

NC STATE

ATHLETICS

2024-25 ANNUAL REPORT





OVERVIEW

NC State is a charter member (1953) of the Atlantic Coast Conference. This document reflects the goals and results achieved by NC State Athletics during the 2024-25 athletic and academic year.

COMPETITIVE OUTCOMES



TEAMS FINISHING IN THE NATIONAL TOP 25 RANKINGS (11)

- Men's Swimming & Diving – **7th**
- Men's Tennis - **7th**
- Women's Cross Country – **8th**
- Women's Basketball – **9th**
- Wrestling – **9th**
- Women's Swimming & Diving – **10th**
- Women's Tennis – **12th**
- Men's Soccer - **14th**
- Women's Outdoor Track & Field - **15th**
- Gymnastics - **20th**
- Women's Indoor Track & Field - **23rd**

Note: Six teams finished in the top-10 of the final poll of their sport rankings. **It marks the most top-10 season-ending finishes for NC State since the 2021-22 season** when the Pack had seven teams finish in the top-10. It's the third time under McMurray Family Director of Athletics Boo Corrigan that NC State has had six or more teams finish their seasons in the top-10.

ACC TEAM CHAMPIONSHIPS (2)

- Women's Basketball Co-Regular Season
- Wrestling Co-Regular Season (4th straight year NC State has been co- or outright regular season champion)

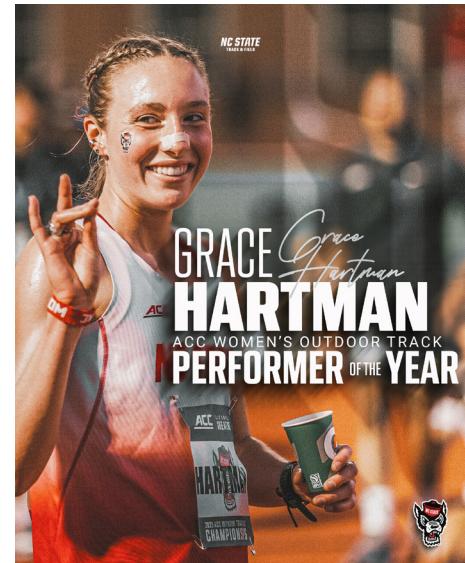
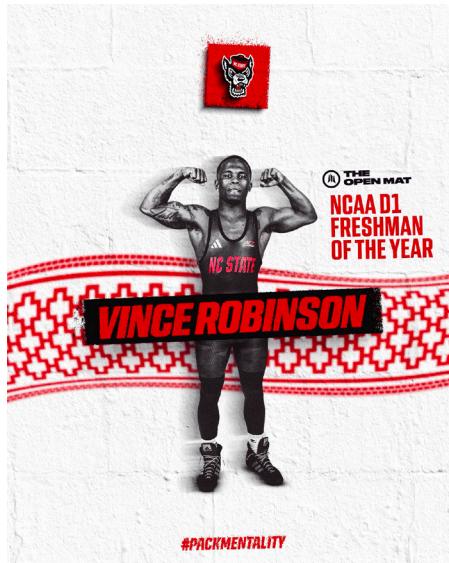
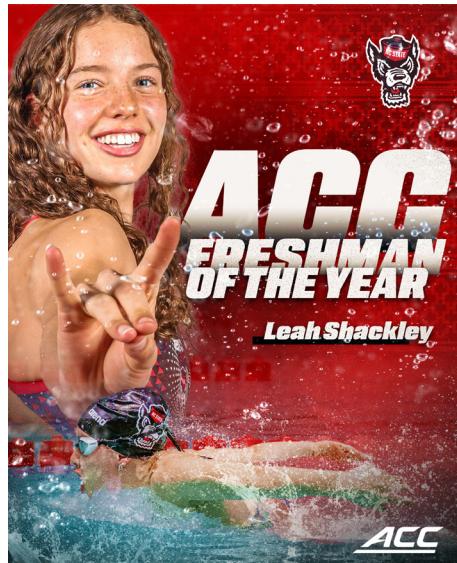
INDIVIDUAL COMPETITIVE ACHIEVEMENTS

CONFERENCE ATHLETES OF THE YEAR:

- Grace Hartman – ACC Women's Cross Country Runner of the Year
- Grace Hartman – ACC Women's Outdoor Track Performer of the Year
- Leah Shackley – ACC Women's Swimming Freshman of the Year
- Vince Robinson – ACC Wrestling Freshman of the Year

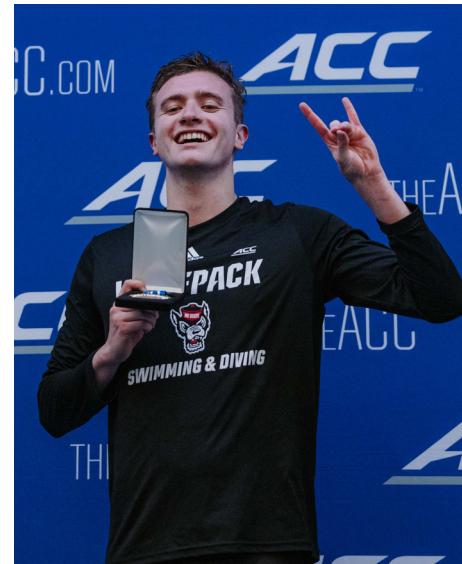
ALL-AMERICANS

- 92 All-America honors by 44 Wolfpack Student-Athletes



CONFERENCE CHAMPIONS

(12 Individual Conference Titles):



Women's Cross Country

- Grace Hartman

Track & Field

- Kate Putnam, Jordyn Parker, Angelina Napoleon, Hannah Gapes – Indoor DMR
- Angelina Napoleon – Outdoor 3000m Steeplechase
- Grace Hartman – Outdoor 5000m
- Tyson Adams – Indoor Long Jump
- Tyson Adams – Outdoor Long Jump
- Brett Gardner – Outdoor 3000m Steeplechase

Men's Swimming & Diving

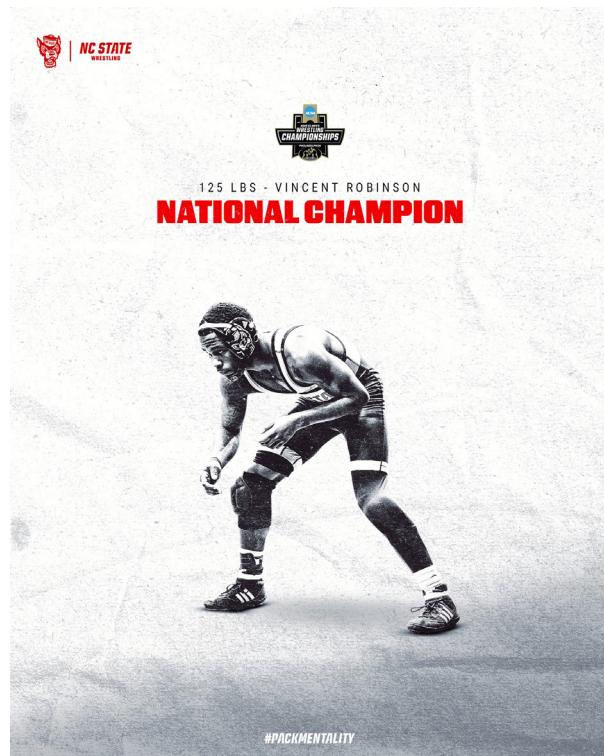
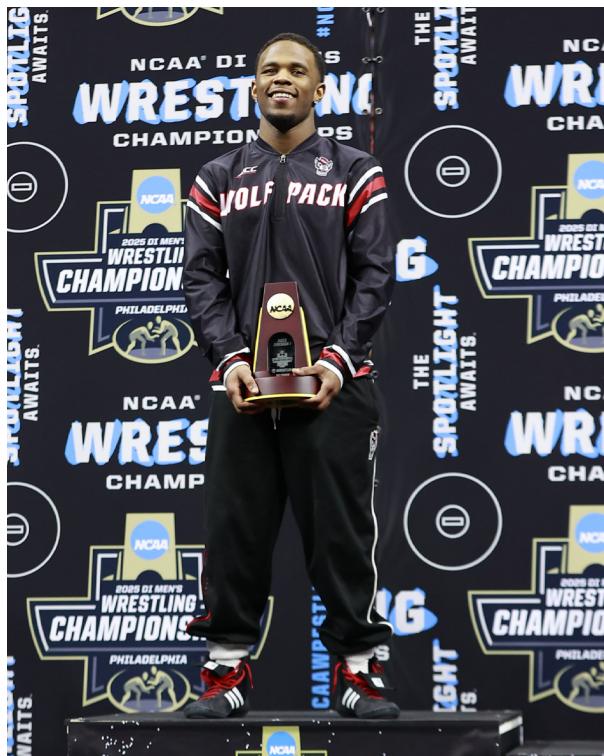
- Owen Lloyd – 1,650 yard freestyle
- Quintin McCarty – 50 yard freestyle
- Quintin McCarty, Sam Hoover, Luke Miller, Jerry Fox – 400 yard medley relay
- Quintin McCarty, Jerry Fox, Drew Salls, Luke Miller – 200 yard freestyle relay

Wrestling

- Matty Singleton – 174

NATIONAL CHAMPIONS

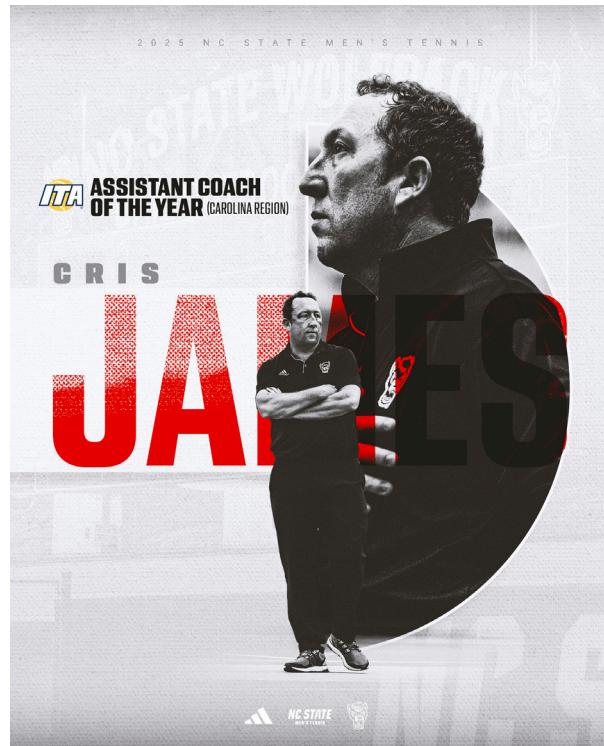
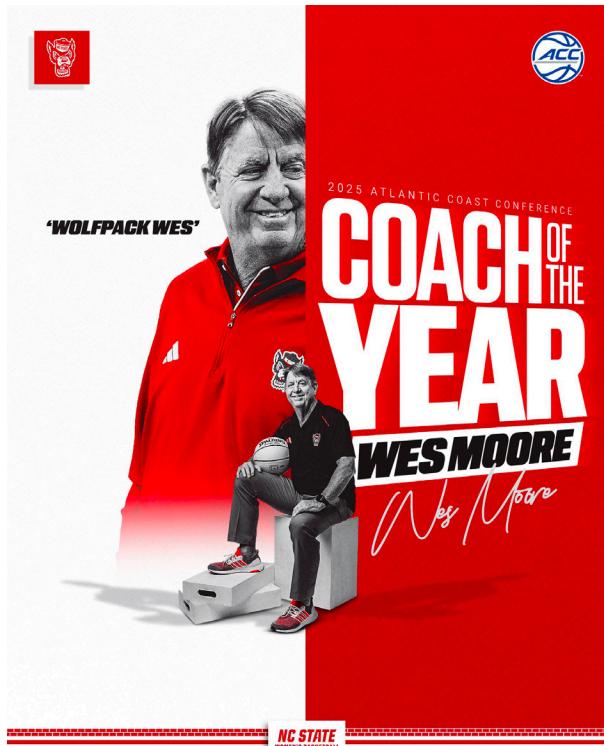
(1 Individual National Championship Title):



Vince Robinson – Wrestling 125 pounds

COACHES OF THE YEAR:

- Wes Moore – ACC Women's Basketball Coach of the Year
- Cris James – ITA Assistant Coach of the Year (Men's Tennis)

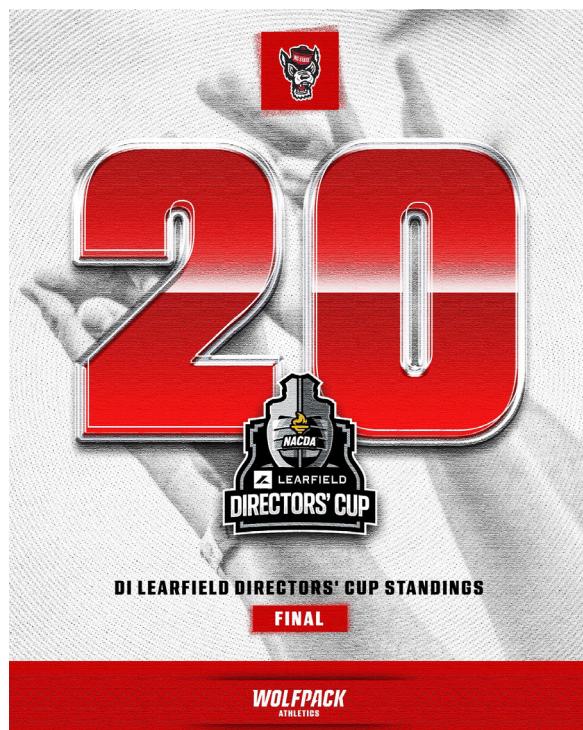


OTHER NOTABLE RECOGNITION:

- Men's Soccer advances to the Sweet 16 of the NCAA Tournament for the first time since 1994
- Men's Tennis final ranking of seventh in the Intercollegiate Tennis Association (ITA) rankings is the highest in program history (Previous best was 18th in 2022).
- Marie Eline Madsen **becomes first women's golfer in school history** to win an NCAA Regional
- NC State's Saniya Rivers and Aziaha James were both selected in the first round of the 2025 WNBA Draft. It's the **first time in program history** that the Pack has had multiple first round draft picks and NC State is just the 13th school to have two or more WNBA first round picks in the same draft.
- Swimming and Diving head coach Braden Holloway named Team USA Head Coach for the 2025 World Swimming Championships

DIRECTORS' CUP NATIONAL RANKING

NC State finished **20th** in the 2024-25 Learfield Directors' Cup standings. The Wolfpack has now finished in the **Top 25 for five consecutive years**.



KEY COMPETITIVE ACHIEVEMENTS

Fall Sports

- **Women's Cross Country** captured its eighth consecutive NCAA Southeast Regional title during the 2024 season. Grace Hartman led the way, claiming both the ACC and NCAA Southeast Regional individual titles. She then guided NC State to an eighth-place finish at the NCAA Championships, where she earned All-American honors alongside teammate Hannah Gapes.
- **Men's Cross Country** placed seventh at the ACC Championships. Brett Gardner finished 13th at the NCAA Southeast Regional, earning All-Region honors and an individual bid to the NCAA Championships, where he placed 122nd.
- **Football** qualified for its fifth consecutive bowl game - the 36th in school history and 10th in head coach Dave Doeren's 12 seasons at NC State. The Wolfpack finished the regular season on a high note, earning bowl eligibility with an exciting win at UNC - its fourth consecutive against the Tar Heels. Five NC State football players were recognized when the ACC announced the 2024 All-ACC Football Awards.
- **Men's Soccer** made an appearance in the NCAA Sweet 16 for the first time in 30 years in Marc Hubbard's first season as head coach. The beginning of its campaign was the best start to a season since 1992, highlighted by the first 10-win season since 2018. After the season, Hakim Karamoko and Donavan Phillip were selected in the 2025 MLS SuperDraft, Karamoko was the 10th overall pick.
- **Volleyball** finished the season with a 16-12 record, having defeated 10th-ranked SMU in the regular season finale to help secure an at-large bid to the 2024 NCAA Tournament. The post season appearance was the first since 2017 and fourth in program history. Amanda Rice became the fourth All-American in program history when she earned honorable mention by the AVCA and VolleyballMag.com.

Winter Sports

- **Men's Swimming & Diving** finished third at the ACC Championships, capturing four ACC titles, two individual and two relay. At the NCAA Championships, the team placed ninth marking the program's 10th consecutive top-10 national finish.
- **Women's Swimming & Diving** secured a fifth place at the ACC Championships, highlighted by freshman Leah Shackley, who was named ACC Freshman of the Year. At the NCAA Championships, the Wolfpack placed 10th, making them one of just five programs in the nation to finish in the top-10 for six straight seasons.
- **Wrestling** shared the ACC Regular Season Championship while Matty Singleton earned his own ACC title at 174 lbs. Eight of the 10 starters for the Pack earned bids to NCAAs in Philadelphia, which resulted in an individual national champion, three All-Americans, and an eighth place team finish.
- **Women's basketball** made its eighth straight NCAA Tournament appearance, which became the longest such streak in program history. The Pack advanced to the Sweet 16 for the sixth time in the last seven tournaments and finished the season No. 9 in the NCAA, marking the second most top 10 finishes by a women's basketball program in the last seven years.

• **Gymnastics** concluded the 2025 season ranked 20th in the nation after advancing to Round 2 of the Tuscaloosa Regional—marking the program’s 34th consecutive NCAA appearance. Chloe Negrete led the Pack with 24 podium finishes and broke two program records in 2025: most 9.900+ scores on beam (20) and on floor (28). In addition to earning All-American honors, Negrete was named the WCGA Southeast Region Gymnast of the Year.

Spring Sports

- **Baseball** finished the season 35-21 and fourth in the ACC. The Wolfpack made its 35th regional appearance. Under head coach Elliott Avent, the Wolfpack has made an NCAA Regional appearance in 19 of the past 22 tournaments dating back to 2003. Avent has now led his Wolfpack squads to an NCAA Regional 22 times during his coaching career in Raleigh. Three NC State baseball players earned All-ACC honors.
- **Women's Tennis** finished the season ranked No. 12 in ITA Team rankings, having reached as high as No. 5 nationally. The team hosted the NCAA first and second rounds, advancing to the Sweet 16 for the sixth consecutive season. Gabriella Broadfoot and Maddy Zampardo earned All-American honors and set a new program record for the most wins by a doubles team in a single season.
- **Men's Tennis** set a program record for most regular season conference wins with 12 victories, climbed to its highest-ever ranking in program history (fourth) and made its third-ever appearance in the NCAA Super Regional match (Sweet 16) in the spring of 2025. To conclude the season, the team landed its highest final ITA ranking in program history at seventh, while Braden Shick and Fons Van Sambeek earned All-America honors for their doubles season performance. Three players competed in the NCAA Singles Individual Championships in the fall, marking the most to represent the Wolfpack in a season at that tournament.
- **Women's Outdoor Track & Field** finished the 2025 season ranked 15th nationally. Grace Hartman ran the third-fastest 10,000m and fourth-fastest 5,000m in NCAA history. She and Angelina Napoleon won ACC titles in the 5k and steeplechase, respectively, and earned First-Team All-American honors at nationals.



FEDERAL GRADUATION RATES (FGR)

(Includes only scholarship student-athletes who matriculate in Fall semester.)

	Single Year Rate	Multi-Year Rate
2024 Report	65% (2017 Cohort)	68% (2014-17 Cohorts)

GRADUATION SUCCESS RATE (GSR)

(Includes only scholarship student-athletes; does not penalize institution if student-athletes transfer out in good standing; counts student-athletes who transfer in and receive a scholarship)

	Multi-Year Rate
2024 Report	92% (National Average: 90%)

ACADEMIC PROGRESS RATES (APR)

(Includes scholarship student-athletes and measures eligibility and retention)

	Single Year Rate	Multi-Year Rate
2024 Report	989	994

TEAM GRADE POINT AVERAGES

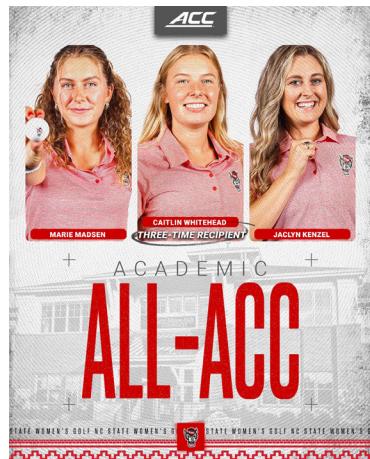
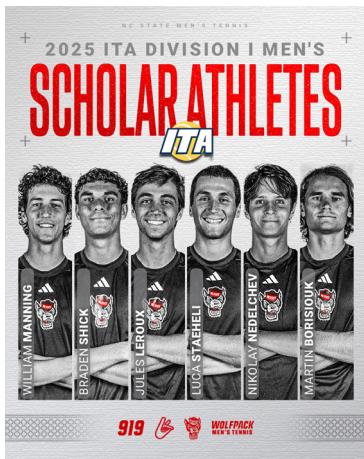
- Student-Athlete Term GPA Fall 2024: 3.21
- Student-Athlete Term GPA Spring 2025: 3.24
- Number of Teams Achieving a Team GPA > 3.0 Fall 2024: 19/22
- Number of Teams Achieving a Team GPA > 3.0 Spring 2025: 21/22
- Student-Athlete Overall Cum GPA after Spring 2025 : 3.23

Other notable academic stats from Fall 2024:

- 70 student-athletes earned a term GPA of 4.0
- 38 student-athletes have a cumulative GPA of 4.0

Other notable academic stats from Spring 2025:

- 47 student-athletes earned a term GPA of 4.0
- 66 student-athletes have a cumulative GPA of 4.0
- Inducted NC State's fifth class into the Chi Alpha Sigma honor society for student-athletes. This year's class included 31 inductees from 11 different sports (including cheerleading).



ACADEMIC ALL-AMERICAN STUDENT-ATHLETES

2025: **32**

ACADEMIC ALL-CONFERENCE STUDENT-ATHLETES

(ACC – Minimum cumulative 3.0 GPA and a 3.0 GPA for current academic year; selected by ACC committee, by sport; also factors in athletic participation. EAGL – Minimum cumulative 3.0 GPA)

2025: **196**

ACC HONOR ROLL

(Minimum 3.0 GPA for the entire academic year)

2025: **327**

NC STATE DEAN'S LIST

(Minimum 3.5 GPA on 12-14 hours or 3.25 GPA on 15 or more credit hours)

2025: **392**

NC STATE SCHOLAR ATHLETES

(Minimum 3.0 GPA earned in Fall or Spring Semester)

2025: **789**

SPECIAL ACADEMIC ACHIEVEMENTS

• Conference Scholar Athletes of the Year:

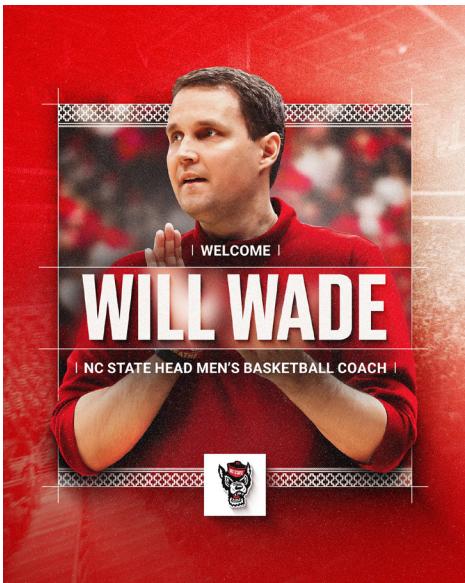
- **Grace Hartman** – ACC Women's Cross Country Scholar Athlete of the Year (sixth consecutive year/five different student-athletes an NC State student-athlete has won the award)
- **Chloe Negrete** – ACC Gymnastics Scholar Athlete of the Year (second consecutive years she has won the award)



• ACC Postgraduate Scholarship Recipients:

- **Will Beute (Men's Soccer)** - 2025 Weaver-James-Corigan-Swofford Postgraduate Scholarship Award
- **Chloe Negrete (Gymnastics)** - ACC Excellence Award
- **Amanda Rice (Volleyball)** - 2025 Weaver-James-Corigan-Swofford Postgraduate Scholarship Award
- **Jaiden Thomas (Women's Soccer)** - ACC Excellence Award

CULTURE OF EXCELLENCE



KEY LEADERSHIP MOVES

- Will Wade - Men's Basketball
- Gary Higgins - Women's Soccer
- Bo Andrews - Men's Golf
- Brad Brown - Senior Associate AD/Facilities & Operations

ATHLETICS FACILITY PROJECTS

• COMPLETED IN 2024-25

- Dail Soccer and softball lighting
- Paul Derr Track/Soccer Sound System upgrade
- Softball Sound System upgrade
- Softball Locker Room renovation
- Soccer Locker Room renovation
- Gymnastics Locker Room renovation
- Men's Basketball Lounge area renovation and updated signage in building
- Men's Basketball and Women's Basketball Final Four Logo displays in Grand Hall
- Reynolds Coliseum Roof
- Case Academic Roof
- Carmichael - Gymnastic Cubbies
- Softball - Pitch Clocks
- Isenhour - Indoor Tennis Lighting
- TBC - Energy Savings Project - since the installation of the demand controller in May 2024, through April 2025 - the project has achieved net annual energy savings of 1,064,667 kWh, resulting in cost savings of \$47,509.70, and preventing emissions of 666 MTCO2e.
- Case Academics Security Upgrade - added cameras, access card readers to exterior entry exit doors
- WB SAT Security Camera Upgrade
- Reynolds Coliseum Basement - Installation of LVP flooring throughout the ground floor

• **IN PROGRESS**

Baseball

- Working on next phases of the \$15 million enhancement plan for Doak Field at Dail Park
 - Fan Experience Improvements
 - Competitive team performance spaces
- Project is divided into three phases and designs are in progress for remaining phases

Murphy Center Kitchen Renovation

- January 2026 expected launch date
- Expanding the design scope to accommodate larger office space and additional offices within the player's lounge.

Carter-Finley Stadium Naming Rights (Andy Albright Scoreboard)

- The project is currently in progress and is anticipated to be finished by mid-August 2025 ahead of the season-opener for the coming football season.

Raleighwood Improvements

- The project is currently in progress and is anticipated to be finished by mid-August 2025 ahead of the season-opener for the coming football season.

Townebank Center Improvements

- Second Floor - Flooring upgrade, new carpet installation - about 18,000 sf
- HVAC RTUs - project is currently in progress and is anticipated to be finished by mid-August 2025

#PACKUNITED - A STUDENT-ATHLETE RUN ORGANIZATION

- In July - first year summer-start student-athletes - partnered with CPI to build hundreds of magic kits for hospitalized children through the Victory Junction program.
- Pack United has continued its commitment by donating time, talent and financial resources to local organizations with a focus in combating food and housing insecurity and promoting educational equity.
- During the 2024-25 academic year, Pack United hosted its fifth annual Pack United week. NC State packed 180 meals for Oak City Cares for the unhoused community, held a donation drive at a women's soccer games for the campus organization, Camp Kesem, for children of cancer patients, had a Hurricane Helene relief drive collection at a football game and 40 student-athlete volunteers packed 11,000 meals for Rise Against Hunger. All #PackUnited t-shirt sales were donated to American Red Cross's Hurricane relief efforts. The Pack also hosted a donor dinner with 15 Wolfpack Club donors as the students engaged them through education and awareness.

COMMITMENT TO RULES COMPLIANCE

Education and monitoring oversight are the cornerstones of compliance integrity. NC State continually educates student-athletes, coaches, staff, and boosters to best ensure their understanding of NCAA rules. Education and monitoring includes recruiting, coaching limits, playing and practice seasons, student-athlete eligibility, financial aid, permissible benefits, and NIL. We follow up diligently on issues identified and self-report violations of NCAA rules to the NCAA as appropriate.

Staff statistics:

- 377 compliance staff interpretations to staff, coaches, student-athletes, donors
- Processed 20,668 total ARMS workflows that help manage staying in compliance with hundreds of NCAA rules from coaching limitations, recruiting, financial aid, permissible and impermissible benefits, initial eligibility, continuing eligibility, transfer eligibility, and playing/practice seasons
- 28 interpretation requests or waivers submitted to the NCAA for official review

Staff statistics Cont.:

- 10 Institutionally reported secondary/Level III violations to the NCAA (14 in the previous year)
- many self-reported by coaches/ staff
- Approximately 150 educational sessions provided to coaches, staff, student-athletes, faculty, and donors on applicable NCAA rules covering areas such as recruiting, financial aid, eligibility, benefits, legislative proposals, adopted legislation, and current topics.

GENDER EQUITY PARTICIPATION RATES

2023-24:	Male	Female	Differential from Student Body*
	58.4%	41.6%	8.39%

- Several factors contribute to an elevated differential in participation rate percentages, including campus trends of undergraduate enrollment at a 50/50 split; NCAA COVID legislation granting athletes with an extra year of eligibility (more male student-athletes choosing to stay and compete), and the introduction of the NCAA transfer portal.

**Target to remain within 5% of student body, per University General Counsel. 23-24 IPEDS numbers released in early fall and reported in FY 25.*

MENTAL HEALTH & PERFORMANCE PSYCHOLOGY

Mental health is a priority and continues to be an increasing need at NC State. In addition to the Counseling Center, mental health and sport psychology services are provided within an integrated health-care framework through the Mental Health & Performance Psychology Department. In 2024-25, 38.2% of student-athletes utilized counseling services. The interdisciplinary staff serviced 1,543 individual appointments and another 1,007 outreach hours, which include recruiting presentations, team talks, practice and game sideline attendance, and interactions through student-athlete engagement programming.

NAME, IMAGE, LIKENESS

Student Athlete Education & Support:

- Hosted an NIL Networking Night that brought together over 100 student-athletes and multiple external/campus partners; served as an opportunity to introduce student-athletes to Athletics' all-encompassing resources and yielded positive student-athlete feedback via post-event survey
- Held beginning-of-year educational sessions with teams and made NIL support available on a 1:1 basis throughout the year
- Delivered consistent education to student-athletes across topics such as finances, taxes, LLC formation, personal branding and agency partnerships
- Supported national leadership opportunities through NCAA's Meta Empower Program, with participation from Saniya Rivers (WBB) and Payden Bordeau (SB)

Brand & Licensing Innovation:

- Connected student-athletes with NC State Athletics corporate partners to create meaningful and sustainable NIL opportunities with the use of university marks and logos
- Partnered with The Brandr Group, Powerade and adidas to proactively position student-athletes for NIL activations
- Streamlined internal workflows for NIL-licensed apparel, including fast-tracked approval processes for hot market moments
- Welcomed Campus Ink as a new NIL licensee, enhancing merchandise tied to key moments Engaged above the national average in both revenue and student-athlete opt-in rate for NIL licensed apparel



FINANCIAL OUTCOMES



BALANCE OPERATING BUDGETS

Athletics continues to maintain competitive excellence even in the current financially challenging and ever changing landscape of collegiate athletics.

Our largest category of expenses, personnel costs, increased 8% and overall travel costs increased 6% over prior year. Due to results from litigation, our NCAA revenue and ACC revenue was less than projected. These additional expenses were offset by increased ticket sales in Football due to a neutral site game. The Wolfpack Club continues to financially support our efforts in prioritizing our student-athletes and their welfare, with a transfer of \$10.2 million to operations. The Athletic department also received campus support totaling \$9.2 million (including funding for the Academic Support Program for Student Athletes and the Band) to balance the FY25 budget.

ANNUAL OPERATING REVENUE

(Includes scholarship funding provided by the Wolfpack Club)

FY25: \$123.1M

ATHLETIC DEPARTMENT FACILITY DEBT PAYMENTS:

(Does not include Wolfpack Club facility payments)

FY25: \$3.5M

GENERATE



The Athletic Department and the Wolfpack Club signed a new operating agreement in 2025. This agreement continues to emphasize the importance of our collaboration with the WPC to provide for our current and future student-athletes.

WOLFPACK CLUB OVERALL FUNDRAISING RESULTS (SCHOLARSHIP, FACILITIES, ENDOWMENT, ETC.):

(As provided by the Wolfpack Club; does not include planned/deferred gifts)

For year FY 24/25: \$45.39M Pledged

Town Bank Pledges and Cash: \$4.7M Pledged

WOLFPACK CLUB ANNUAL GIFT (SCHOLARSHIP) FUNDRAISING RESULTS:

(As provided by the Wolfpack Club)

Drive Year 2024: \$16.12M Pledged

WOLFPACK CLUB ENDOWMENT FUNDRAISING RESULTS:

(As provided by the Wolfpack Club; does not include planned/deferred gifts)

FY 24/25: \$4.25M Pledged

WOLFPACK MAJOR GIFT AND SPORTS SPECIFIC FUNDRAISING:

FY 24/25: 137 Gifts for \$24.57M

AD ENHANCEMENT PROGRAM:

- The Wolfpack Club is committed to raising funds for the AD Enhancement Fund in an effort to give NC State Athletics Administration maximum flexibility as it pertains to the future financial health of our department in the current landscape of intercollegiate athletics.
- Funds raised may be used in any way possible to support NC State Student-Athletes and Coaches as determined by McMurray Family Director of Athletics Boo Corrigan. Since the start of FY25 \$9.73M in commitments has been secured in support of the AD Enhancement Fund.

TICKET SALES:

- Highest ticket revenue is program history. Total revenue of \$31.1M; \$2.7M higher than FY24. First time surpassing \$29M in a single year.

- **Football 2024 Season** (7 home games + 1 neutral site): \$22M

- Season tickets renewed at a 91% rate in 2024
 - Second highest season ticket totals in program history; 37,415
 - Best ever season ticket revenue at \$14.8M
- Grew parking revenue to \$1.6M, highest in program history
- Sold out every game in 2024; 20 straight games dating back to 2022.
 - 398,433 total attendance

- **Men's Basketball 2024-25 Season:**

- Over \$6.9M in revenue
- Increased season ticket sales by 4%
- Third consecutive season surpassing \$1M in single game ticket revenue
 - 230,967 total attendance

- **Women's Basketball 2024-25 Season:**

- Program record 3,188 season tickets sold. Third time ever surpassing 3,000 season tickets sold, and fourth consecutive sellout.
- Set mark for the best-ever revenue season in program history at \$612K, the first time in program history surpassing \$600K in revenue (52% increase over two seasons)
- Programs records for all ticket revenue marks (season tickets: \$350K, single games: \$262K)
- 12 regular season sellouts; 83,654 total attendance

- **Baseball 2025 Season:**

- Program records in total revenue (\$540K) and season ticket revenue (\$335K)
- Sold out of season tickets for the fifth season in a row
- 7 sold out games, fourth consecutive season

- **Olympic Sports (Volleyball, Wrestling, Gymnastics, Softball)**

- \$330K in total ticket sales; Highest total ticket revenue ever; second time surpassing \$300K.
- Highest season ticket sales for olympic sports (2,146) - fourth consecutive year with a new high water mark; first time surpassing 2000 season tickets.
 - First time surpassing 100K in total season ticket sales (\$101K)

- **Volleyball:**

- New program high in season tickets (356) - 62% increase over last year, and 240% increase in two seasons
- Program record in all sales categories:
 - Season tickets (\$15K)
 - Single game revenue (97K)
 - Overall revenue (113K) - First time surpassing \$100K

TICKET SALES CONT.:

• Wrestling:

- New program high in season tickets (1342) - 9% increase over last year, and 197% increase in two seasons.
 - Floor and sideline reserved seating sold out.
 - Program record in season ticket revenue (\$67K)

• Gymnastics:

- New program high in season tickets (342) - 24% increase over last year, and 178% increase in two seasons.
- 5-year high in attendance; 10% increase from 2024
- First ever sold out event
 - Program record in all sales categories:
 - Season tickets (\$11K)
 - Single game revenue (66K)
 - Overall revenue (77K)

• Softball:

- Second consecutive season with 100+ season tickets (106)
- Program record in single game revenue (\$28K) and total ticket revenue (\$34K)
- 5 consecutive seasons of attendance growth; 5-year high in total attendance; 6 sold out events
- Over 25K new accounts created within the database from mobile ticketing
- Ticket Sales and Service team generated over \$4.1M in revenue during FY25
 - Includes over \$476K in WPC annual donations
 - Over 120K account touchpoints

Digital Paid Ads

- Expand our online advertising presence by being more targeted and specific in our ads and placements.

- FY25 saw a large increase in revenue with a similar spend.
- Impressions 5.6M (100%+ increase) - shift to more direct response campaigns, with expanded creative and more platform reach
- Clicks 173.7K (11% increase)
- Revenue \$4.0M (60% increase)
- ROAS \$48 (16% increase) - revenue generated per dollar spent.
- Facebook/Instagram (Meta) once again led the way in revenue and conversions, contributing over 60% of all revenue with less than half of total spend, achieving an estimated ROAS of 61:1.
- Search Campaigns followed, offering strong intent-based results with a ROAS near 39:1, while continuing to capture top keywords related to tickets and NC State Athletics.
- PMAX, though limited in spend, filled niche conversion gaps and introduced AI-driven creative into the campaign mix, delivering \$185K in incremental revenue and a ROAS of 26:1.

Data and Analytics

- We've continued to evolve our data-driven approach by integrating dynamic content into email campaigns, allowing us to tailor messages based on fan behavior, ticket history, and engagement level. This shift has helped increase email interaction rates and improve overall campaign performance.

Data and Analytics cont.

- Through Fanbase, we've gained deeper insight into audience segments and leveraged those findings to create more targeted email and ad campaigns. Early results show stronger engagement and more efficient spend across paid media, as seen above.
- We also began incorporating Seatgeek ticketing data into our broader marketing strategy. Using real-time purchase behavior and trends to guide campaign timing, creative messaging, and audience targeting. This alignment between data and content helps drive more personalized and timely outreach across channels.

Email Marketing

- In FY25, our email marketing strategy shifted from broad communication to a more sales-driven, collaborative approach. Working closely with the sales team, we aligned our efforts to support key revenue priorities, building campaigns that were informed by ticketing needs, buyer behavior, and sales targets.
- Over the course of 500+ campaigns, our email marketing efforts have remained consistent and effective. Highlighting strong list engagement, minimal churn, and ongoing opportunities for conversion.
- Click-to-Open Rate:
 - Average of 14.47%, indicating fans are responding well to subject lines and email content once opened.
- Average Reach per Email:
 - Each campaign was sent to approximately 16,722 recipients, with 16,609 successfully delivered on average.
- Unsubscribe Rate:
 - Incredibly low at just 0.001%, a sign of healthy list retention and relevant content.
- Form Conversion Rate:
 - Averaging 0.28% across emails with forms, solid performance for transactional or action-based campaigns.
- Lead Generation & Segment Targeting
 - Together, we developed a system for identifying and nurturing high-potential leads. From dynamically targeting past buyers to prioritizing untapped segments, we focused on using email as a tool for driving qualified interest. This included integrating lead forms, tailoring follow-up paths, and ensuring sales had visibility into performance.
- More Intentional Messaging
 - Rather than relying on high send volume, our strategy centered around relevance. Fans received personalized, timely emails based on actions like abandoned carts, website activity, and prior purchase behavior, ensuring each message aligned with where they were in the buying process.
 - NC State fans remain actively engaged with our emails, demonstrating a strong and responsive digital audience. Our performance continues to align with previous years, consistently exceeding industry benchmarks and maintaining our position as one of the top programs in the ACC.