

thealtgames™

College Action Sports Championships

The Alt Games: College Action Sports Championships is a CBS College Sports Network-owned festival of collegiate championships, bringing together thousands of the best college action sports athletes from campuses across the country vying for titles and the right to be called “national champion” of their sport. The 5th annual Alt Games captures the true spirit of what it means to win a national championship in lifestyle sports that are trend-setting and have huge participant levels in the competitive scene.

- 15 hours of original HD TV programming over three months
- 14+ college action sports championships
- Jonny Moseley, host
- Event marketing on a minimum of 25 college campuses
- Athletes from 80 schools in 30 states
- Audience reach of 25k - highly educated with spending power
- 2 million expected viewers
- 30 million additional viewers with Video on Demand (VOD) package

2010 event locations, dates and events include:

- **Copper Mountain, CO - April 10th**
 - Slopestyle Skiing & Snowboarding, Music Festival
- **Santa Barbara, CA – May 1st-2nd**
 - Beach Volleyball
- **Reno, NV - May 8-9th**
 - Kayak - Boatercross and Freestyle
- **San Diego, CA - May 14-16th**
 - Wakeboarding, Flowboarding, Eating, Music Festival
- **Madison, WI - May 28th-31st**
 - UPA - Ultimate Frisbee

*Schedule subject to change

Media:

- **On-air**
 - 1-hour highlight show on CBS Network in May/June (guaranteed impressions)
 - Primetime Olympic-style coverage of all events with athlete features on the CBS College Sports Network
 - On-air promos for tune-in on CBS Network and the CBS College Sports Network
 - Billboards, sponsor features, and ad units
- **Online**
 - Fully-branded microsite hosted by leading action sports site go211.com, is the year-round home for college action sports event and communities featuring video, photos, podcasts, blogs, and more
 - Co-branded web banner campaign across CBS College Sports' network of sites and go211.com
- **On-site**
 - Fully-branded signage at all events
 - Brand exposure on event collateral and marketing materials
 - Event entitlement

