

YSU, Coca-Cola toast million dollar deal

by Tammy King
News Editor

Plenty of Coca-Cola beverages were on hand to toast a ten-year partnership agreement between YSU and the corporate drink giant at a press conference Tuesday.

YSU officials announced the initial agreement, giving Coca-Cola Bottling Company exclusive on-campus "pouring rights" in exchange for \$1 million in contributions to the University.

Coca-Cola's equipment, financial and service contributions will include a new stadium scoreboard, which will be in use for 1994 football season, and two electronic marquees.

Dr. Leslie Cochran, YSU president, said the University will place the marquees at the northwest corner of campus in front of Stambaugh Stadium and at the southeast corner of campus at Wick and Rayen avenues.

"The marquees will not only announce athletic events but will also announce campus events and other things like class registration schedules," President Cochran said.

Financial contributions to the University will include an-



Cochran says Coke Is It for YSU. President Cochran shows off the newly designed scoreboard which will kick off the football season. Coca-Cola donated the funds for it.

nual donations to the Campus 2000 Growth Fund and the Athletic Growth Fund. Coca-Cola will spread the donations over a ten-year period.

President Cochran estimated that Coca-Cola will donate \$400,000 for the new scoreboard and \$50,000 for scholarships and the Campus 2000 Growth Fund

this year.

"We are proud to be part of YSU's growth plans. This is an important day for the University," George Henry, Coca-Cola's cold drink manager said.

As part of the agreement, the University assures Coca-Cola that Coke will be sold at all campus events, functions and locations,

including vending machines.

According to Jim McCollum, executive director of university relations, this does not mean that other beverages will not be sold.

"For example, Taco Bell has an agreement with Pepsi to sell their product, and for now this will continue," McCollum said. McCollum added the University

will eventually phase out the other agreements.

President Cochran said, "Since state funding is down to 49 percent today from 80 to 90 percent in the past, corporate partnerships are clearly the wave of the future for an alternative source for University funding."

Other universities are following suit and forging these partnerships, although Henry could not confirm how many university/corporate partnerships are currently underway or established.

Funding for YSU's Electronic Campus may come from a similar corporate partnership as YSU negotiates with Ameritech, AT&T and Sprint.

According to President Cochran, negotiations with Coca-Cola began last year when the University began having problems with the old football scoreboard.

"Without the agreement, we would have a major problem," President Cochran said.

Joe Malmisur, the current executive director of intercollegiate athletics, credited the success of the partnership to YSU's championship-winning and the "trickle-down" motivation plan of President Cochran.