



CHALLENGE

Faced with significant budget cuts, the University of California, Davis needed to procure new streams of revenue from previously unexplored sources.

RECOMMENDED STRATEGY

Create unique, campus-based partnerships with corporations from selected business categories.

RESULT

10 year, multi-million dollar partnership with U.S. Bank.

OVERVIEW

Creating broad-based corporate partnerships for a university that go beyond the traditional realm of intercollegiate athletics required a thorough and well executed strategy. By securing consensus from multiple campus stakeholders and creating a disciplined, transparent development process, ADC Partners was able to produce an extensive, mutually beneficial partnership with U.S. Bank.

The result is a partnership that not only generates much needed revenue for the University, but also provides a wide array of previously unrealized services and benefits for students, faculty, and staff.

Key components of the partnership include:

- On Campus Branch: Full service branch operating in the hub of campus life, Memorial Union.
- “Dominant and Prominent” ATMs: Automated teller locations located throughout campus, including previously underserved areas.
- Campus Card: New identification card for the campus population that can be linked to US Bank financial services.
- Finance Seminars: US Bank staffers to provide financial literacy seminars to incoming freshmen and their families.
- Campus Activity Fund: US Bank to fund a variety of UC Davis activities designed to enhance campus life.