

It's time campaign costs

ASU's It's Time campaign is a significant university initiative to rebrand athletics and inspire Sun Devil fans everywhere to support the university through athletics. Our objectives were to create a bold, high-performance athletic image and a promotional campaign that would maximize enthusiasm and interest in supporting the university, but to do so with minimum out-of-pocket costs.

Here is a breakdown of the elements of the campaign:

- As part of its partnership with ASU, Nike researched, designed and produced the new brand identity at its expense.
- A donor is funding the uniform change out costs for all 21 athletic teams.
- The university's licensing agent, CLC, is paying for the cost of the launch event on April 12.
- Several vendors stepped forward to fund the cost of videos and signage, some as part of trade agreements they have with Sun Devil Athletics.
- There were a handful of incidental costs, such as business travel and promotional campus signs that were paid for out of licensing revenues and local funds. No state taxpayer funds or tuition dollars were used.