

**Iowa Lottery/Hawkeye Athletics
Partnership Discussion Points/PCA
February 8, 2007**

Facts

- The Iowa Lottery is a not-for-profit entity and part of the Executive Branch of the State of Iowa (since 1985 – Governor Branstad).
- Financial support provided by the Iowa Lottery to the State of Iowa (based on Department of Management data) follows:
 - Over \$1 billion has been distributed to State's general fund since 1985.
 - During FY06, 60% of \$80.9 million was directed to education programs.
 - A portion of the annual proceeds was directed to the State of Iowa's Gambling Treatment Program (1-800-BETS-OFF Program).
- Iowa Athletics has had a relationship with the Iowa Lottery for the past five years. Agreed upon terms follow:
 - Branded give-a-ways (truck, motorcycle, trips, etc.).
 - Access to registered trademarks.
 - All approval rests with University.
 - Semi-annual review of partnership.
- The 2006-07 promotional campaign encompasses the following:
 - A Dodge-Hawkeye branded automobile give-away.
 - Permission to produce TV, radio, print ads.
 - Permission to "re-create" CHA, Iowa Fight Song.
 - The winner will be drawn at the final home basketball game.
- Iowa State University's relationship with the Iowa Lottery is very similar to that of The University of Iowa.

Athletic Department Position

- This year's television promotion crossed a line of acceptability (re-creation of CHA and Fight Song).
- Fault lies with Athletic Department, not with Lottery. We retain full approval authority each step of the way.
- While debate may argue for/against any ties with the Iowa Lottery, the Athletic Department's position has been to continue the relationship in a restricted fashion.
 - Iowa Lottery has been a good corporate partner.
 - Iowa Lottery is a not-for-profit State agency.
 - Iowa Lottery provides tens of millions of dollars to the State's General Fund every year.
 - University of Iowa's charge to the Hawkeye Athletic program is to be 100% self-funded to keep from being a financial drain on other University programs and initiatives.