

ICLA



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Navigating the pandemic is a continued unknown. From a licensing perspective, roles and opportunities have shifted towards finding new creative ways to engage fans in the sales of collegiate product. Finding new revenue streams during this time is imperative.

As we wind down summer and look to an uncertain fall, our pivot to the digital space for promotion is under way. Fans, alumni, staff and students are all loyal to the university and our athletics department. We are promoting collegiate product in a time where unemployment is still an issue, returning to campus is a concern and retailers are in a state of uncertainty. Supporting our licensees and retailers is also at the forefront of our minds to ensure they are able to weather the storm of cancelled orders and late (or no) payments. It is important for all of us to be sensitive to our partners and campus constituents as they continue to deal with these issues.

Connecting with key departments on campus for relevant product promotions has never been more important to access our entire

university and athletics database. Additionally, engagement with news outlets, fan sites and other interested constituents should be at the forefront of our minds to take the greatest advantage of our avenues of promotions.

Initially, in April, our athletics team combined efforts to provide our multimedia rights sponsors' assets through digital means and leaning on product placement as a part of those efforts. Our annual influencer program donation campaign to the university will incorporate retail vintage mark headwear from the time of the influencer tenure at the university with a coupon to our bookstore. Fall will introduce a retail "Legends" program of former beloved players.

This is a time where licensing directors may be taking on new roles in their departments. The back-burner projects such as university trademark policy, student organization identity policy and strategic partnerships with third parties are making their way to our departments. This has been a good time to take a deep dive into our supply chain as it relates to social responsibility and inclusive and diverse purchasing and spending money locally, a Syracuse University mission.

I don't want to speak for all licensing directors; however, it has always been my mission to build a program that does not rely on athletics success. We are at a crossroads where we will find out how much of our program does or does not rely solely on athletics.

At the end of the day, sensitivity to the issues, staying connected and communicating often with our partners and colleagues is imperative to the success of our licensing programs.



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