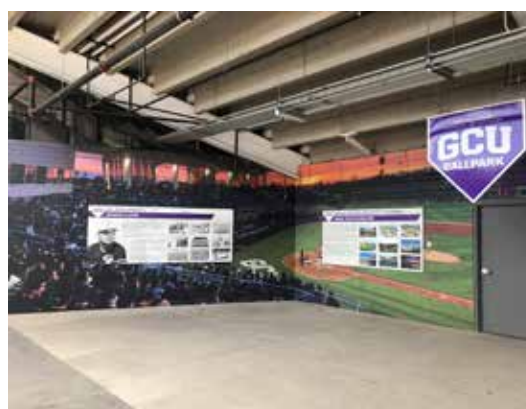
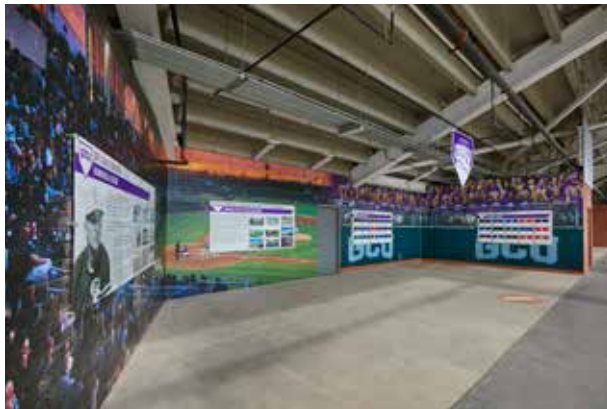


HOW ABOUT YOU?
What do you keep in your gameday survival kit?





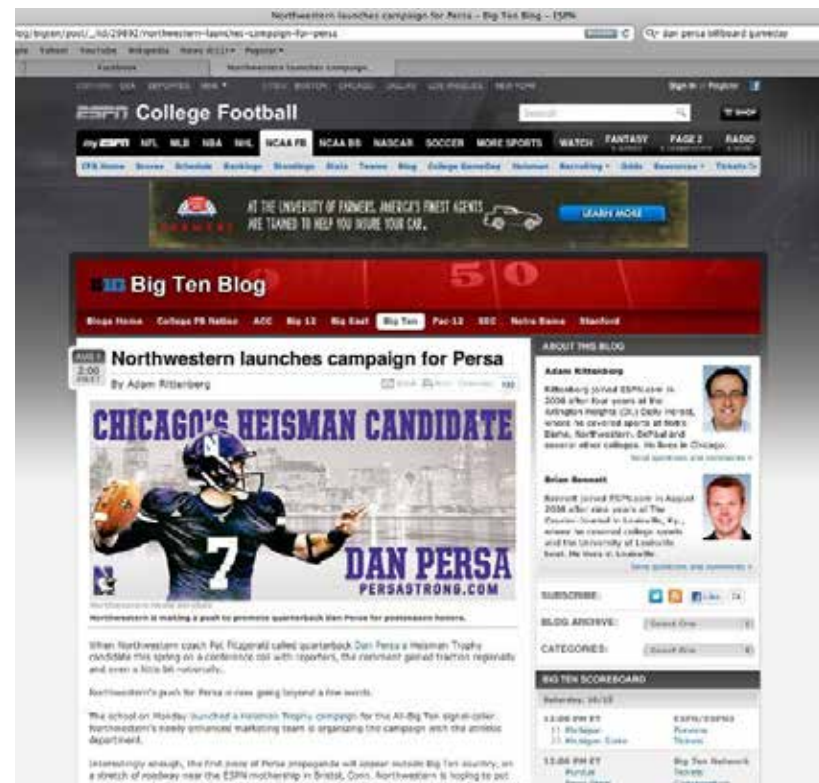
ENVIRONMENTAL GRAPHICS



ENVIRONMENTAL GRAPHICS



SMU had a high-brow reputation that many administrators felt discouraged community members from investing in the gameday experience. I worked with SMU to develop the “How SMU Does Gameday” campaign to show the greater Dallas-Ft. Worth community that the Mustang’s Saturday ritual is no different than anywhere else in the country, all while having some fun at their own expense.



When Northwestern knew quarterback Dan Persa would struggle for national exposure playing for a smaller school, I helped develop print, outdoor and promotional graphics for the University’s campaign to raise awareness for “Chicago’s Heisman Candidate.” Featured on ESPN Gameday and ESPN.com



AARON M. VILLALOBOS

*** REPRESENTED BY CREATIVE CIRCLE 480-658-1020 ***

PROFESSIONAL EXPERIENCE

Executive Administrative Assistant - West Region | March 2019 - June 2020 Sports and Entertainment at Aramark | Phoenix, AZ

- Oversee administrative needs for the Regional Vice President
- Manage expenses and travel accommodations for team members
- Responsible for ad hoc regional marketing needs including publications, branding, graphics and presentations
- Serve as a visiting manager throughout the region to accommodate the needs of events and accounts

Athletic Marketing Manager | December 2016 - March 2019 Grand Canyon University | Phoenix, AZ

- Planned and executed marketing plans for GCU's 21 athletic teams
- Monitored the development of GCU Athletics' creative and marketing initiatives maintaining brand standard consistency
- Developed strategies for increasing fan affinity, on campus, in the community and beyond
- Oversaw team of project managers that oversee execution of creative and marketing initiatives
- Managed an Athletic event planner and Athletic Street Team of 20 members to enhance the gameday experience
- Served as athletic liaison for all athletic marketing inquiries directed at university marketing partners
- Responsible for increasing fan attendance at GCU Athletic events
- Oversaw community outreach for local groups and non-profits to increase attendance for all sports
- Cultivated new relationships in the community to increase fan participation in the Phoenix Metro and beyond

Contracted Art Director | July 2016 - November 2016 MELT Entertainment & Marketing Agency | Atlanta, GA

- Lead "look & feel" operations and manage aesthetic for new business development creative
- Created a range of concepts and designs for variety of projects working with creative team to ensure direction stays clear
- Developed innovative and strategically aligned creative concepts for clients
- Presented creative concepts and designs to account teams
- Contributed to storytelling and design for presentations and pitch decks
- Created design for events, digital, and retail, through presentations and securing clear client feedback
- Conceptualized interesting experiences across all media for audience enjoyment

Partner Services Representative | December 2013 - June 2016 Collegiate Licensing Company--an IMG/WME Company | Atlanta, GA

- Served as the day-to-day contact for approximately 20 collegiate brands
- Specialized in multi-cultural marketing; specifically to Hispanic and Latin American consumers
- Analyzed retail trends and marketplace data to develop strategies that generate new revenue for partner institutions
- Worked with WME/IMG partners to leverage data assets, talent and resources to enhance partner institutions experiences
- Created unique, targeted marketing campaigns that leverage university's unique cultures to promote and grow marketplace
- Conceptualized and helped produce smart phone applications for collecting data on counterfeit product and retail presence
- Assisted in new-partner acquisition and partner retention

Assistant Director of Marketing, Creative | July 2011 - November 2013 Old Hat Creative | Norman, OK

- Created original print and electronic collateral for over 80 NCAA institutions, professional teams and national agencies
- Assisted Chief Marketing Officer in identifying marketing solutions and developing marketing plans for clients
- Served as an in-game marketing, community outreach and gameday specialist for client reference
- Helped promote the external brand of Old Hat Creative through executing advertising campaigns, collateral and events

Marketing Assistant | December 2009 - June 2011 Department of Athletics-The University of Texas at El Paso | El Paso, TX

- Created marketing plans and managed gameday operations for men's basketball and track and field
- Assisted with in-game operations and marketing for women's basketball, soccer, volleyball, softball and football
- In-game marketing coordinator for the 2011 Conference USA Men's Basketball Championships
- Oversaw the planning and design of print, radio, television, outdoor and online advertising for the Athletic Department
- Assisted in the management of all social media marketing campaigns
- Aided in the facilitation of season ticket campaigns and volunteer ticket drives for the department
- Oversaw and advised Miner Maniac Student Rewards Program and the Miner XIV Student Spirit Group
- Advised the award-winning UTEP/Paydirt Pete Mascot Program. National runner-up 2010 Capital One Mascot Challenge

AARON M. VILLALOBOS



*** REPRESENTED BY CREATIVE CIRCLE 480-658-1020 ***

Assistant Director for Marketing and Promotions | September 2008 - November 2008
Department of Intercollegiate Athletics-Texas State University | San Marcos, TX

- Managed marketing operations for volleyball, men's basketball and softball; assisted with soccer, football, baseball and women's basketball
- Developed and designed advertising and creative collateral materials, in various mediums, for the athletic department
- Served as adviser to the student-run spirit organization; assisted with the spirit program (Cheer and Mascots)
- Supervised student interns, integrating them into regular operations
- Assisted with acquiring new sponsorships and executing fulfillment duties specific to the partnership
- Worked with the University Marketing Office to regulate the program's brand identity; assisted in the licensing process (CLC)

Coordinator for Branding and Marketing | September 2006 - March 2008
Intercollegiate Athletics-New Mexico State University | Las Cruces, NM

- Managed marketing operations for women's basketball and assisted with football, volleyball and men's basketball
- Supervised marketing and gameday operations for men's basketball (2007)
- Co-coordinator of marketing events for the 2007 Western Athletic Conference Men's and Women's Basketball Tournament
- Directed campus outreach efforts and organized grassroots initiatives to increase interest NMSU athletics
- Maintained operations for Aggie Coach's Radio Show and Aggie Plaza fan tailgate experience
- Served as principle designer for the department focusing on advertising and creative collateral materials
- Helped manage and redevelop department's branding portfolio (CLC), creating continuity and resulting in new revenue
- Served as university liaison for all issues related to school's athletic mark and logo portfolio
- Supervised team of student interns and gameday workers
- Instituted an effective sportsmanship campaign in conjunction with student and community leaders

EDUCATION

BAI Journalism and Mass Communications | Minor in Music | New Mexico State University | May 2006

SKILLS

Graphic Design | Adobe--Photoshop, InDesign, Illustrator | Microsoft Office--Word, Powerpoint, Excel, Outlook
Copywriting and Editing | Photography and Video | Web Design | Brand Management | Event Management and Production
Community Outreach | Customer Relationship Management | Social Media Strategy and Execution | Data Analysis Strategic
Planning | Fundraising | Sales/Sponsorship Fulfillment | Trademark Licensing

REFERENCES

Tracie Hitz - Founder
Hitz and Branding

405.227.7452 | traciehitz@gmail.com

Denise Lamb - Vice President of Regional Brands
The Collegiate Licensing Company--a Learfield/IMG College Company

406.360.4628 | denise.lamb@img.com

David Culbertson - Senior Vice President/Chief Creative Officer
MELT Sports and Entertainment

404.812.1957 | david@metatl.com

