



A New Challenge



The James H. Warsaw Sports Marketing Center at the UO Lundquist College of Business provides a platform for both research and education focused on the \$500-billion sports industry. In 2013, this pioneering center, of which we are extremely proud, is celebrating its twentieth anniversary.

In honor of its two decades of groundbreaking research and education in the sports industry, a donor made a \$500,000 anonymous gift to the Warsaw Center and challenged others to give as well. A second \$100,000 pledge by Jim Warsaw's brother Bob closely followed. We now seek to leverage this support and, in the spirit of the center's twentieth anniversary, hope to double the gift through additional pledges and donations.

Warsaw Center Twentieth Anniversary Challenge

This year, the Lundquist College and its supporters are embarking on an exceptional campaign.

- Gifts to the Warsaw Center will be matched dollar-for-dollar from March 1, 2013-June 30, 2014, or until the challenge is reached.
- Donors will be recognized in UO Business magazine and on the digital display in Lillis Business Complex.
- The new Warsaw Challenge website will also honor donors by name.

In 1993, the James H. Warsaw Sports Marketing Center program opened as the first of its kind at a U.S. college of business. You can help the Warsaw Center continue to make history. Give today.

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Celebrating Twenty Years