

**ONE
SIXTY
—
NINETY**
AN ENDEAVOR COMPANY

LEARFIELD IMG COLLEGE

December 2, 2020

Confidential & Proprietary

ONE
SIXTY
—
NINETY

AN ENDEAVOR COMPANY



CAN PRODUCE
OUTSTANDING WORK

**CONSUMER AD
AGENCIES**

**HIGHER ED
MARKETING FIRMS**

CAN NAVIGATE COMPLEX UNIVERSITIES

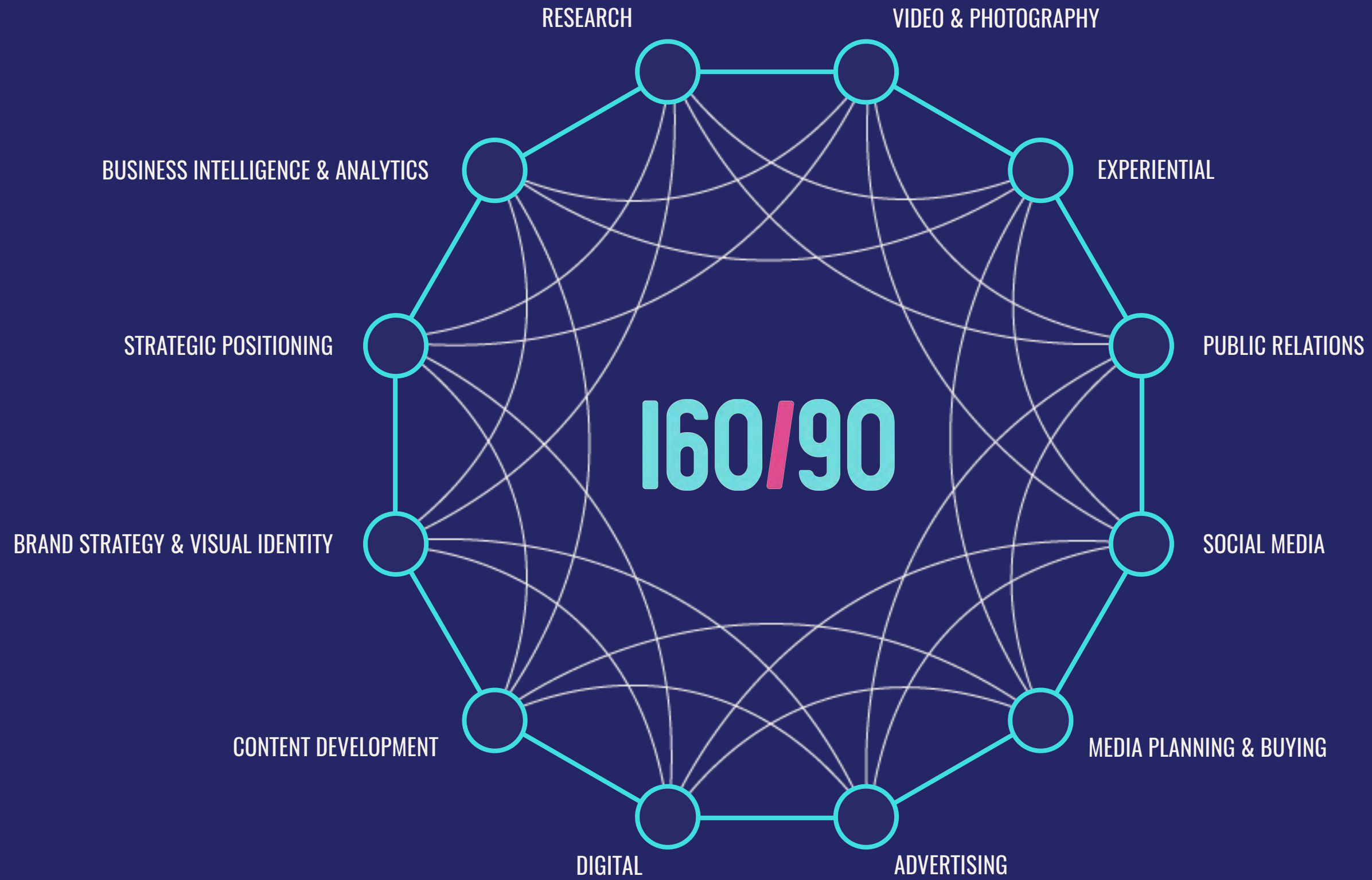
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BARNES & NOBLE
COLLEGE



BLUE ORIGIN



Ferrari



RELEVENT



ESPN

**FLY
EAGLES
FLY**

THE SEASON STARTS NOW

THE INTERNATIONAL CHAMPIONS CUP IS UNIQUE.

It changes the rhythm of the soccer season for the world's elite clubs, and for the soccer fan who understands the power of the sport and the culture surrounding it. As the world's premier soccer tournament, the International Champions Cup leads the top professional clubs as they battle it out for the season's first game of significance.

This summer, 32 teams will show off their skills in three separate continents—North America, Asia and Europe—in the ultimate summer showcase of the world's most beautiful game.

NOTHING'S MORE DANGEROUS THAN HAVING SOMETHING TO PROVE

#BeTheFight

THE

FUTURE

IS COMING

There's one Italian word

the Whole World Understands

8

RAVENS COMING

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UCLA

UNIVERSITY OF
Nebraska



University of Missouri

GEORGETOWN
UNIVERSITY

Yale



LSU

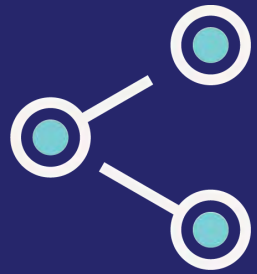


WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY of
UF FLORIDA



Specializations



Institutional Brand Alignment



Enrollment Marketing



Campaign Branding & Donor Engagement



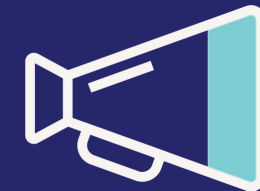
National & Peer Reputation



Strategic Positioning



Visual Identity Development



Collegiate Athletics Marketing

JACKIE ROBINSON
 ●●● UCLA 1950-1954
 THE FIRST MAN TO BREAK THE COLOR BARRIER IN MAJOR LEAGUE BASEBALL

WHEN BASEBALL WOULDN'T LET HIM IN, HE REFUSED TO BE OUT.

WHAT BARRIER WILL YOU BREAK?

UCLA
 ucla.edu/optimists

UCLA MEN'S BASKETBALL LEGACY CURRENT PLAYERS COACH FOCUS GIVING OPPORTUNITIES

BLUE BLOODS

UCLA MEN'S BASKETBALL

LET THERE BE **A NEW DAWN**

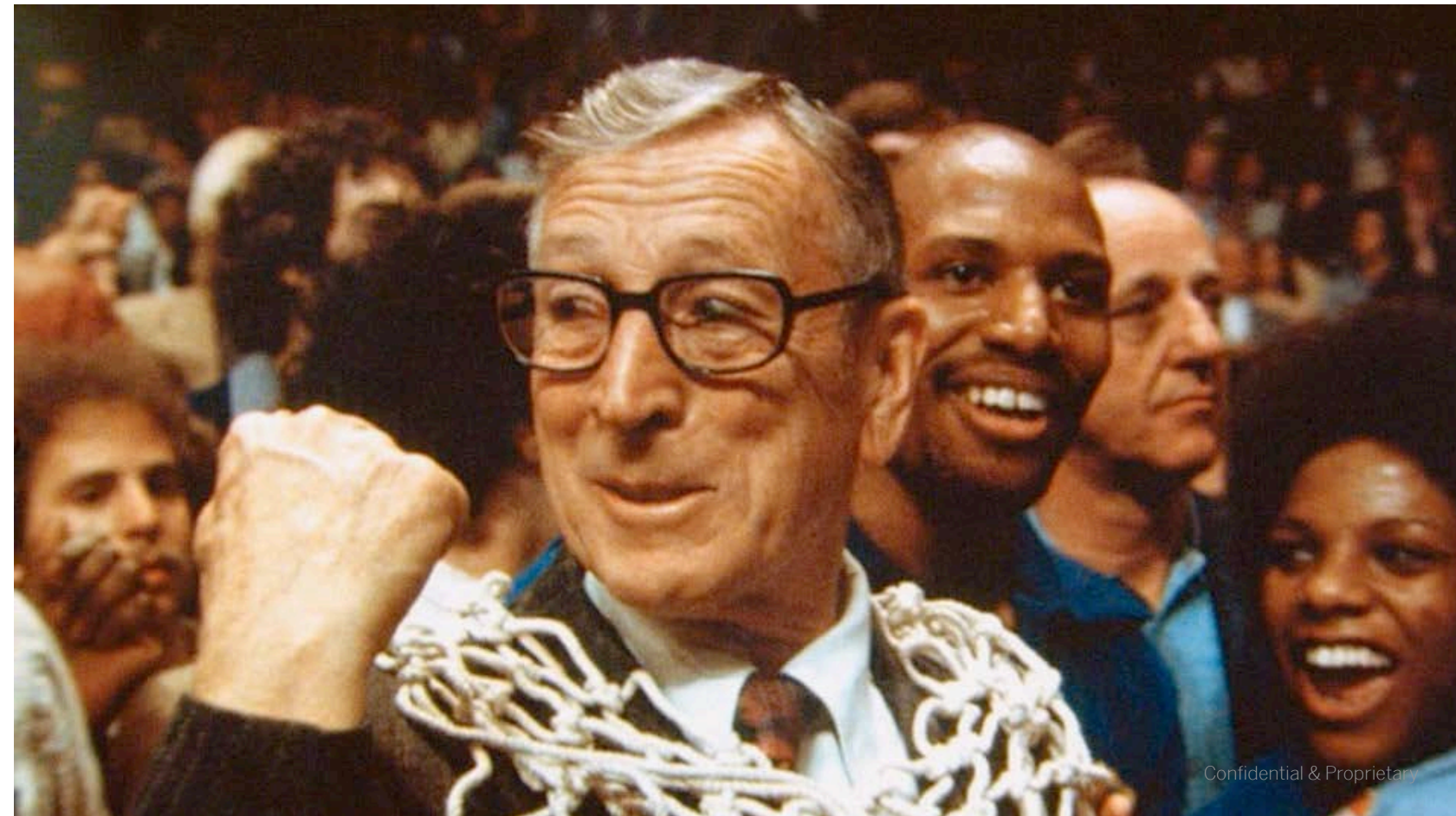
LET THERE BE **BROKEN BARRIERS**

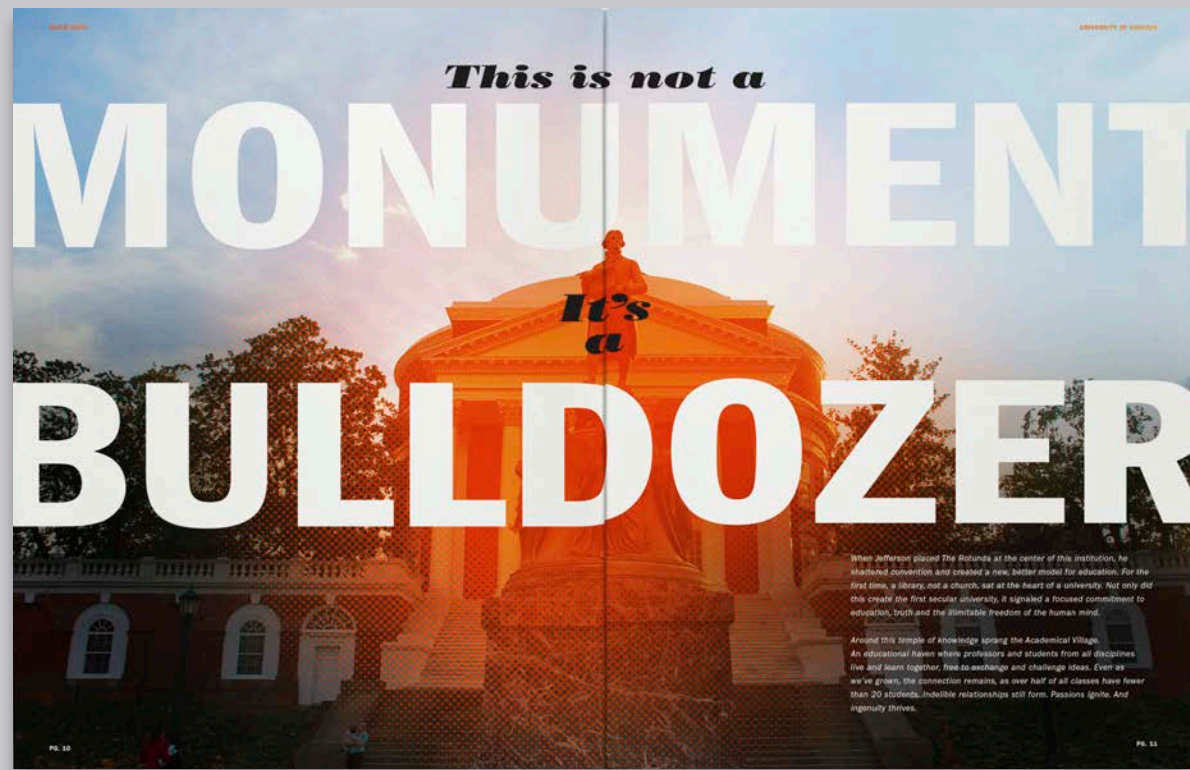
LET THERE BE **THE IMPOSSIBLE**

LET THERE BE **AN EVEN GREATER GOOD**

C
 ASPIRE IS JUST A WORD, NOT A SENTENCE.

UCLA





SIDE BY SIDE

IN FRONT

We could do just about anything if we tried hard enough.

★ We are a community of scholars who raise our hands first. Those who contribute with a foot on the ground or a buoy in the water, who think the best reaction comes from planning ahead, who can walk through a door, anywhere in the world, and gain the trust of the room with a handshake. Going first takes support. It takes creativity. And above all, it takes fearlessness.



COFFEE TAKES A HIT

UNIVERSITY TAKES ACTION

FEARLESS ON EVERY FRONT

ATM TEXAS A&M UNIVERSITY

FEARLESS ON EVERY FRONT

FEARLESSFRONT.COM

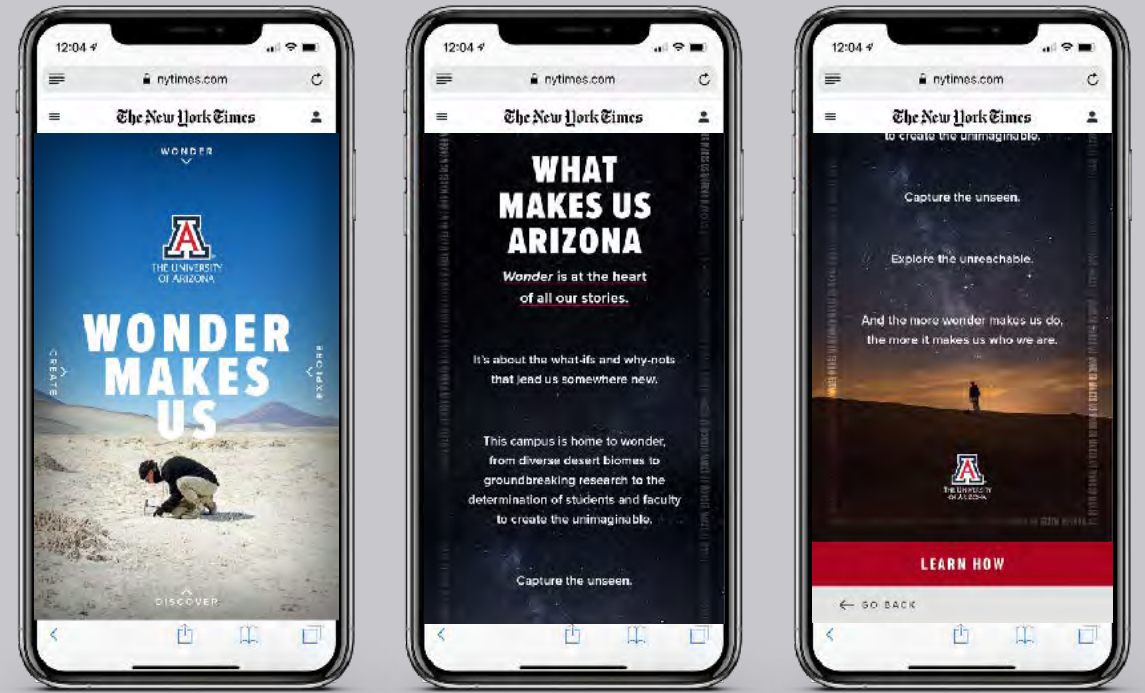
NO UNIVERSITY PREPARES MORE FORTUNE 100 CEOs

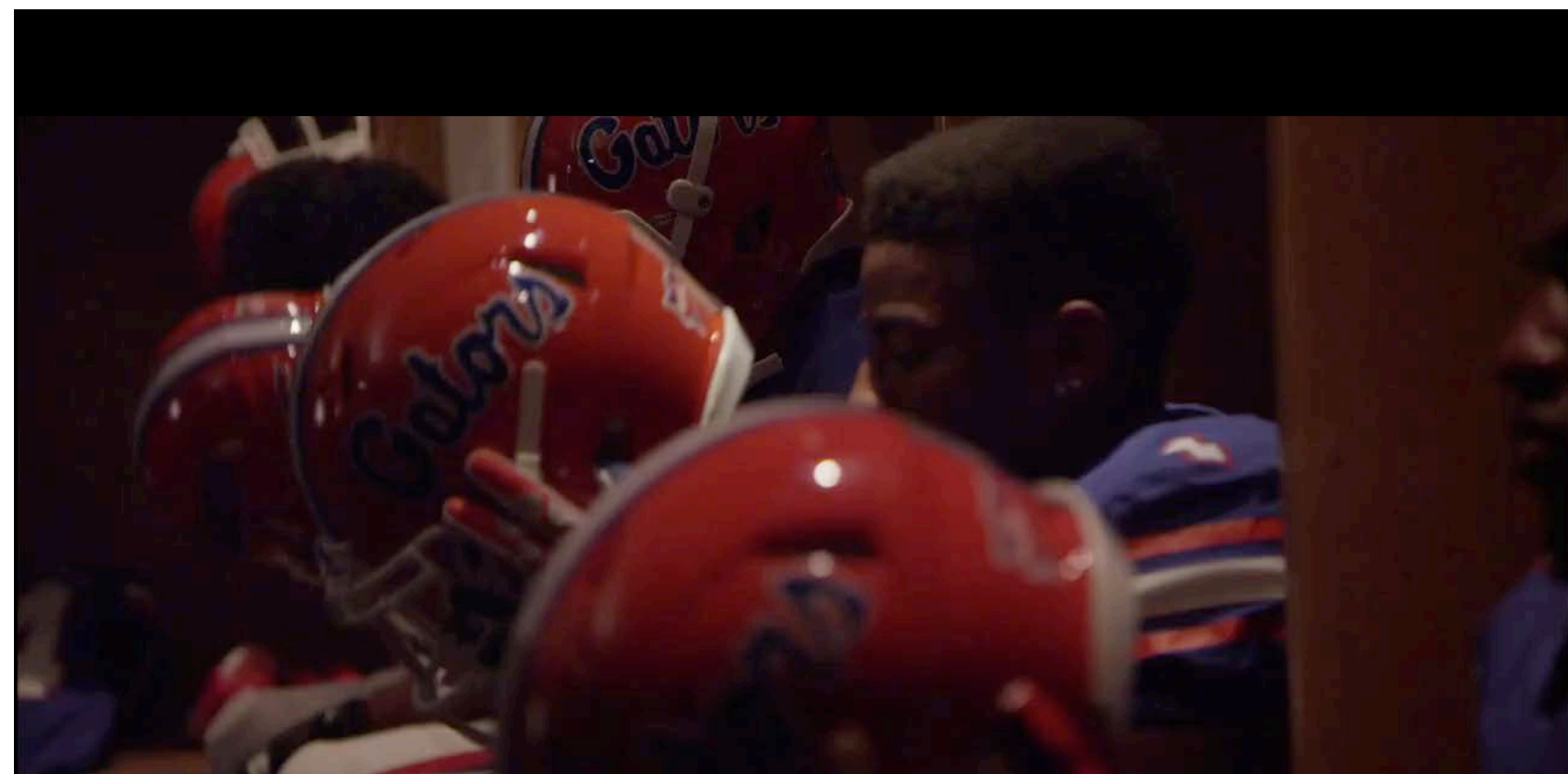
ATM TEXAS A&M UNIVERSITY

FEARLESS ON EVERY FRONT

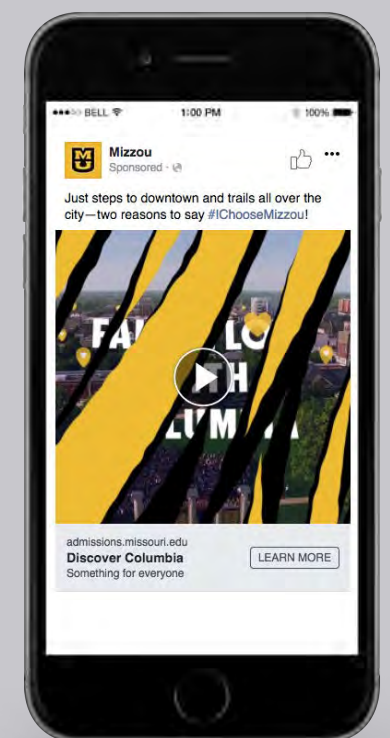
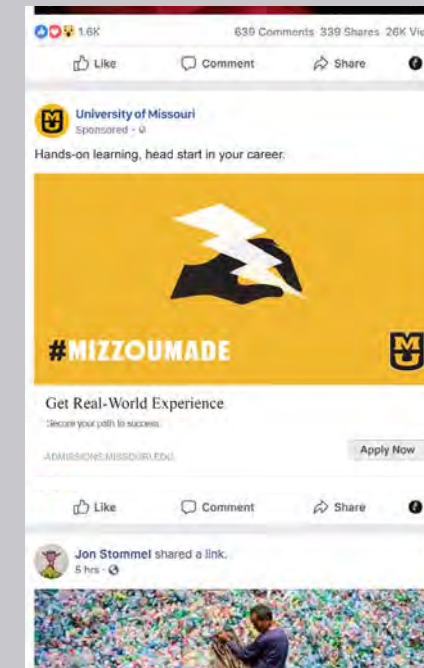
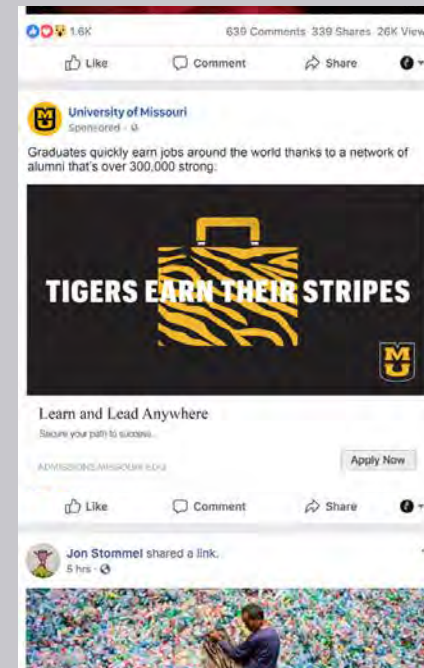
CITY SIGHTS DC

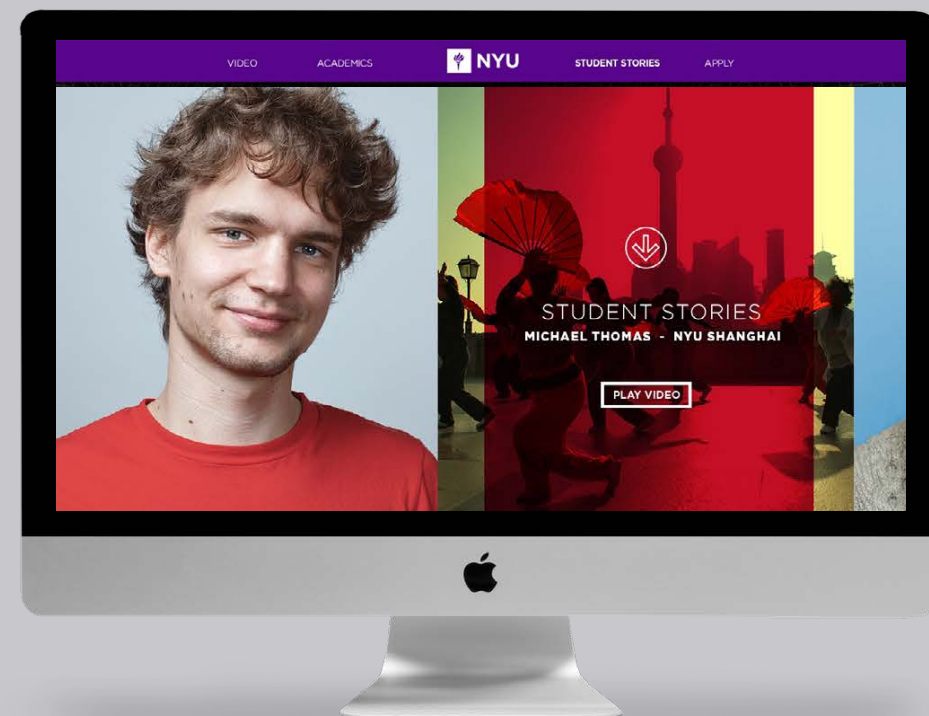
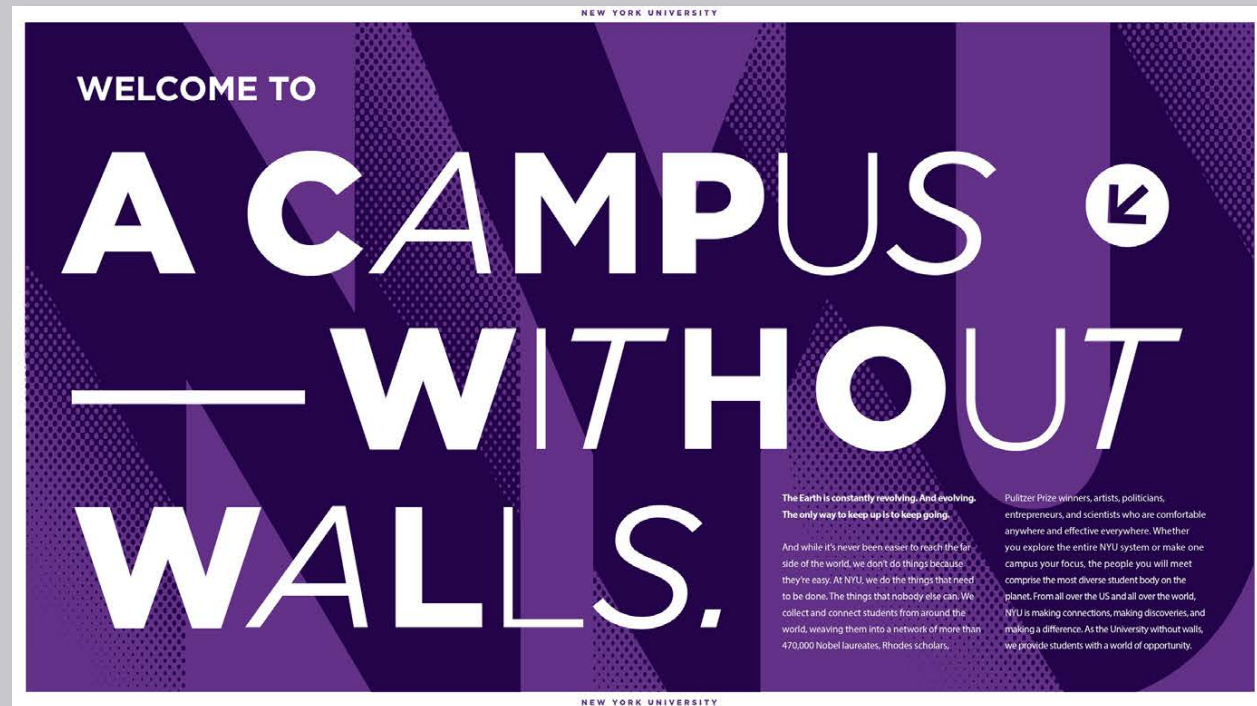
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THANK YOU