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**BREAKING
GROUND**
DON MURET

Scoreboard murals create new sponsor space at Tennessee

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A scoreboard upgrade at the University of Tennessee's **Neyland Stadium** includes new revenue opportunities on the back of the board.

IMG College/Vol Network, the school's media rights holder, is talking to the football program's five top-level corporate partners and a few other companies about integrating their brands into three new murals on the board's back that will depict famous moments in Volunteers football history.

Inside those images, space is reserved in the bottom right-hand corner for three sponsors to expose their brands. Right now, the surface has a large orange T in the middle of cream-colored sheet metal.

The new signs will be visible on the Tennessee River beside the stadium, in waters where the "Volunteer Navy," a group of about 200 boats, form a floating tailgate party for Vols home games, confirmed Steve Early, vice president and general manager of IMG College/Vol Network. "We're talking 365-days-a-year visibility," Early said.

His group is having discussions with "corporate champions" Coca-Cola, Adidas, Dish Network, Verizon Wireless and First Tennessee Bank for the three prime spots. The new inventory will help pay for the \$4 million cost of the project, said Early, whose goal is to get those deals done by the end of June.

The front of the board, which is above the south end zone, will boast a new high-definition video screen measuring 40 feet high and 125 feet wide, 2 1/2 times larger than the previous screen. That's not quite as big as the video board at Darrell K. Royal-Texas Memorial Stadium in Austin, Texas, a Daktronics unit standing 55 feet tall and 134 feet wide.



GETTY IMAGES

The murals will be on the back of an upgraded scoreboard, facing the Tennessee River.

Tennessee's screen is the same model as the one at Ralph Wilson Stadium in Buffalo, said **Chris Mascatello**, executive vice president of technology, sales and services for **ANC Sports**, the firm partnering with **Mitsubishi Electric** on the project.

The \$4 million price tag does not include the scoreboard's new HD control room, an expense the school is paying, Mascatello said. The job should be completed by early August, in time for

Tennessee's first home game Sept. 5 against Western Kentucky. Anthony James Partners is the project's design consultant.

▶ PATS ON THE BACK: Veteran baseball marketer Pat Gallagher recently fielded several congratulatory phone calls after the San Francisco Giants announced he was leaving the organization after 32 1/2 years with the MLB club.

Since January, Gallagher has been president of Giants Development Services, a division within the club devoted to developing a 16-acre waterfront plot outside AT&T Park. That project is 15 years away from completion, he said.

Before that, Gallagher was the creative force behind Giants Enterprises, the team's special-events division that turned a baseball-specific building into a multipurpose facility. The park played host to a ski jumping event and a Catholic Mass, in addition to becoming a profitable concert venue.

Gallagher, whose last day on the job will be June 30, said he had been thinking about leaving the Giants since November. Gallagher's exit comes at a time when he recently turned 60 and his youngest child graduated from high school.

He may return to the theme park industry, in which he worked before the Giants hired him in 1976, but not immediately. "I haven't missed a paycheck since I was 19 years old," Gallagher said. "I'm going to take the rest of the summer off."