



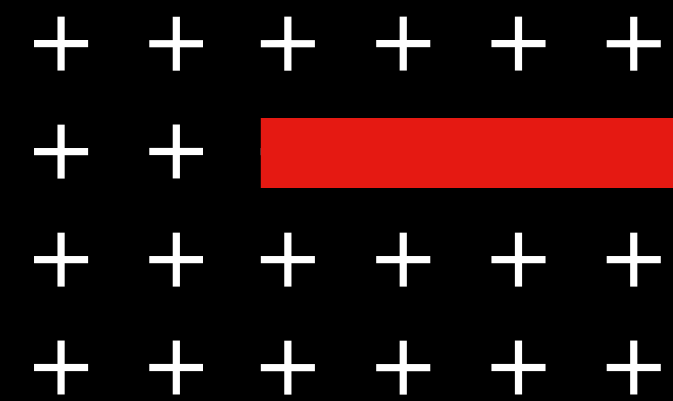
COLLABORATION

VANDERBILT
UNIVERSITY



BRIDGESTONE

TEAM 5



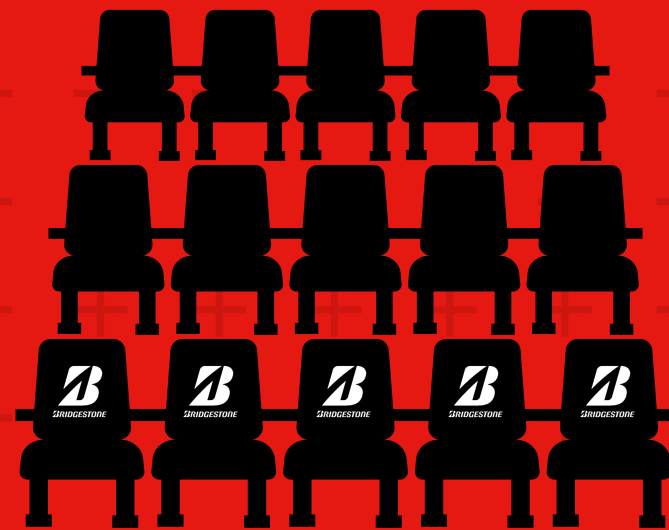
THE BRIDGESTONE PARKING GARAGE

- Currently, Kensington Garage right by the basketball arena, will now be called The Bridgestone Parking Lot
- VIP Level (2nd Level) presented by Bridgestone
- Logo engraved onto each parking space
- Special Access to Bridgestone VIP Club Room from Bridgestone Garage
- EV parking spaces for sustainability
- Tire air fill stations

A large, stylized Bridgestone logo is engraved on the ground in a parking space. The logo consists of a red and black 'B' symbol followed by the word 'BRIDGESTONE' in a bold, black, sans-serif font.



INTEGRATED LOGOS FOR GAMEDAYS



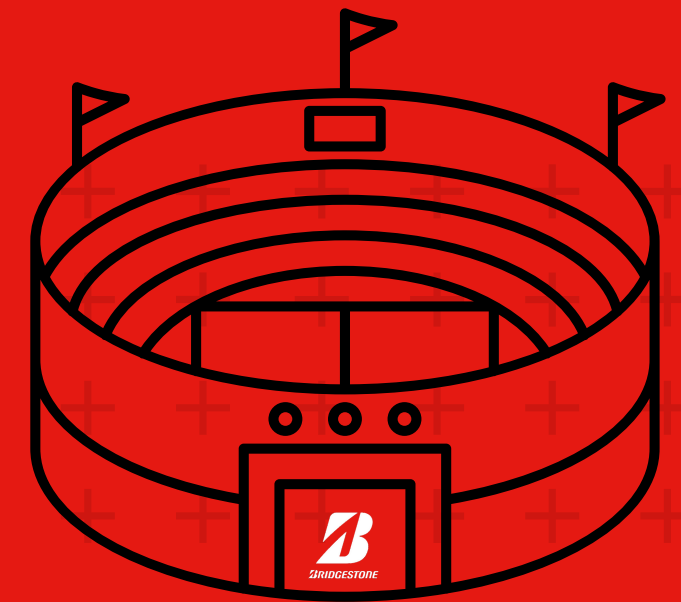
LOGOS ENGRAVED ON SEATS

On the new stadium seats,
Bridgestone logo will be
engraved so all fans can see



LOGO ON CONCESSION CUPS

Bridgestone logo will be on
concession cups as souvenirs
for fans to take home



LOGOS ON FENCES, BASEBALL FIELD

Bridgestone Logo engraved
along Baseball Banners on field
and across fences



HAWKINS FIELD BRANDING



RINK OF DREAMS

- A Vanderbilt University fundraiser in which students will pay \$5 to enter a raffle
- Chosen students have the chance to play on the same ice as the famous NHL Predators team
- The event will aid community building/ camaraderie between Vanderbilt students
- Raise funding for Vanderbilt through the raffle entries
- A percentage of proceeds will go towards the Bridgestone America's Trustfund
- Boosts Bridgestone brand awareness



BRIDGESTONE STUDENT SECTION

- **Bridgestone Student Section for Memorial Gymnasium and Hawkins Field**
- **Name printed on each Student Section Ticket**
- **Competition with inflatable tire in 5th inning**
- **T-Shirt toss out of cannons for Basketball games**





THE BRIDGESTONE CLUB ROOM

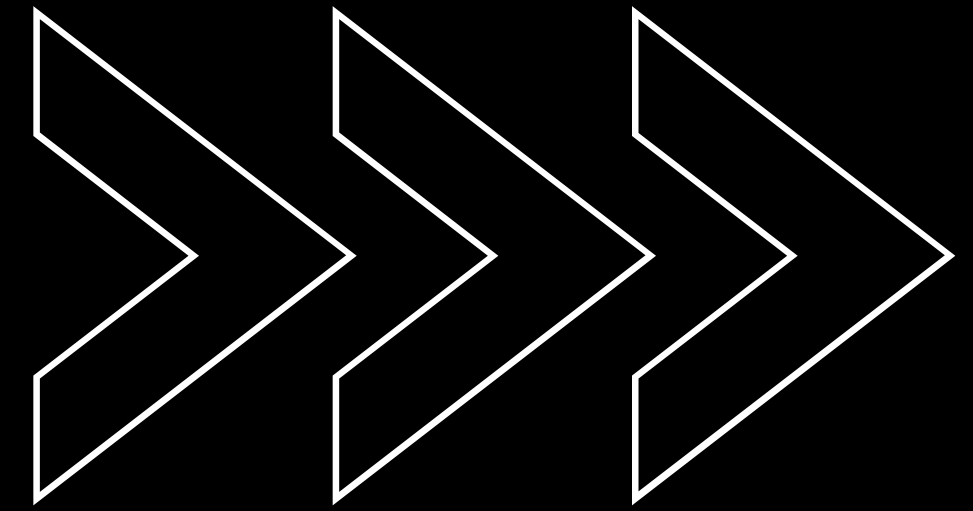
Elevate your game day experience with unparalleled luxury and exciting experience!

- Meet and greet with student-athletes as an NIL deal with Bridgestone
- Exclusive merch and signed jerseys
- Skip the line special entry
- Complimentary conveniently located parking slots



INTERNSHIP OPPORTUNITY

Student & Career Mobility



There are specified internships held for all Vanderbilt students
Human and Organizational Development Capstone Internship

- Students spend a semester working for a company & receive class credit
 - Promoted through coffee chats and career fairs at Vanderbilt with Bridgestone employer

Owen Students

- Bridgestone internships during modules which meet the immersive requirement

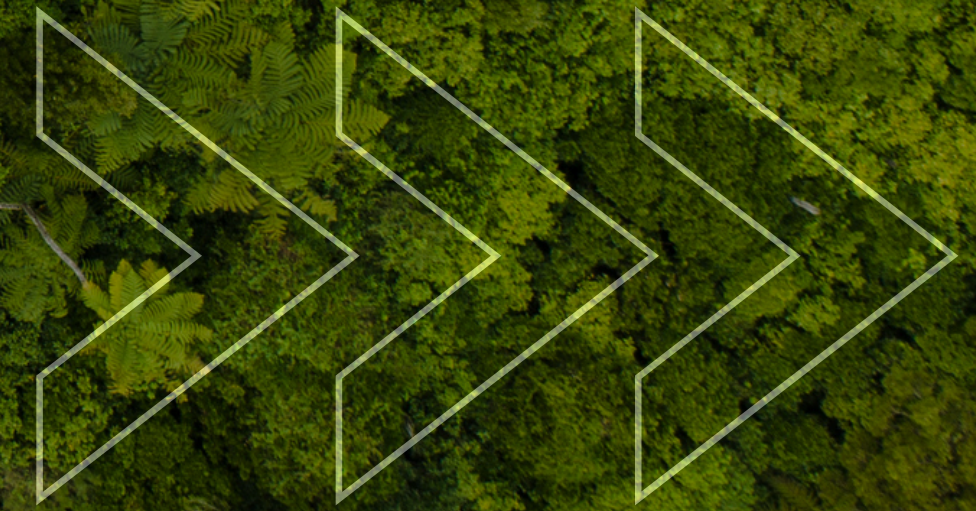
Employee Development & Retention Considerations

- Potential for full-time offers
- Return-internship offers for continuing students



THE BRIDGESTONE HACKATHON

Student & Career Mobility



The biggest competition of the year, the Bridgestone Hackathon will be an multi-disciplinary contest challenging students to come up with solutions for enhancing sustainability in various industries.

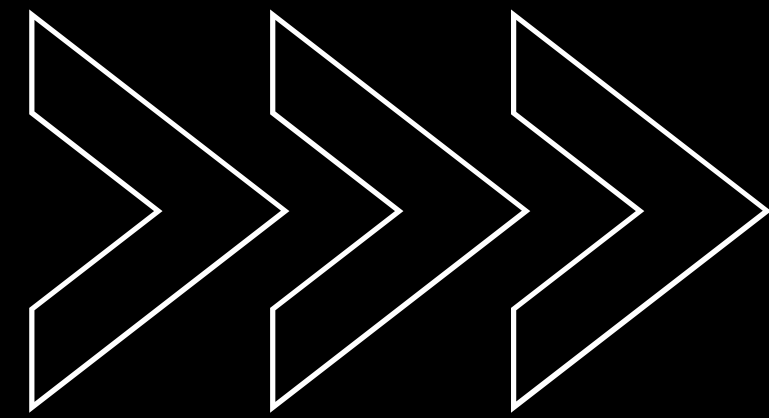
- such as sustainable business practices
- Innovative sustainable materials and designs
- Environmental awareness strategies
- Green transportation

Involving different schools of studies would ensure a more holistic approach to the problem statements including engineering, business development and ethics.

Winners could be awarded with scholarships and internship or employment opportunities.



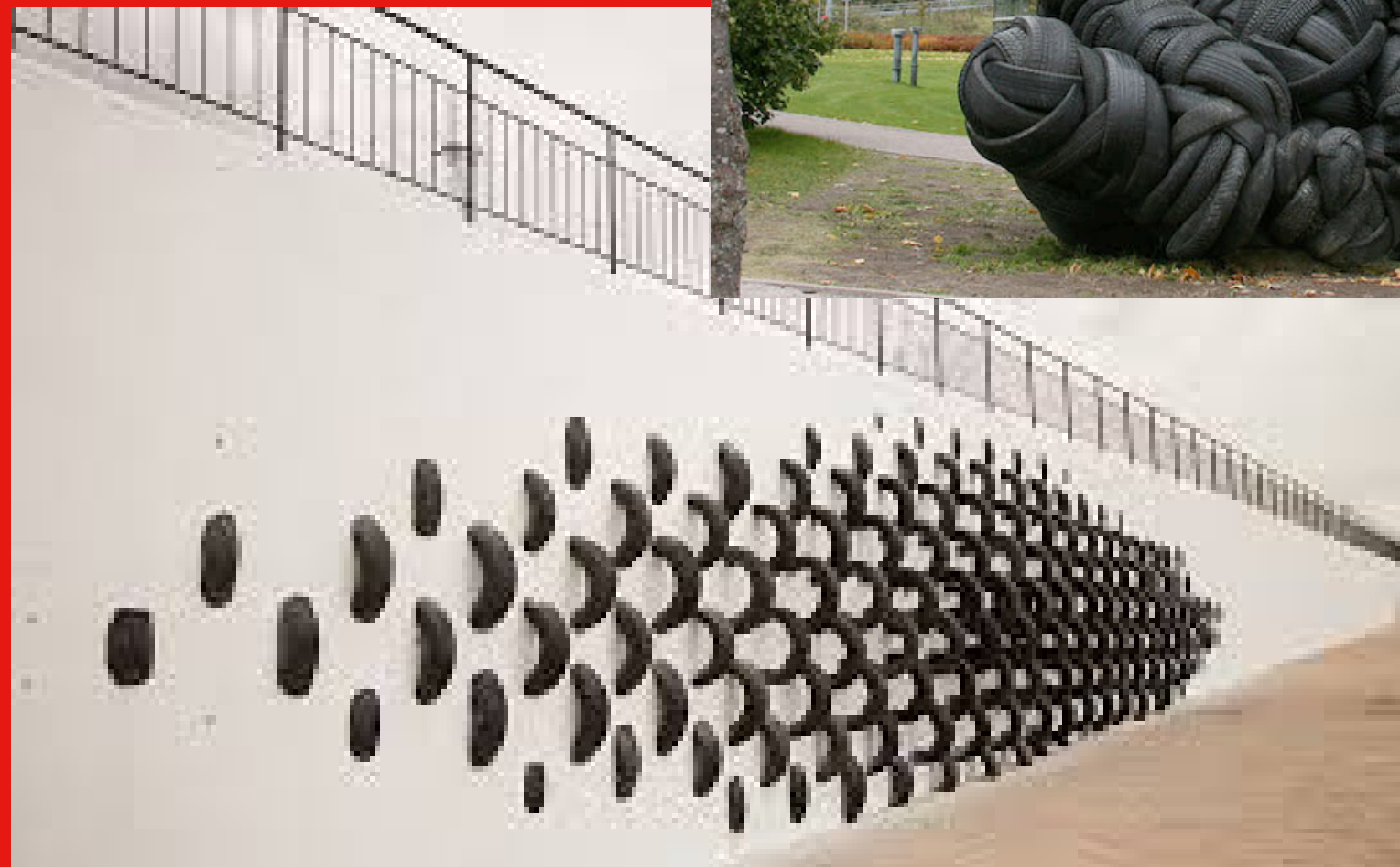
BRIDGESTONE TIRE ART INSTALLATION



Collaborate with the Vanderbilt Department of Art to create art installations made of sustainable Bridgestone tires in the middle of the campus and in stadiums as part of their Tire Industry Project (TIP)

Potential Locations:

- Student Life Center
- Alumni Lawn
- Peabody Lawn



THANK YOU VANDERBILT ATHLETICS

