

ongoing



will support with marketing plan & promotion throughout year

Miami University: Shop Miami giveaways, pictures and sale announcements from retailers and licensees



@ShopMiamiOH
@BewitchedSMS



ShopMiamiOH.com

and featured Retailer of the Month



monthly T & L newsletter, from yours truly - hits 500+ retailers, licensees and campus contacts



UCM book sales Continued coordination with retailers.

MIAMI SPIRIT FRIDAYS and WEAR RED

Monthly Campus Meetings



Mitch!!



Provide retailers with door/window clings letting their customers know they carry officially licensed Miami product. Provides greater branding opportunities.

RETAIL/LICENSEE VISITS

August
September
October
November
December
January
February
March
April
May
June
July



Fan Shirt available at the University Bookstore



released on photo store



heavy social media



use social media + ShopMiamiOH.com to encourage fans to "buy" Miami



New product offerings/ licensee opportunities



Valentine's Day Promotion

Spring - Retail Visits



Fan Shirt Contest



Mother's Day and Father's Day promotions



Licensing Director Mental Health Break & Vacation some beach - somewhere



meet with clubs/orgs to review trademark request procedures



MIAMI SPIRIT FRIDAYS



Football Tickets utilize 4 tickets per game to thank retailers and licensees

Back to School - Retail Visits



Family Weekend promotion

Ladies Only



extra retail presence downtown Cincinnati for UC/Miami Battle for the Victory Bell



"SPIRIT" Fashion Show presented by University Bookstore & Club of Fashion & Design



Holiday Gift Guide highlight unique and popular products available for purchase at retailers

send holiday cards to licensees and retailers



Holiday - Retail Visits



HOCKEY CITY CLASSIC



Basketball Ticket Promotion with retailers



Charter Day Promotion

ICLA Winter Symposium: networking & professional development



Spring - Retail Visits



Retailer/Licensee Reception Hockey vs. North Dakota - Mar. 6



Championship Hockey HOT Market Planning & Promotion



Fan Shirt Contest



Grad Fest, Ring Ceremony & Graduation Gift promotion



Mother's Day and Father's Day promotions



Grad Fest, Ring Ceremony & Graduation Gift promotion



Alumni Weekend Promotion



Memorial Day Weekend



Licensing Director Mental Health Break & Vacation some beach - somewhere



2015 Annual Convention Orlando, FL



Licensee Awards



Trademark & Licensing Marketing Plan for 2015-16



Yearly review & 2014-15 planning

For more information contact:

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