



THE SWINNEY EFFECT

PRESENTATION OUTLINE

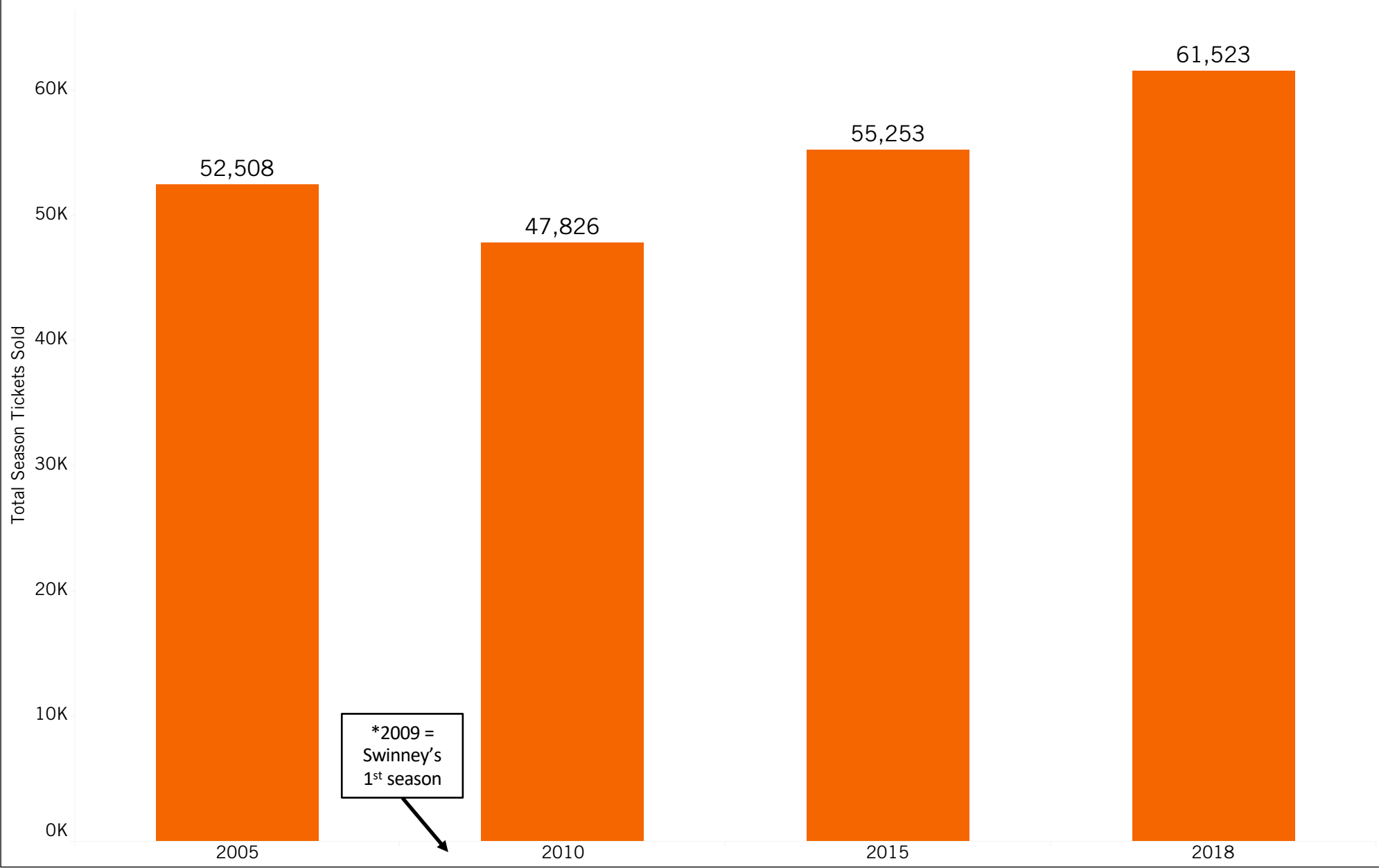
1) Value

2) Affordability

3) Market

4) Contract Details

Football Season Tickets Sold: 2005 to 2018

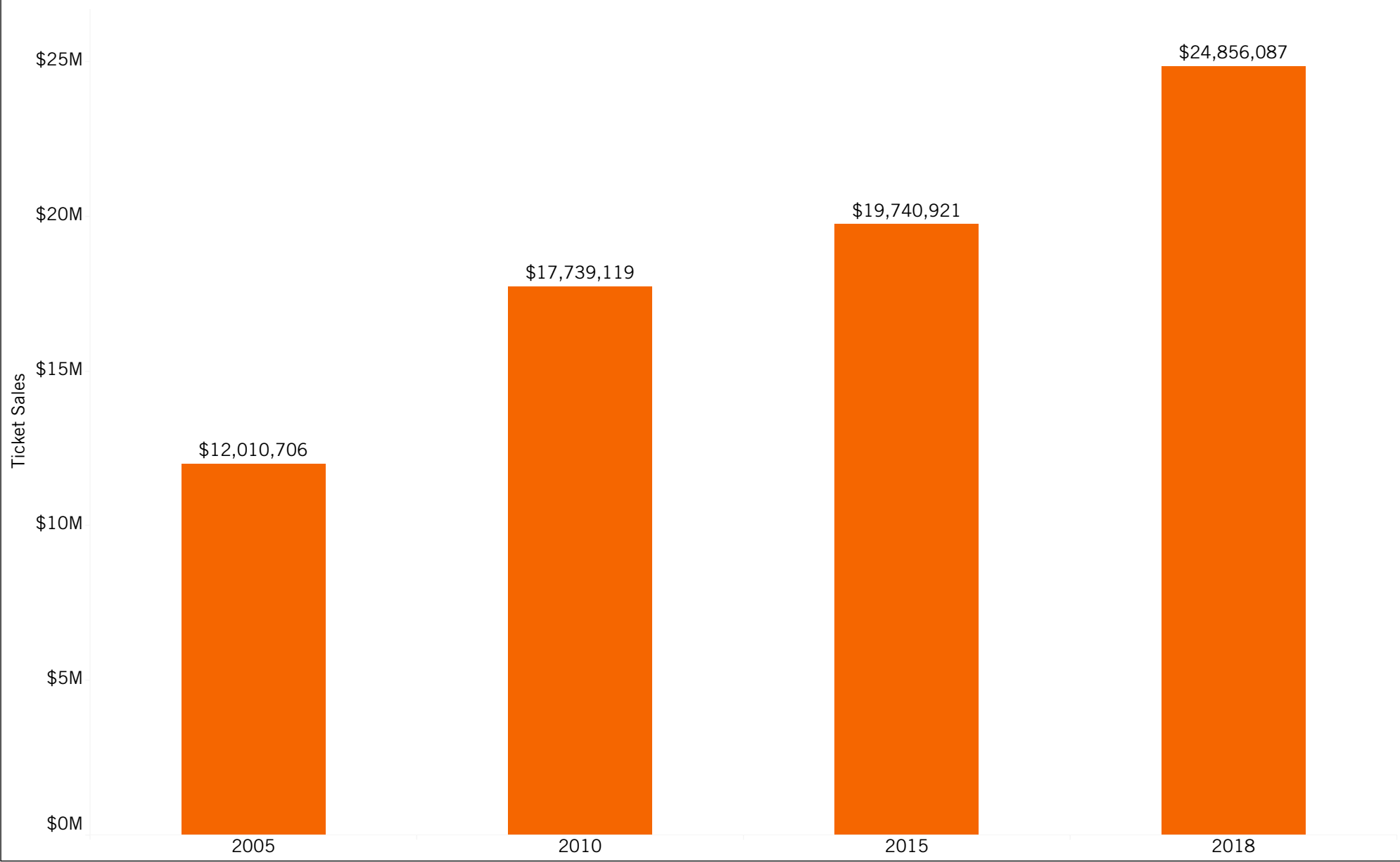


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Football Ticket Sales: 2005 to 2018

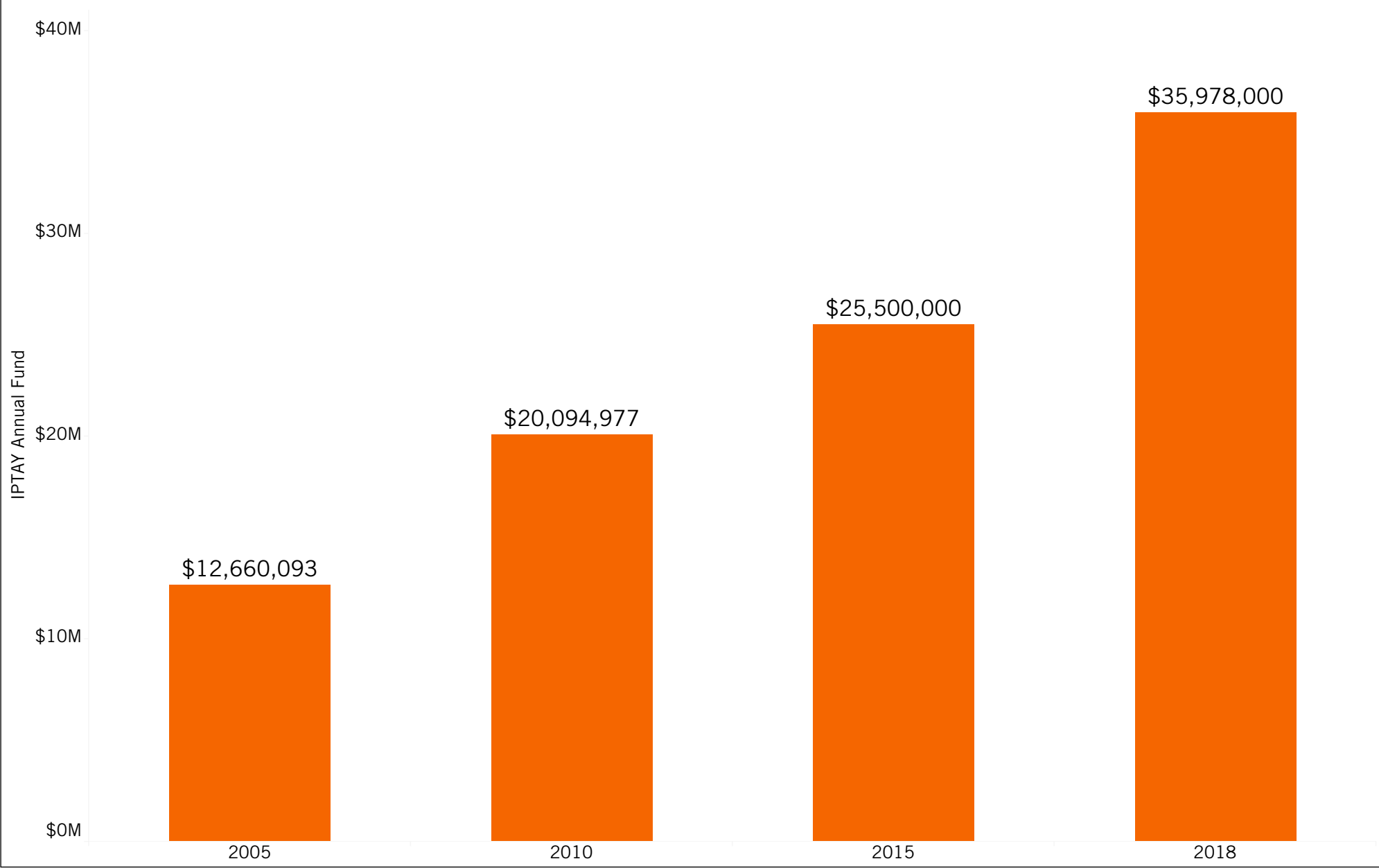
(excludes premium ticket revenue)



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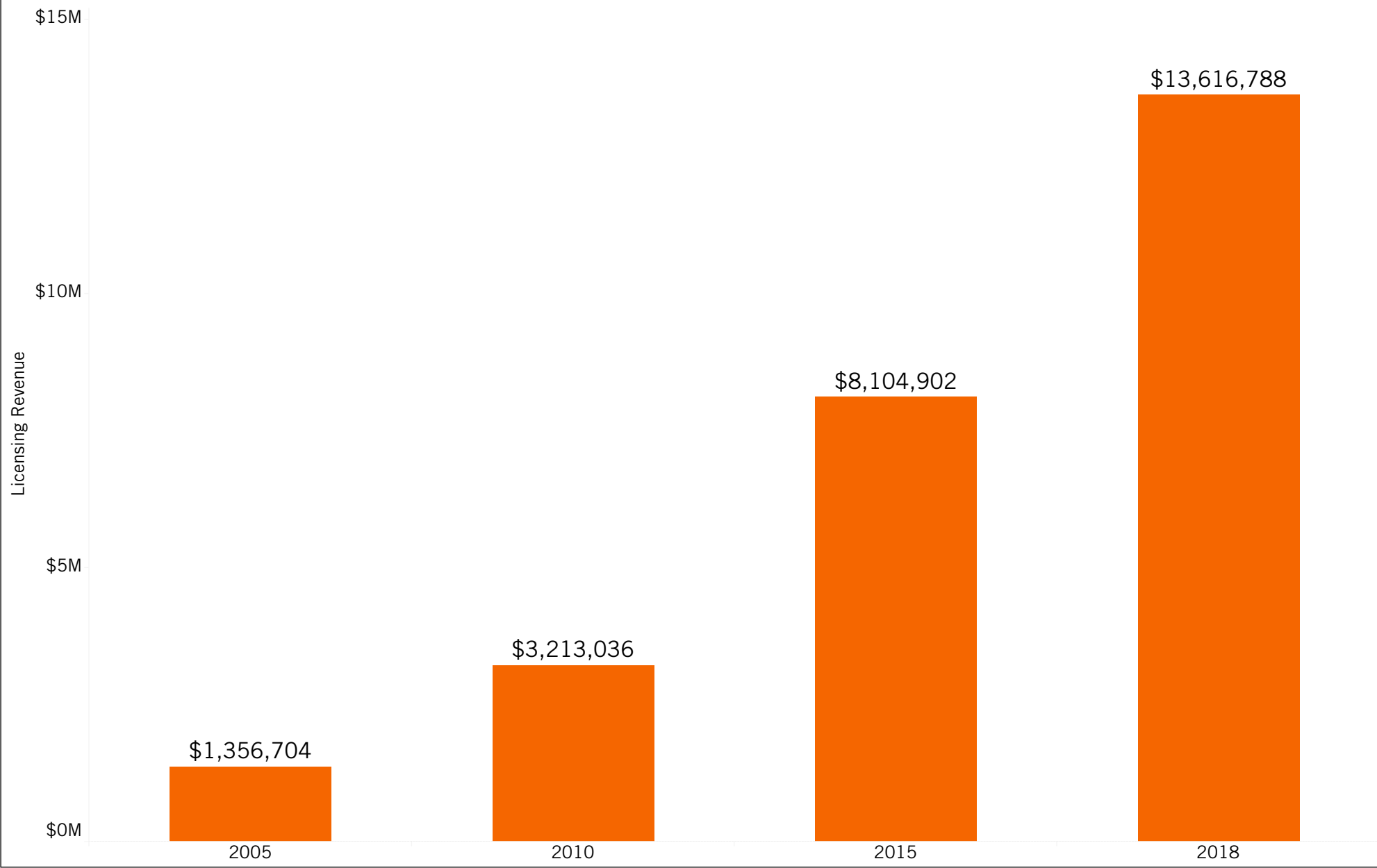
IPTAY Annual Fund Revenue: 2005 to 2018



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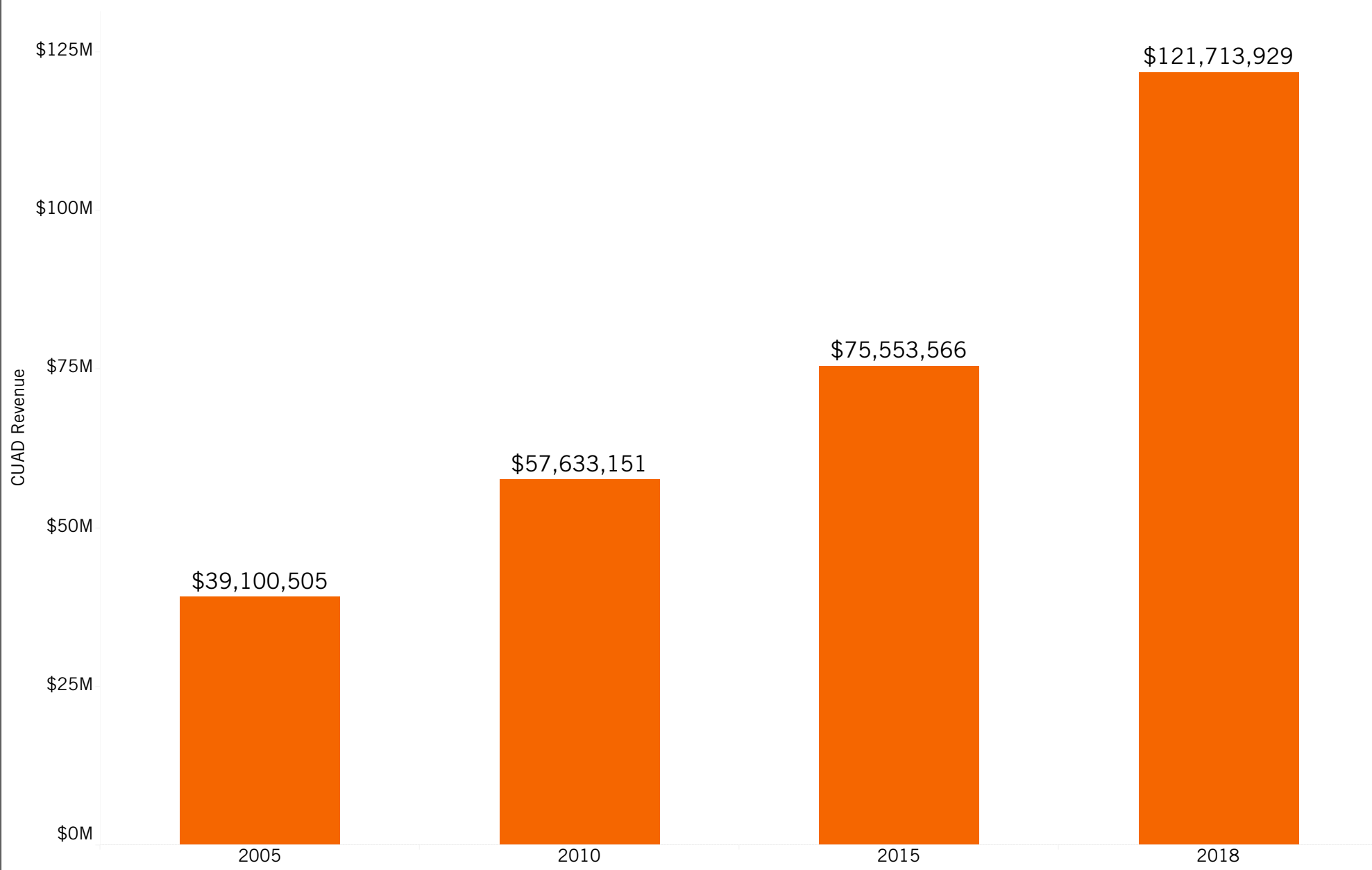
Licensing and Sponsorship Revenue: 2005 to 2018



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CUAD Revenue: 2005 to 2018



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CLEMSON UNIVERSITY 30-SECOND SPOTS

moments.

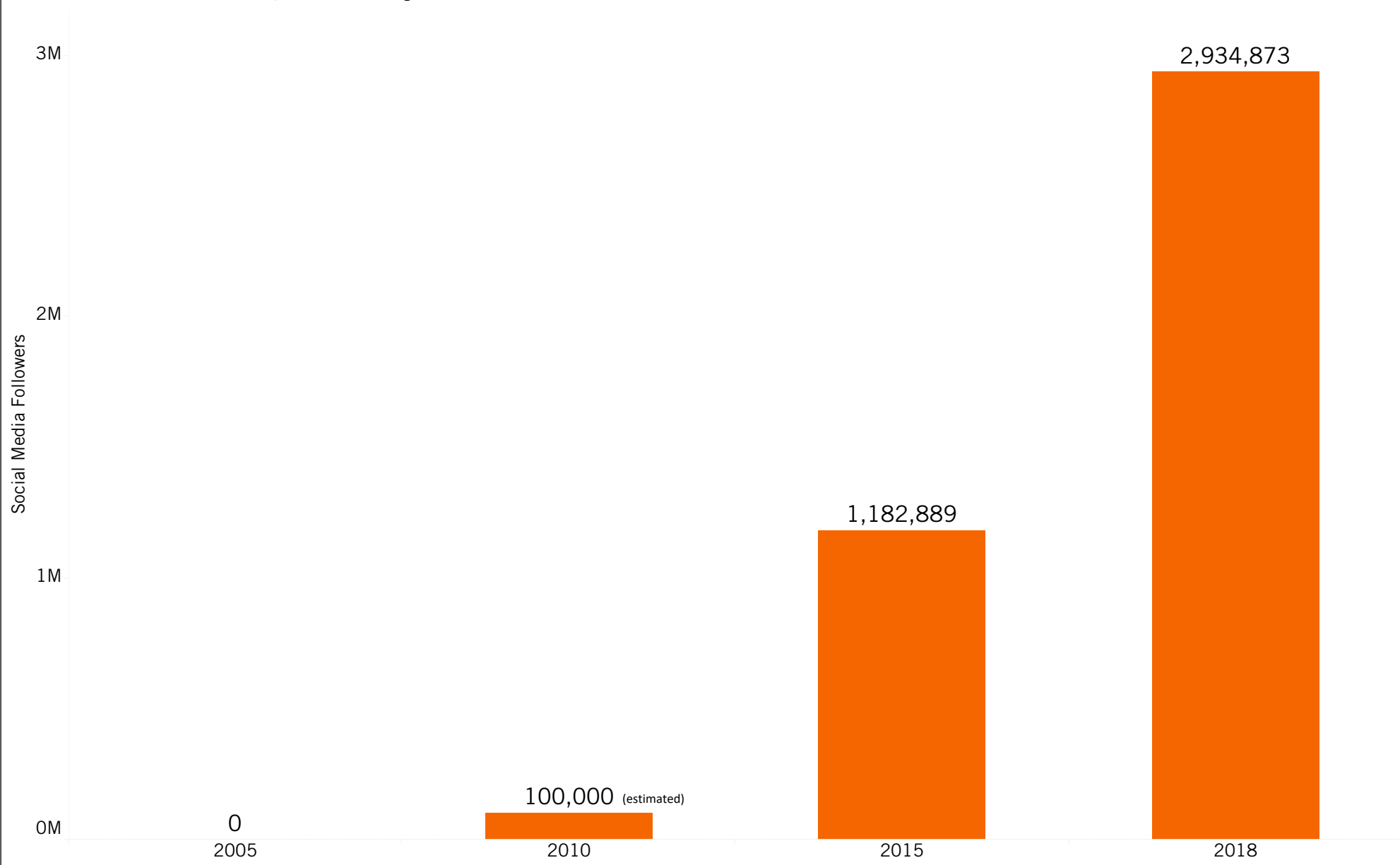
clemson.edu/moments

In seven CFP games over the past four years, reaching more than 100 million viewers, Clemson University received in-kind 30-second commercial spots valued in excess of **\$8 million.**

#clemsonmoments

Social Media Followers: 2005 to 2018

(includes official Clemson Athletics Twitter, Facebook and Instagram accounts)



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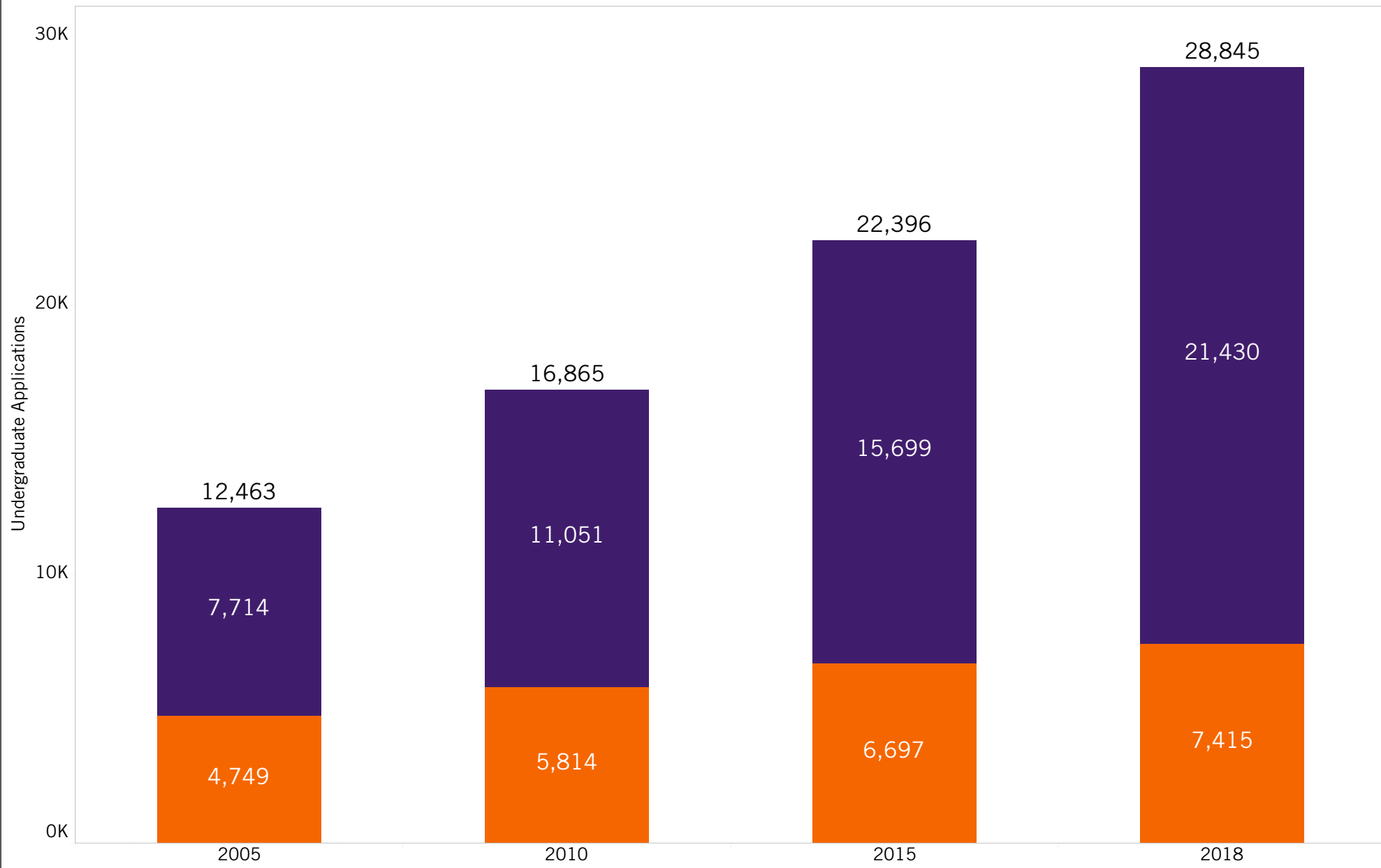
“

The success of the football program has helped to elevate the entire profile of the institution. We've seen all-time highs in applications, fundraising and numerous other areas. This is in part due to the national visibility that our football team's success has brought to the university.

President Clements

Undergraduate Applications: 2005 to 2018

■ Out-of-State ■ In-State



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Dabo Swinney VALUES

Integrity

Community Service

Servant Leadership

Best is the Standard



Dabo Swinney

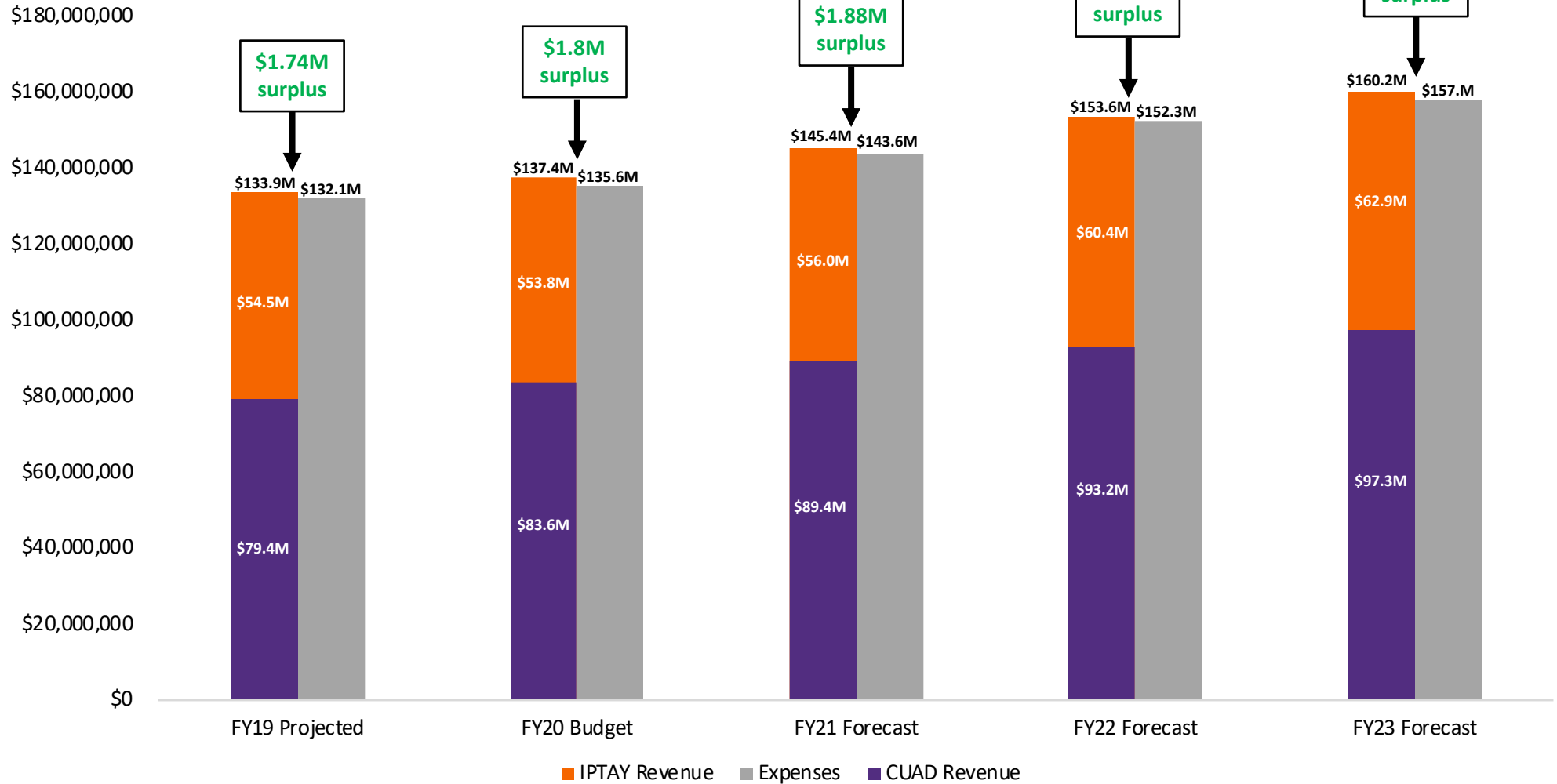
ALL IN TEAM



In 2019 alone, the ALL IN Foundation raised \$1.4 million for various charity sources.

AFFORDABILITY

Projected Revenues and Expenditures: FY19 – FY23



	FY19 Projected	FY20 Budget	FY21 Forecast	FY22 Forecast	FY23 Forecast
Fund Balance*	68,230,100	62,007,100	53,686,700	58,883,600	60,252,700

*Used for Capital Projects and Non-Operating Expenses

CONTRACT ELEMENTS

Compensation: salary, shown as “average per year” (APY) of remaining contract value

Guarantee: contract amount “guaranteed” to coach, should university elect to terminate WITHOUT cause

Buyout: the amount owed by coach should they leave the university

MARKET
MARKET

Head Coach	Comp (APY)	Length	Total Value	Guarantee	Buyout
Saban	\$9.44M	7 yrs	\$66.1M	\$33.6M	\$0
<i>Meyer</i>	<i>\$8.72M</i>	<i>4 yrs</i>	<i>\$34.9M</i>	<i>\$29.5M</i>	<i>\$2.0M</i>
Harbaugh	\$7.87M	3 yrs	\$23.6M	\$17.6M	\$0
Fisher	\$7.50M	9 yrs	\$67.5M	\$67.5M	\$0

MARKET
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Head Coach	Comp (APY)	Length	Total Value	Guarantee	Buyout
Saban	\$9.44M	7 yrs	\$66.1M	\$33.6M	\$0
Swinney (proposed)	\$9.30M	10 yrs	\$93.0M	\$50.0M	\$4M + \$2M
<i>Meyer</i>	<i>\$8.72M</i>	<i>4 yrs</i>	<i>\$34.9M</i>	<i>\$29.5M</i>	<i>\$2.0M</i>
Harbaugh	\$7.87M	3 yrs	\$23.6M	\$17.6M	\$0
Fisher	\$7.50M	9 yrs	\$67.5M	\$67.5M	\$0
Swinney (Current)	\$6.75M	6 yrs	\$40.3M	\$30M	\$4.0M



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