LOCATION: WACO, TX

ENROLLMENT: 17,059

VARSITY SPORTS: 19

ALUMNI: 160,000
BAYLOR ATHLETICS

72,000+ RADIO LISTENERS

316,000+ TV VIEWERS

XXX ATTENDEES

Source: Scarborough Research 2016, Baylor Fans, Waco, TX
BAYLOR FANS (WAL) – TEXAS

1,962,431 BAYLOR BEARS FANS

- 68% ARE COLLEGE EDUCATED
- 31% HAVE AT LEAST ONE CHILD UNDER 18 IN HOUSEHOLD
- 57% ARE MARRIED
- 66% ARE HOMEOWNERS

Source: Scarborough Research 2017, Baylor Fans, Multi-Market
BAYLOR FANS (WAL) – WACO

97,380 BAYLOR BEARS FANS

- 22% more likely to be college graduates
- 52% have at least one child under 18 in household
- 57% are married
- 73% are homeowners

42 average age
59% male
41% female

Source: Scarborough Research 2016, Baylor Fans, Waco, TX
DIGITAL/MOBILE/SOCIAL DATA

BAYLORBEARS.COM

10,026,635 Total Page Views 2016
2,285,158 Unique Visitors 2016
2.78min Average Time Spent on Site

2,345 Total Downloads
23,093 Views per Week

150k+ FANS
71.3k FOLLOWERS
42.3k FOLLOWERS
YOUR COMPANY IS READY FOR A SPORTS SPONSORSHIP IF

1. **COMMUNITY:** You want to support the community by enhancing their fan experience.

2. **ACCESS:** You want access to new B2B opportunities and qualified prospects.

3. **EXCLUSIVITY:** You want to elevate your brand above the competition and establish your company as a leader in the industry.

**ACTIVATE WITH BAYLOR ATHLETICS THROUGH AN INTEGRATED MARKETING PLATFORM**

- Signage
- Promotions
- Hospitality
- Print
- Radio
- Digital
- Mobile
- Social
- Entitlements
- Logo Rights
BAYLOR FANS ARE WAITING TO HEAR FROM YOU!