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Marketing

UFL Signs Non-Endemic Sponsorship Agreement With Motorola



The UFL today formally announced Motorola will be one of the league's premiere season Foundation Partners as well as its exclusive communications device provider (*UFL*). In this week's *SPORTSBUSINESS JOURNAL*, Terry Lefton reports the one-year deal plus options makes Motorola the league's "first non-endemic sponsor." The deal gives Motorola "branding on the nameplate of the New York Sentinels helmets, along with ads and branded vignettes on Versus, via the league's time-buy on the network." The deal also includes "exclusivity in the telecom handset category across the league and in-broadcast, as well as ads on **ANC Sports'** LED perimeter boards." Motorola, which has been an NFL sponsor since '99, will also be the presenting sponsor of the Sentinels-Las Vegas Locomotives game November 4 at Citi Field. The company "will use its UFL rights to market a variety of new products, including its new Morrison phone, being introduced next month as a challenger to Apple's iPhone." Broadcasters "will integrate the devices within the game telecast, which will include a 'Morrison Moment.'" Coaches will also "wear branded headsets, similar to the NFL" (*SPORTSBUSINESS JOURNAL*, 9/28 issue).