

### UNI builds off exposure from March Madness run

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Cedar Falls, Ia. - As University of Northern Iowa students prepare to settle into campus for the start of classes Monday, administrators worry about the economy - including funding for athletics.

The impact of the men's basketball team's NCAA Tournament Sweet 16 performance five months ago continues to create positive buzz, however. And, officials hope, potential.

One measure: The number of visits from prospective students is up 19 percent. Chad McEvoy, an associate professor at Illinois State University who conducts national research on sports marketing, said the university could see a 10 percent increase in enrollment for 2011.

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"We won't see the results (for Northern Iowa) until this coming winter," he said.

The Panthers' annual athletic fund drive is up 20 percent, or about \$1.1 million. The total value of the NCAA games - based on standard rates for a 1-minute TV commercial - was estimated at \$72 million.

Ali Farokhmanesh's appearance on the cover of Sports Illustrated magazine reached 3 million subscribers, or the equivalent of \$328,100 in advertising, according to Northern Iowa's research.

All that impact blossomed from three games, played in front of a basketball-hungry nation.

"We couldn't have afforded the kind of publicity we got from this run," said Christie Kangas, Northern Iowa's director of admissions. "It was very positive. Outside of the Midwest, people know of us now."

The UNI athletics website drew 1.5 million page views in March, three times the monthly average.



CHRISTOPHER GANNON/THE REGISTER

Northern Iowa guard Johnny Moran rejoices as the Panthers cement their 69-67 upset of No. 1 Kansas in the NCAA Tournament on March 20 in Oklahoma City.

#### 'The Cinderella Factor'

A look at the value of the exposure that Northern Iowa's men's basketball team received last spring:

- Conservatively speaking, 30 seconds of network prime time advertising costs a minimum of \$100,000, and can be more than \$200,000.
- Each NCAA Tournament game has an audience of 8 million to 10 million.
- Northern Iowa received a minimum of \$300,000 worth of free advertising during the three NCAA games, with one free national 30-second spot in each game played.