

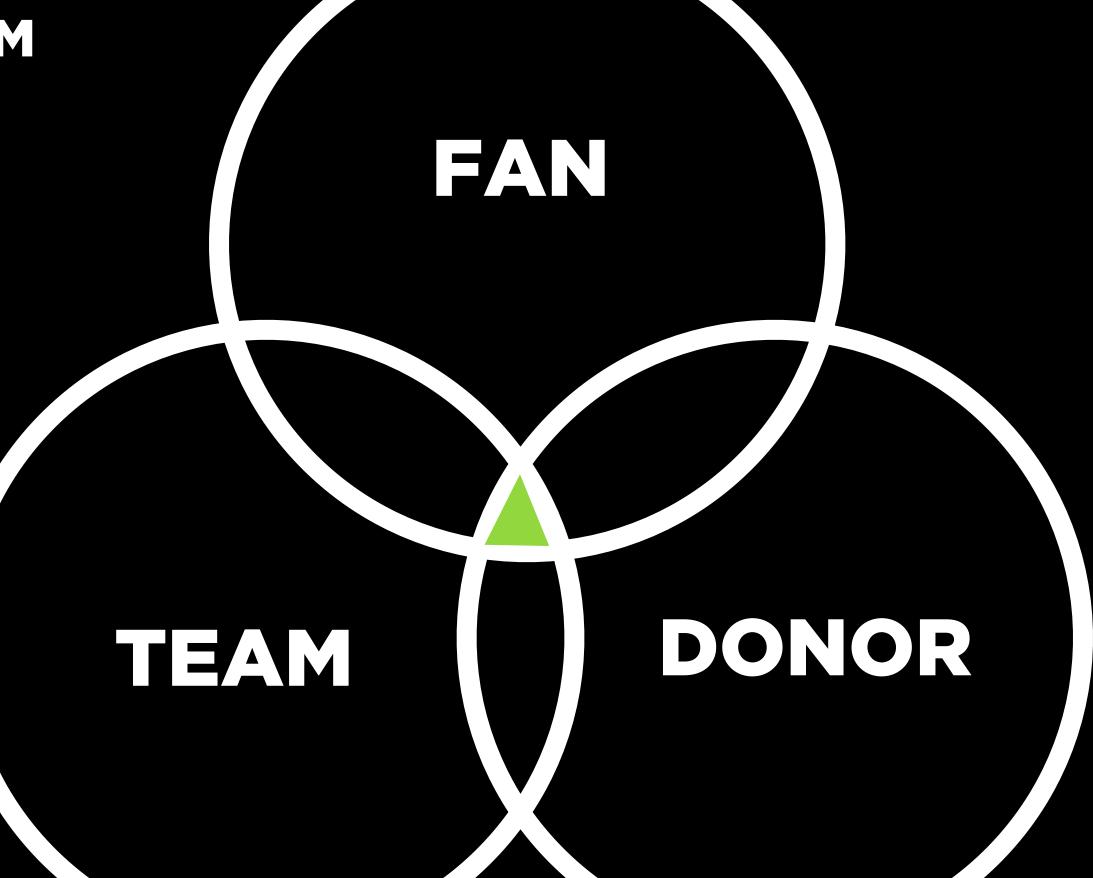
OUR PURPOSE **ADVENT CREATES EXPERIENCES THAT MOVE PEOPLE[®]**



THE VALUE INTERSECTIONTM WE UNLOCK THE VALUE

BETWEEN:

- THE FAN'S DESIRE FOR ELEVATED EXPERIENCES
- THE DONOR'S DESIRE FOR RECOGNITION OF <u>THEIR</u> STORY
- THE UNIVERSITY'S DESIRE FOR SUCCESS, REVENUE & MAGNETIC FAN EXPERIENCES



THE VALUE INTERSECTIONTM WE UNLOCK THE VALUE

BETWEEN:

- THE RECRUIT'S DESIRE FOR ELEVATED EXPERIENCES
- THE DONOR'S DESIRE FOR RECOGNITION OF <u>THEIR</u> STORY
- THE UNIVERSITY'S DESIRE FOR SUCCESS, REVENUE & MAGNETIC FAN EXPERIENCES

RECRUIT

TEAM

DONOR



BRAND

BRAND is a collection of perceptions, emotions, and stories (positive and negative) in the minds of the audience that adds or subtracts value and enables choice.

STORY

STORY is the combination of authentic themes and personality traits that comprise a differentiated brand.

Well-executed BRAND STORIES position the audience as the central character and produce strong and lasting emotional connections.

BRAND LOYALTY IS FORGED IN SHARED EXPERIENCESTM

OUR RESEARCH



FOR OVER **SEVEN YEARS** WE HAVE STUDIED **HOW ATHLETES CHOOSE** WHERE THEY WILL GO TO COLLEGE



STUDENT-ATHLETE COLLEGE CHOICE STUDY

LEARN WHAT DRIVES A STUDENT-ATHLETE'S CHOICE

collegechoicestudy.com

GENERAL STUDENT BODY COLLEGE CHOICE STUDY

LEARN WHAT DRIVES A PROSPECTIVE STUDENTS CHOICE



OUR PROCESS



WE LISTEN

-DEFINE THE PROJECT -UNCOVER YOUR DISTINCTIVES -ELEVATE YOUR UNIQUES

WE CREATE

-DEVELOP STRATEGY -DESIGN SOLUTIONS -SOLVE PROBLEMS

WE REFINE

-DEFINE THE DETAILS -ASSIMILATE CONTENT -SAMPLE MATERIALS

WE BUILD

-FABRICATE DISPLAYS -INSTALL EXPERIENCE -EXCEED EXPECTATIONS

WE STAND BEHIND YOU

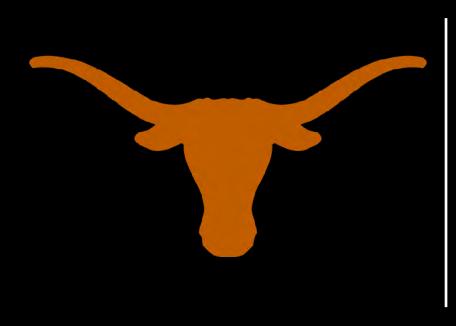
-PROVIDE HELP DESK & ANALYTICS -ANTICIPATE UPDATES -REFRESH PLANS & STRATEGIES

Why does Advent do StoryMining? StoryMining is the foundation of our work on every project. This is how we learn the memories, the core values (explicit or implicit) and the key emotional touchpoints that will resonate with your audiences. We use what we learn to inform our work, and to gain alignment for your project. To find out more about our StoryMining Process: Click This Link

WE ADVANCE & EXPAND REVENUE BY DEVELOPING HALLS OF FAME THAT BECOME SPONSOR OR DONOR INVENTORY



CASESIUDY:



UNIVERSITY OF TEXAS ATHLETICS HALL OF FAME

THE FRANK DENIUS FAMILY UNIVERSITY OF TEXAS







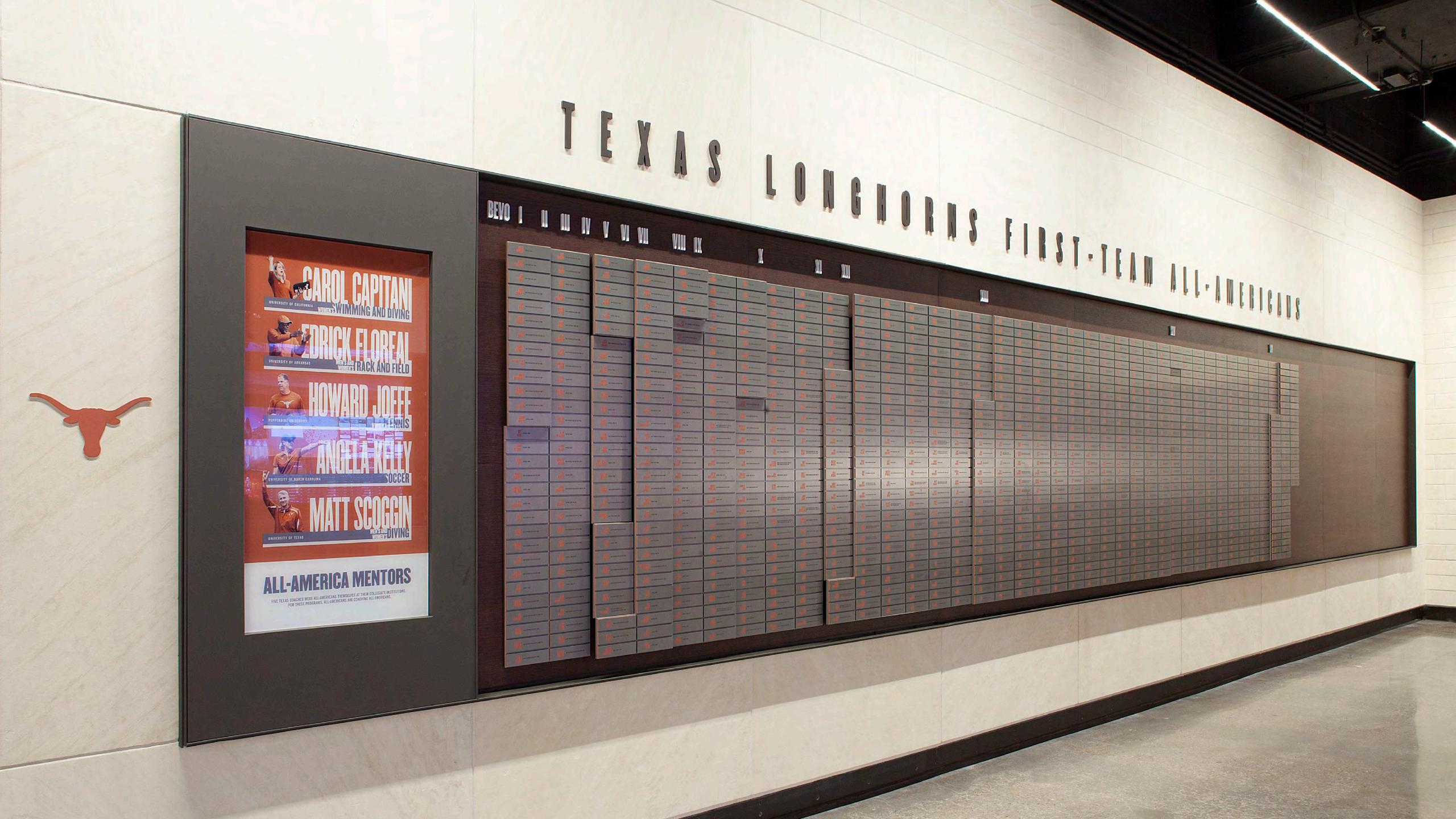












THE UNIVERSITY OF TEXAS HALL OF FAME IS **THE LARGEST HALL OF FAME** IN COLLEGE SPORTS. ADVENT COMPLETED IT IN **NINE MONTHS**.

"LIFE IS A CONTACT SPORT." —FRANK DENIUS



CONFIDENTIAL - NOT FOR RELEASE

To see a sneak peak at an Augmented Reality element we developed for The Texas Hall of Fame:



Click this link





To see a case study video of our process in action for The Texas Hall of Fame: **Click this link**

THE FRANK DENIUS FAMILY UNIVERSITY OF TEXAS



CASESIUDY



ATHLETES VILLAGE

UNIVERSITY OF MINNESOTA





NELEONE TO THE EXCELLENCE UNDURIES CENTER FOR EXCELLONG

VE ALL BELON





THE UNIVERSITY OF MINNESOTA WE ALL BELONG LEADER IN EQUALITY AND OPPORTUNITY



Repet Analysis for a calculate a second of a design and a second of a second of a design and a second of a second of a design and a second of a second of a design and a design a de

LEADER IN WOMEN'S ATHLETICS OPPORTUNITIES

THE BEGINNING

A subscript summit to busines in 1970, the parcoge of files if presented for EBOAK OPPORTUNATY indexes basis and sufficient addition. These parce lates, for bisenvity exhibition the Boussels of Human's basis and sufficient preside the basis of the busis during the sufficient has \$2,000 at 177 in 512 willion within tensor plant. By 2000, mar's and warmer's difficulty marging an a single department Thanks is many generating plant in recent decades. MINNESIGN BICANY, A NATIONAL LEADER

NONEERS

b VETS, Minimpathi kind famour child sarihimar Joan Franman an Ris first hild close part waterich clash. For more them 20 parts, the held Explane testimetry, and during Pa to Big Test charapteristic address programs. Calder Franzensky Spilleter, S. Array Testing Internet Minimum Min

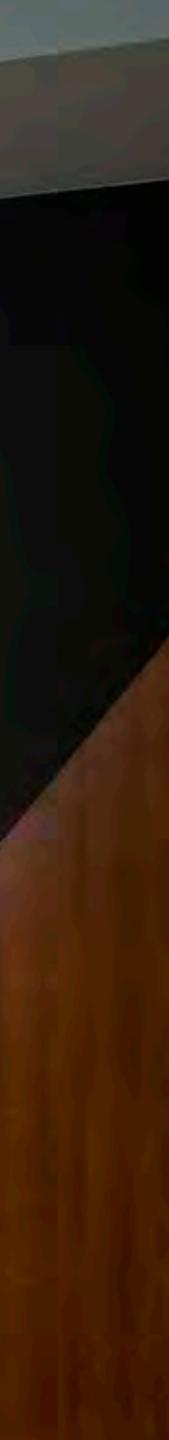
Report and THE FIRST BLACK WOMAN TO EARN ALL-AMERICA HOMORY IN THE .

dell and companiences deschaping to EMPORER VISING WOMEN from the Altered at





DAVID & JANIS LARSON MANDESSORTA PERFORMANCE CENTER FOOTBALL



-

۲





MAXX MULLIANS WILLIANS TE 12015, 2nd round, Baltimore Ravensl TE 12015, 2nd round, Baltimore Ravensl

2R

RAVENS

























LAND O'LAKES CENTER FOR EXCELLENCE

ROBERT K. EDDY MEN'S BASKETBALL COURT

Bob Eddy gashes with pide for his alms meter, but proving up in Dy Lets. Wen, must now two means the wave, the balance to entropy the set full head over-basis for the morane and pail.

While Bob's job set of college lask birs all ever the world, he returned to his have shit is 1000 is on the being between, but a bitment, is present in the second or the property of a Septer Johnson, bit must be more a second a net of an and the second or the second o

Bob scrorpig batteres the Briversity of Memories much to be prot in swepting 2 person. Not while to be so per a highest commutate state press. In two of that others will, too.



TITAN

R





MINNESOTA





MINNESOTA BASKETBALL



风







WE CREATE **INVENTORY** THAT **ENGAGES RECRUITS** AND THAT **DONORS** WANT TO **FUND**



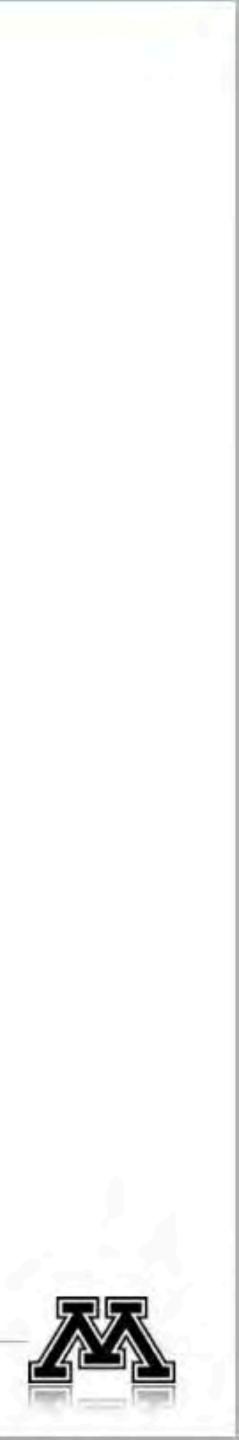
DONOR "PITCH" SKETCH



DESIGN

EXPLORATORY SKETCHES

REVERSE CUT PANEL SHUWS BUILDING NICH AND STATE DUTLINE.



THE RESULT

PIONEER PRESS TwinCities
 com

NEWS

UMN, Gophers to receive \$25M from Land O'Lakes



UMN, Gophers to receive \$25M from Land O'Lakes

By PIONEER PRESS | news@pioneerpress.com PUBLISHED: September 1, 2014 at 11:01 pm | UPDATED: November 3, 2015 at 8:27 am

The University of Minnesota will receive a \$25 million donation from Land O'Lakes, \$21 million of which will go to Gophers athletics, the school announced Tuesday.

Of that, \$15 million will go toward construction of 60,000-square-foot Center for Excellence in the new Athletics Village. Land O'Lakes will receive naming rights to the center, which will house academic, nutrition and leadership development programs for university students and student-athletes.







To see a case study video of our work with The University of Minnesota: **Click this link**

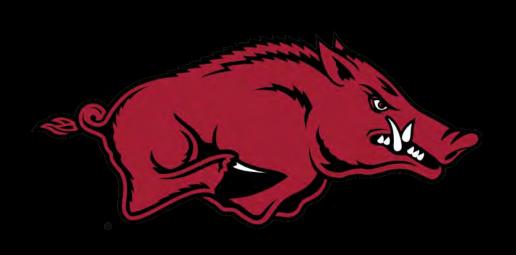
To hear how the university community feels about our work: Click this link

UNIVERSITY OF MINNESOTA



 $\overline{ } /$

CASE STUDY:



UNIVERSITY OF ARKANSAS DONALD W. REYNOLDS RAZORBACK STADIUM LOCKER ROOM, LUXURY SUITES & VIP SPACES

KNEECAP TO KNEECAP STRATEGIC CREATIVE

To see our strategic creative meeting with The University of Arkansas Athletics: <u>Click this link</u>





















and a second second

NSAS vs LOUISI Park Stadium, Shravaport, Louisian









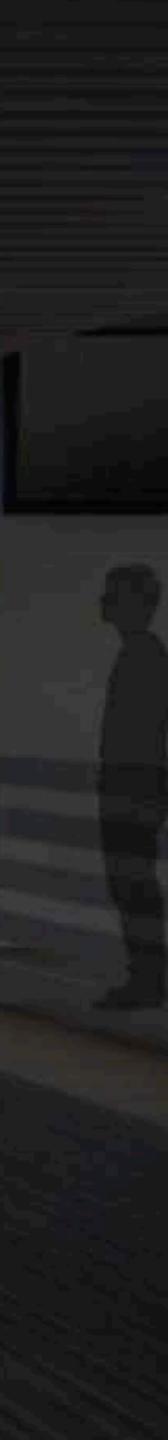




To see our conceptual strategy for how the team exit is activated for players and VIP's: <u>Click this link</u>











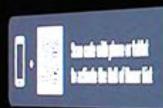












Arkansas:



ANTHONY LUCA.

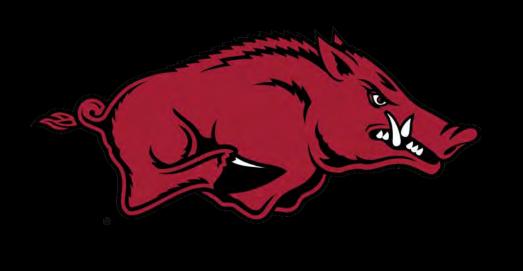




To see the "user controlled" technology our digital team developed and deployed for

Click this link





UNIVERSITY OF ARKANSAS DONALD W. REYNOLDS RAZORBACK STADIUM LOCKER ROOM, LUXURY SUITES & VIP SPACES

To see case study video of the complete project for The University of Arkansas: <u>Click</u> this <u>link</u>



WE CREATE INVENTORY THAT ENGAGES RECRUITS AND THATMA DONORS AND SPONSORS WANT TO EUND AND THAT TES INCREDI

NORT



CASE STUDY: Image: State of the state of the









NAL IN RECENTS DECEMBER OF CONCEAL AND DECEMBER OF CONCEAL

8

THE SHITT AND THE HOME THAT IS COTABLESHED IN THIS POST THAT IS CONCUMING SOMETHING THAT WATE FOR THE HEET OF THOSE UPPL

NUMERAL REPORTS OF A STREET OF

PERSONAL PROPERTY AND INC.

12

ה ה ונה ניוי

1212121

LA.L

ESPN'S GREATEST ATHLETE OF THE 20TH CENTURY

HALL OF FAME

& FINALS MVP

5-TIME NBA MOST VALUABLE PLAYER

14-TIME NBA ALL-STAR, 10-TIME SCORING LEADER

2-TIME COLLEGE PLAYER OF THE YEAR

OLYMPIC GOLD MEDALIST 1984, 1992

NCAA CHAMPION



de



NAISMITH BASKETBALL HALL OF FAME

3-TIME NBA CHAMPION I

7-TIME NBA ALL-STAR I

NBA FINALS MVP 1988

NCAA CHAMPION & FINAL FOUR MVP 1982

> NO.1 OVERALL NBA DRAFT PICK

COLLEGE PLAYER OF THE YEAR 1982

ONLY PLAYER IN ACC HISTORY TO EARN FIRST-TEAM ALL-AMERICA AND FIRST-TEAM ALL-ACC HONORS FOUR TIMES

3-TIME CONSENSUS FIRST-TEAM ALL-AMERICA

COLLEGE PLAYER OF THE YEAR

NCAA CHAMPION 2009

ACC'S ALL-TIME

UNC'S CAREER LEADER

NCAA CAREER LEADER IN FREE THROWS MADE





20,000 CAREER POINTS IN THE NBA

UNANIMOUS COLLEGE PLAYER OF THE YEAR 1998

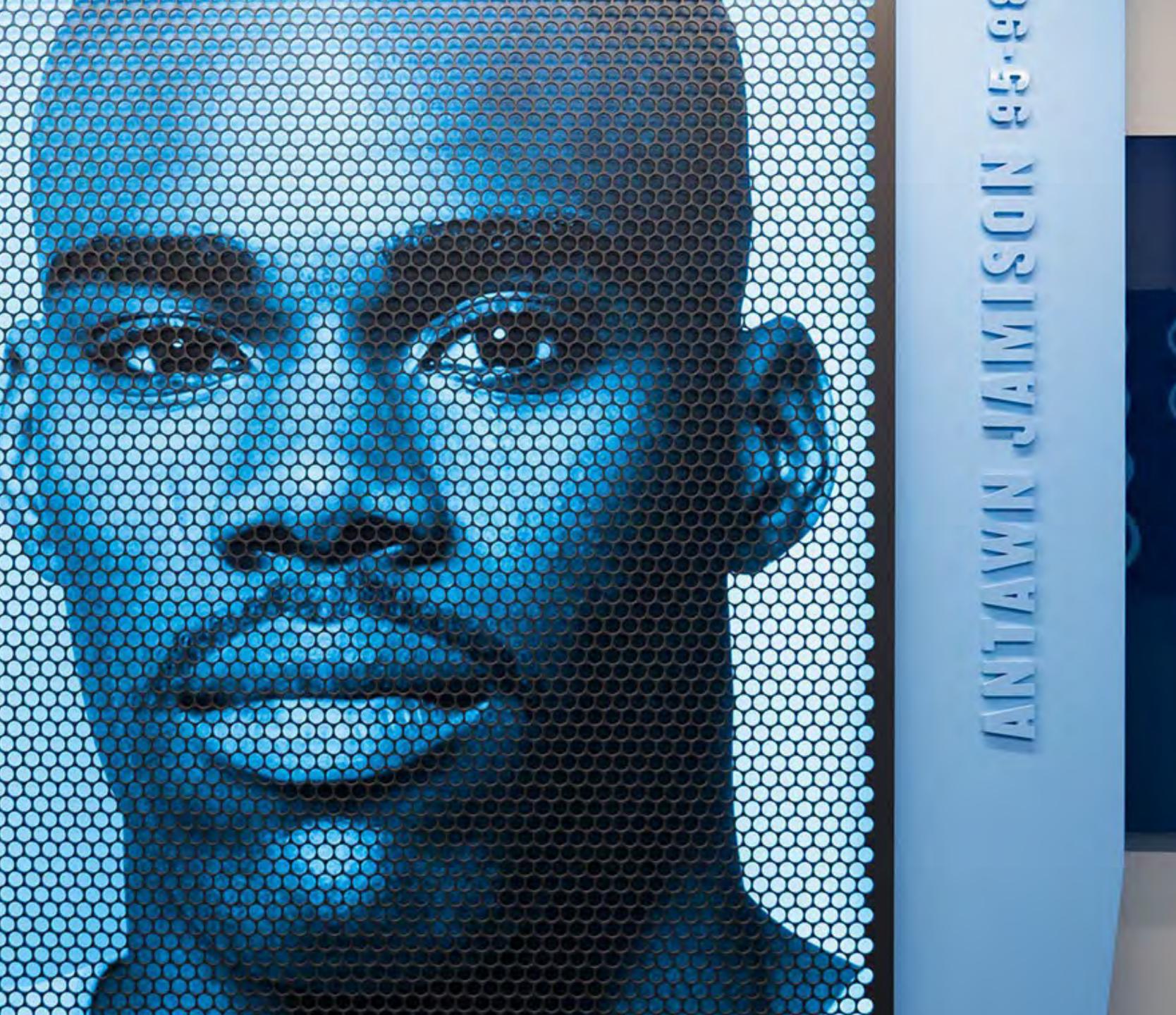
ACC ATHLETE OF THE YEAR 1998

> 3-TIME ALL-ACC 2-TIME ALL-AMERICA

III

11

SECOND-MOST POINTS IN | UNC SINGLE-SEASON HISTORY

















छ ब ब ब

11

œ

63

3

6.3

0 6



12:06)

F.

BROTHERS.

3

3

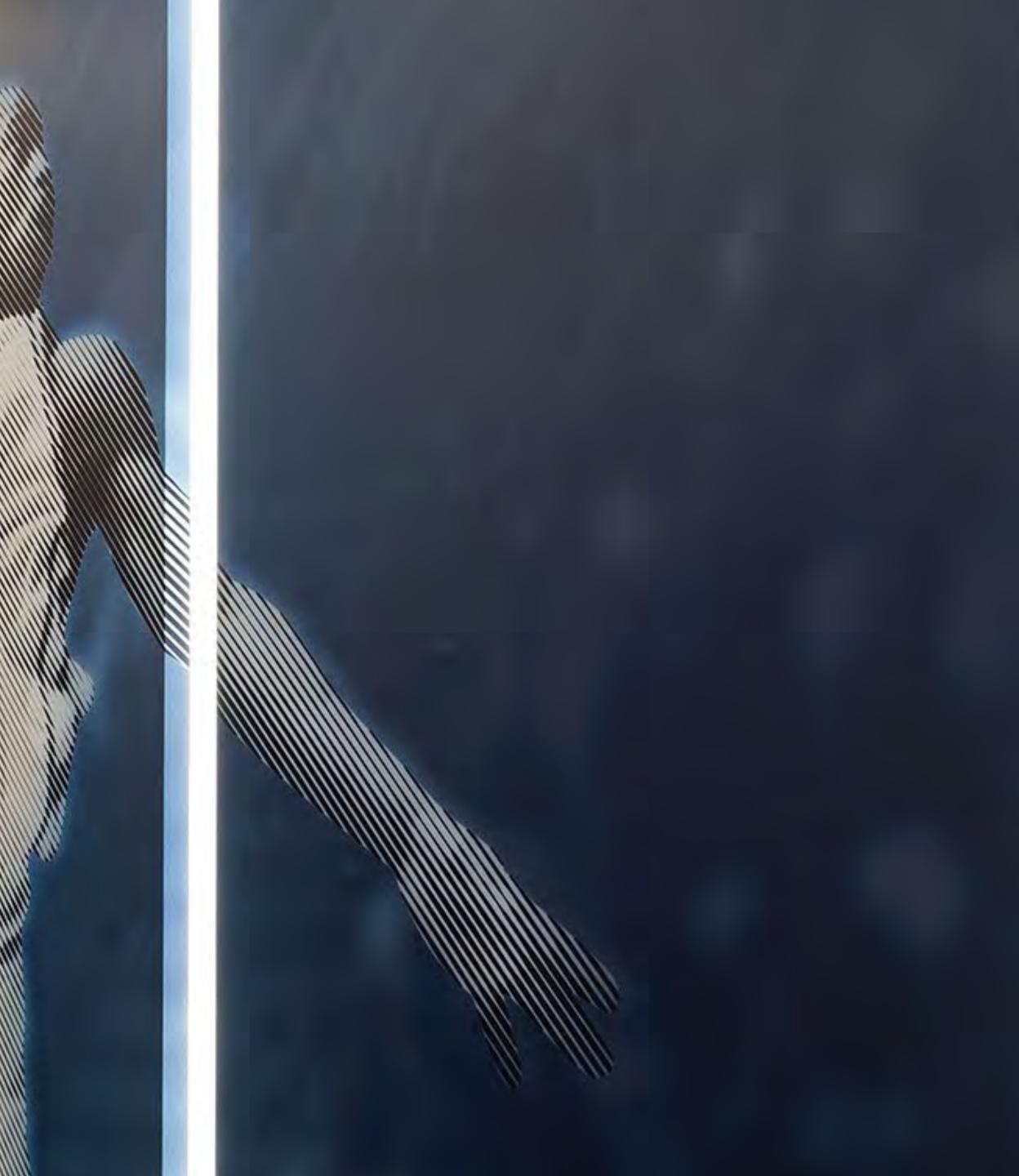
6

3

















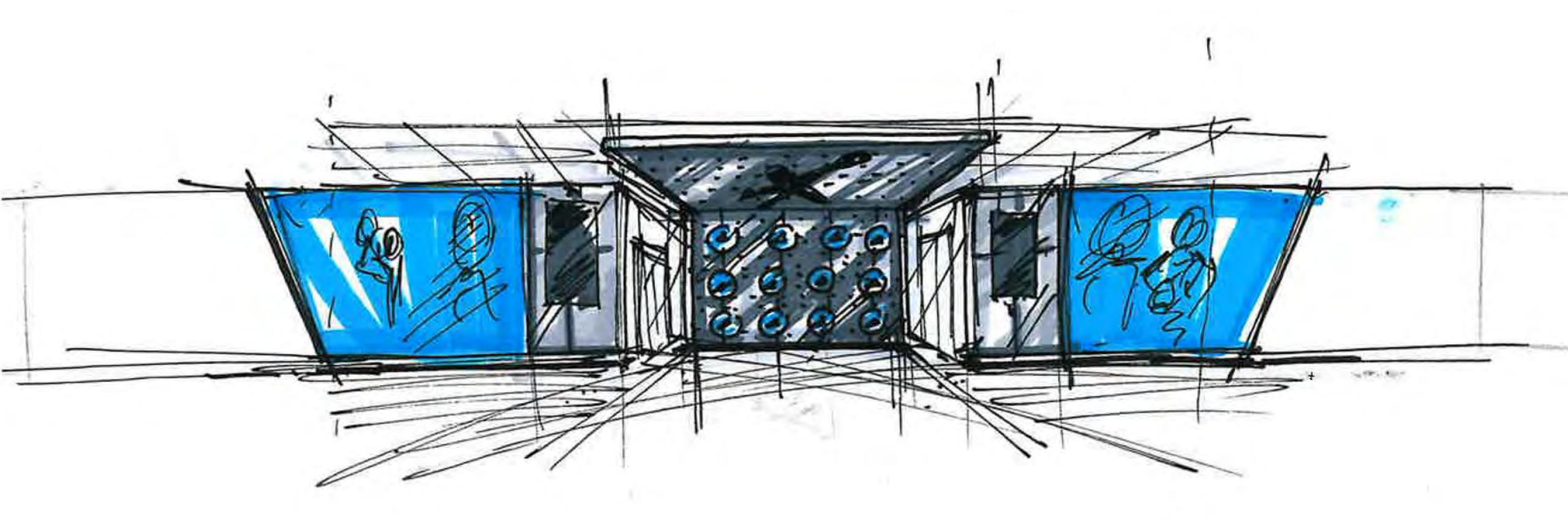








DONOR/SPONSOR "PITCH" SKETCH





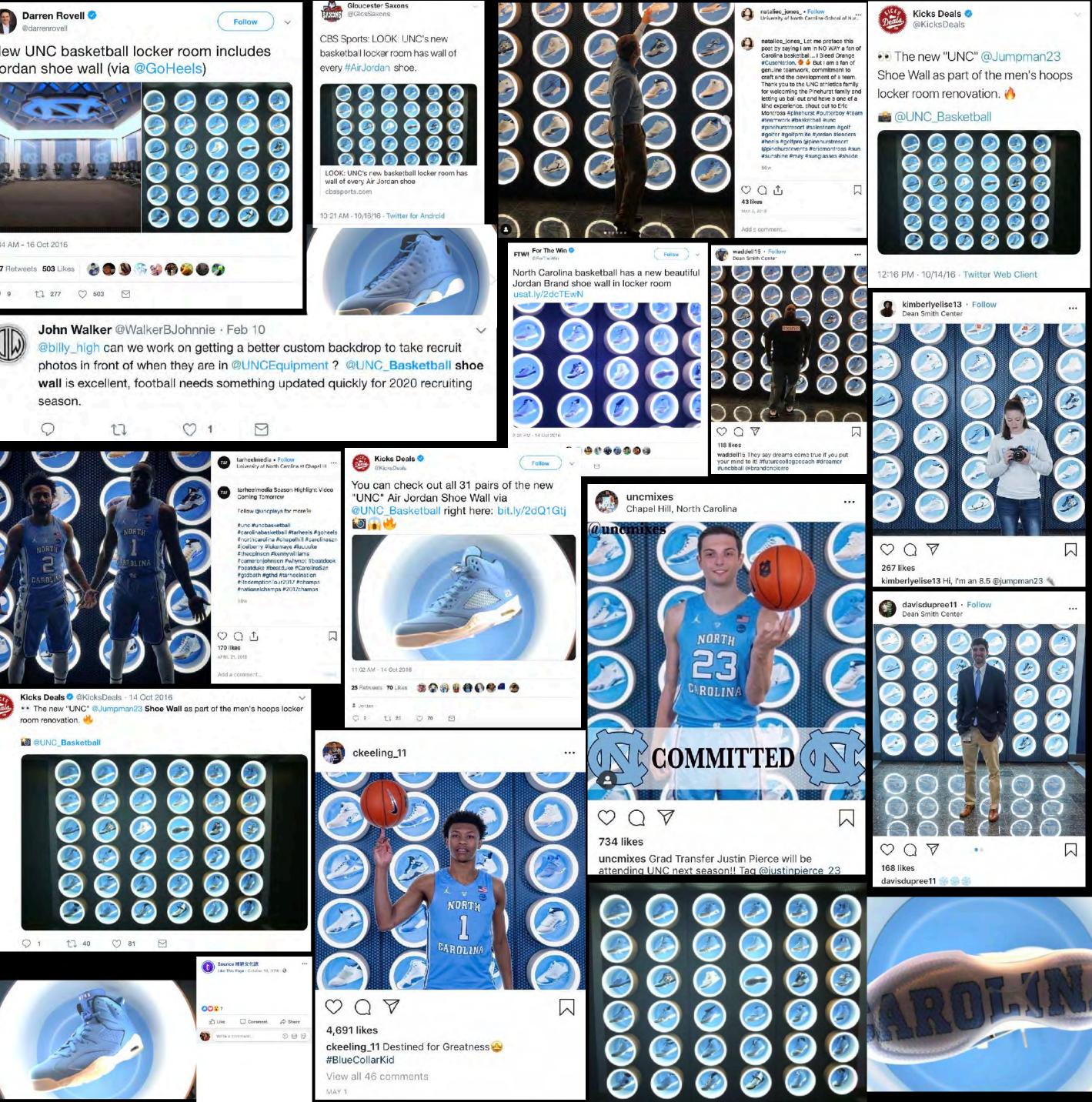


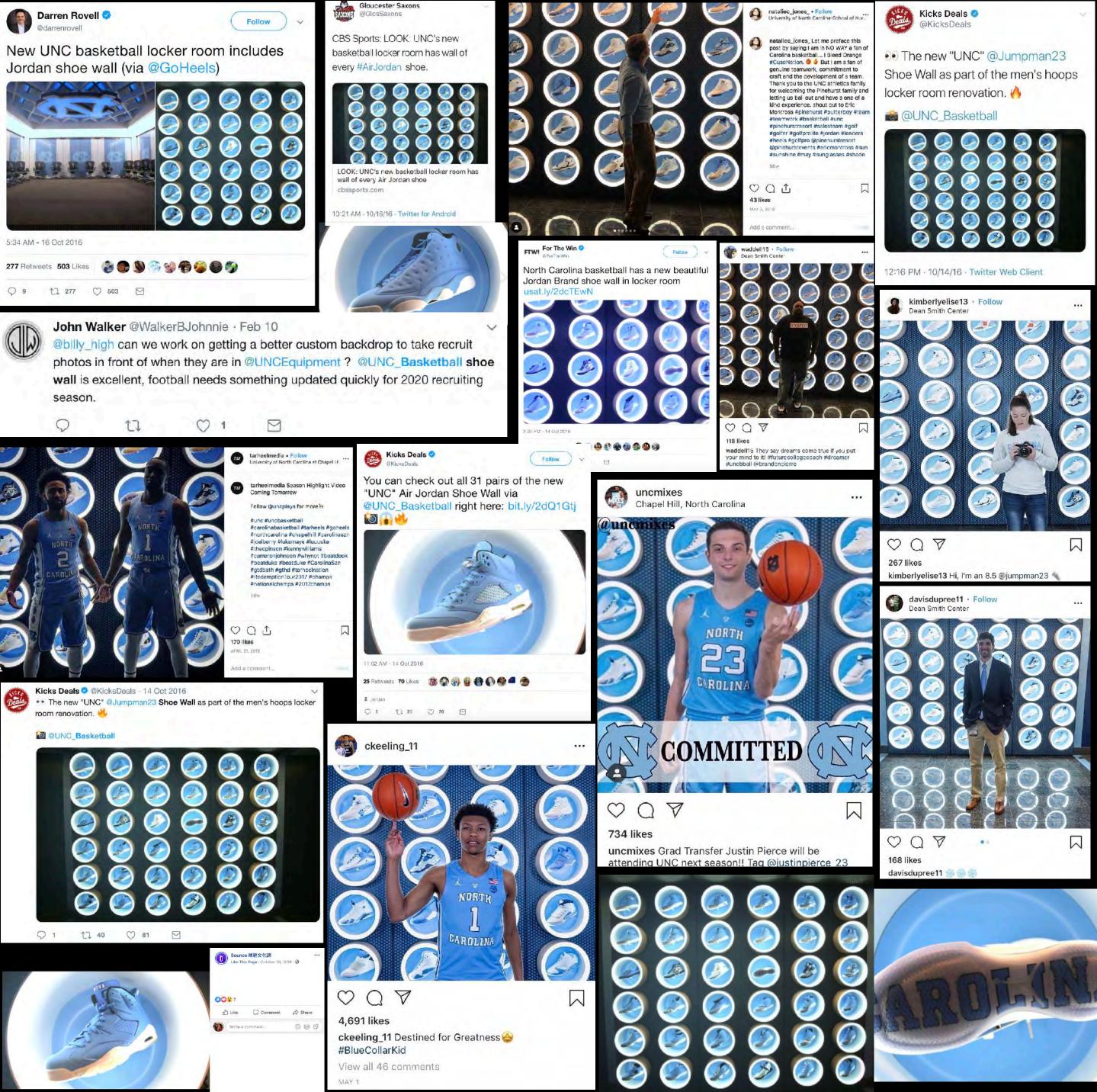


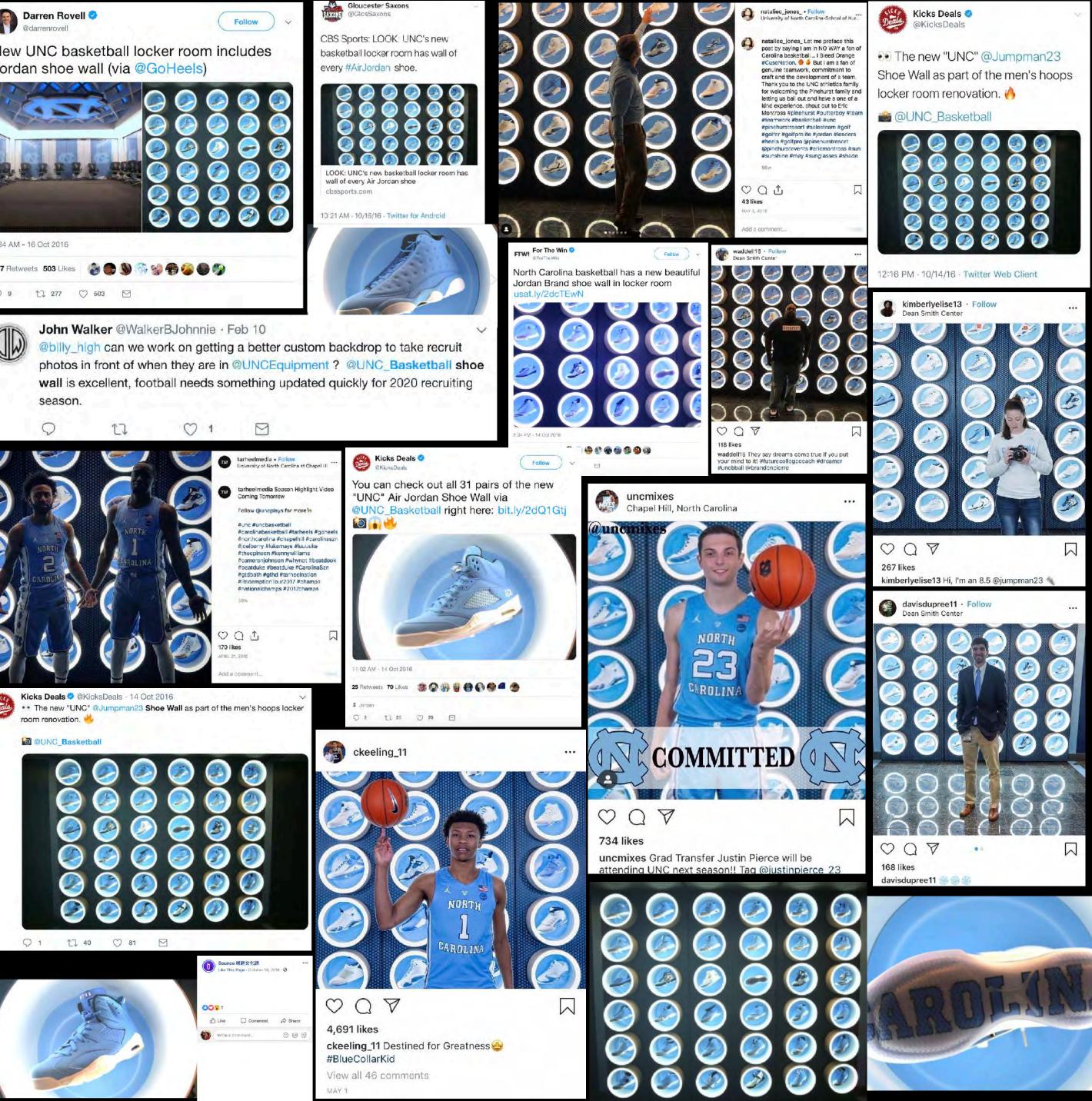


277 Retweets

A Share







RESULTS

- Est. reach: 1,035,600
- Est. impressions: 12,300,000
- THE UNC NIKE SHOE WALL IS THE MOST INSTAGRAMMED SPOT ON UNC'S CAMPUS (AND IT'S NOT OPEN TO THE PUBLIC).

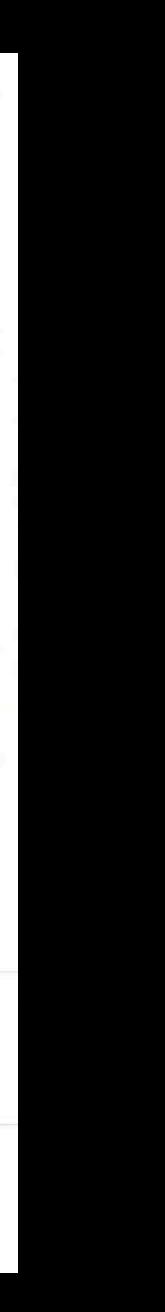
Kicks Deals 🥥 @KicksDeals

You can check out all 31 pairs of the new "UNC" Air Jordan Shoe Wall via @UNC_Basketball right here: bit.ly/2dQ1Gtj الله 😱 💽



11:02 AM - 14 Oct 2016







To see case study video of the complete project for North Carolina Basketball: **Click this link**

UNIVERSITY OF NORTH CAROLINA



COLORADO STATE UNIVERSITY MENS & WOMENS BASKETBALL COMPLEX

"ADVENT HAS BEEN ONE OF THE ONLY TRADE PARTNERS ON THE PROJECT THAT STUCK TO THE PLANNED SCHEDULE FROM DAY ONE. YOU GUYS HAVE BEEN OUTSTANDING TO WORK WITH...NOTHING BUT POSITIVE THINGS TO SAY."

ISAIAH STEVENS

COLE HOVENDICK / Adolfson and Peterson Construction Colorado State University-Moby Arena



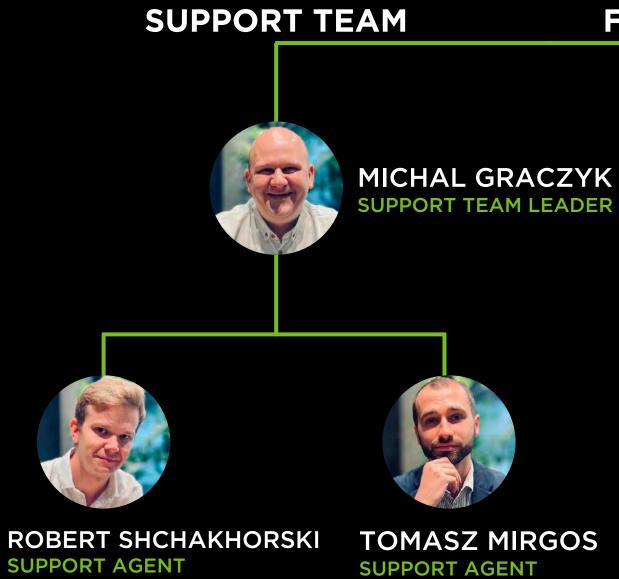
WE CREATE **DIGITAL EXPERIENCES** THAT **ENGAGE AUDIENCES** AND CREATE **DONOR** AND **SPONSOR INVENTORY**

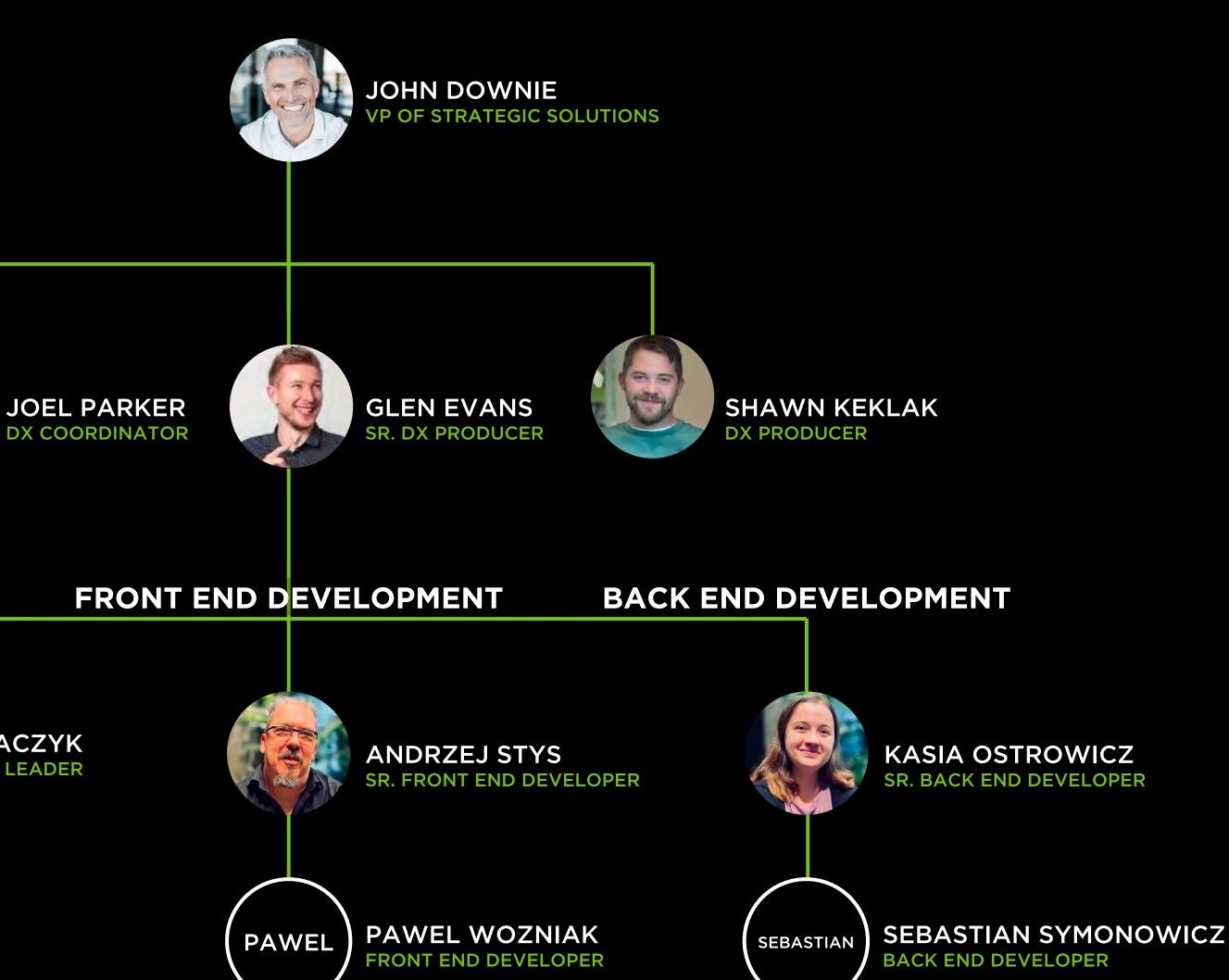


OUR DIGITAL EXPERIENCE TEAM

Advent's Digital UX, UI, development, programming, deployment and support team are all in-house employees with offices in the U.S., UK and Poland







To see more of our Digital Experience Work: Click This Link

IEN!

-

 $\overline{}$

F



WE REFINE OUR APPROACH WITH EACH OF THE OVER OVER 2,500 PROJECTS WE HAVE COMPLETED



UNIVERSITY CLIENTS

Abilene Christian University Alabama A&M American Baptist College Arkansas State University Atlantic Sun Conference Auburn University Austin Peay State University Belmont University Bethel College Boston College Boston University Bowdoin College Cal Bakersfield Cal Northridge Calhoun Community College California Baptist University Central Michigan University Centre College Clemson University Coastal Carolina Colgate University College of Charleston College of William & Mary Colorado State University Columbia University Creighton University Dartmouth College Davidson College Eastern Kentucky University Eastern Michigan University Elon University Fairfield University Fisk University Florida Atlantic University

Florida State University Gallaudet University Georgia State Gonzaga University Harding University Harvard University High Point University Holy Cross IMG College LLC Indiana State University Iona College Jackson State University James Madison University Kansas State University Kennesaw State University La Salle University Liberty University Life Pacific College Lipscomb University Louisiana Tech Loyola New Orleans Loyola University Marquette University Martin Methodist College Maryville College McNeese State University Meharry Medical College Miami University Michigan State Mississippi State University Missouri State University MTSU Murray State NC State University New Mexico State University North Carolina State North Dakota State Ohio State Ohio University Old Dominion University Oregon State University Penn State Pepperdine University Pomona and Pitzer College Prairie View A&M Princeton University Providence College Purdue University Regis University **Rice University** Samford University San Jose State UniversitySanta Clara Shenandoah University Siena College Southern Methodist University Southern Utah University Spring Arbor University St. Lawrence University St. Louis University St. Peters University Stanford University Stetson University Stony Brook University Tennessee Technological University Texas A&M Texas Christian University The State University of NY at Buffalo

Trevecca Trinity University TSU Tulane UCLA UMass Lowell Univ. of North Carolina-Asheville Univ. of North Carolina-Chapel Hill Univ. of North Carolina-Charlotte University at Albany University of Alabama University of Arizona University of Arkansas University of California Davis University of California-Berkeley University of California-San Diego University of California-San Francisco University of Colorado – Denver University of Evansville University of Georgia University of Iowa University of Kansas University of Kentucky University of Louisville University of Maryland University of Memphis University of Miami University of Michigan University of Minnesota University of Nebraska University of Nevada, Reno University of New Mexico University of North Dakota University of North Texas Universit

University of Northern Iowa University of Notre Dame University of Oklahoma University of Oregon University of Pennsylvania University of Pittsburgh University of Richmond University of Rochester University of San Francisco University of South Alabama University of South Carolina University of Southern California University of Tampa University of Tennessee University of Tennessee Martin University of Texas at Arlington University of Texas at Austin University of Texas at Dallas University of Texas San Antonio University of the Pacific University of Utah University of Virginia University of Washington University of Wisconsin University of Wyoming US Army USAF Valdosta State Vanderbilt Villanova University Virginia Commonwealth University Virginia State University Virginia Tech University Washington University in St. Louis



PROFESSIONAL SPORT CLIENTS

Dallas Cowboys **Dallas Stars** Denver Broncos Greenville Drive Jacksonville Jaguars Kansas City Chiefs Los Angeles Chargers Los Angeles Kings Los Angeles Rams

Minnesota Wild Nashville SC New York Jets PGA of America

Madison Square Garden Nashville Predators New York Red Bulls New York Yankees Oklahoma City Thunder

Philadelphia Eagles Philadelphia Phillies Pittsburgh Penguins Pittsburgh Steelers San Jose Sharks Tampa Bay Buccaneers Tampa Bay Lightning **Tennessee** Titans Vegas Golden Knights

ADVENT CREATES EXPE

<u>www.adventmovespeople.com</u>



ADVENT CREATES EXPERIENCES THAT MOVE PEOPLE[®]