

July 10, 2008

## Blue Raider Corporate Marketing

*Nelligan Sports Marketing*

Middle Tennessee teamed with Nelligan Sports Marketing, Inc. (NSM) in October of 2006 to allow the Little Falls, New Jersey based company to manage its exclusive athletics marketing rights. NSM provides sales and marketing expertise for sports properties worldwide.



Rutherford County is the second-largest county in the Nashville-Murfreesboro Combined Statistical Area and is home to nearly 250,000 mid-state residents. The cities and communities in the Nashville-Murfreesboro CSA make up the nation's 29th largest media market with an Effective Buying Income (EBI) of \$30.7 billion.

Take a minute to review a sample of Blue Raider Corporate Partnership Opportunities (PDF), then contact Dave Elliott or Lisa Ballance for more information.

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