

# YOUR ULTIMATE MARKETING PARTNER



CBS College Sports' vast network of relationships makes it easy to connect our partners to college sports fans, students and alumni across the country. We can launch customized, turn-key marketing programs to fit our partners branding objectives through our comprehensive platforms: on-air, on-line and on-campus.

## SPORT MARKETING PROPERTIES

### Custom Sponsorship and Promotions:

CBS College Sports can create local tie-ins for its national promotions (e.g., *Chick-fil-A SEC Tailgate Show*, "All I want for the Holidays is a Panasonic TV" Sweepstakes, Football Nation Tailgate Tour Presented by Volkswagen)

### Event Properties:

Through non-traditional means, CBS College Sports will integrate your brand into its event properties (e.g., Collegiate Nationals, A-10 ShootOut Tour)

### Conference Properties:

Get your brand on-campus and in front of the college demographic through our conference properties. Gain access to conference championship tournaments by becoming a title or associate sponsor including: on-air, online and on-site benefits. (e.g., Atlantic 10, Big West, Conference USA, HBCU, Mountain West and Navy)

### Hospitality and Entertainment:

Special events tailored around high profile games, events and sponsored opportunities.



## CASE STUDIES

### Chick-fil-A SEC Tailgate Show

CBS College Sports and Chick-fil-A partnered to bring fans the most in-depth and entertaining coverage of SEC football with a weekly pregame show, live and on-location from the site of the CBS Sports SEC Game of the Week. Different from any other on-site football show, the *Chick-fil-A SEC Tailgate Show* blurred the line where TV ends and tailgating begins. By combining online and on-air features with on-site activation, promotions and giveaways, the *Chick-fil-A SEC Tailgate Show* has blended the fan and TV experience into one must-see hour for the SEC enthusiast.



### POWERade Intramurals

For the first time ever, CBS College Sports teamed up with POWERade and Coca-Cola to execute a pilot program on 8 campuses for Intramural Flag Football. Over the course of 2 months, POWERade gained access to a growing population of intramural players and fans. CBS College Sports supported the program by creating the first ever social networking site for intramurals which in one month, 835 photos were uploaded and over 1,000 players participated in the site. In addition, 20 CBS College Sports-produced features were aired on multiple platforms illustrating the true story of a college student and recreation sports. This program continued in 2008 with Intramural Basketball on 50 campuses.

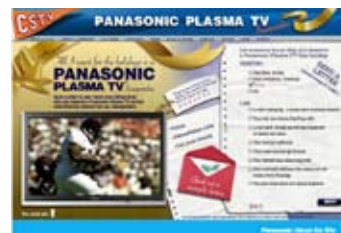


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CBS  
COLLEGE  
SPORTS

#### Panasonic

For the '06-'07 holiday season, CBS College Sports partnered with Panasonic to bring fans the "All I want for the Holidays is a Panasonic TV" Sweepstakes. College sports fans sent digital letters to their loved ones telling them what they would do in exchange for a Panasonic Plasma TV. Each letter would enter the consumer into a sweepstakes in which the winner would take home their very own Panasonic Plasma TV.



#### State Farm

Have you ever done something really stupid and asked yourself "Now What?" CBS College Sports and State Farm asked students on 50 campuses across the U.S. that exact question. College sports fans submitted their Now What? moments online for a chance to win great prizes. In addition, CBS College Sports produced four on-air spots which won the Bronze Media Lion award at the Cannes Lion 2007, 54th International Advertising Festival.



#### Volkswagen

The Football Nation Tailgate Tour Presented by Volkswagen featuring the VW Rabbit wound its way across college campuses visiting some of the greatest rivalries and match-ups in college sports, all broadcast on CBS College Sports. Featuring VW's "Rock God" promotion, the tour provided college students and alumni with the opportunity to interact with and learn more about the brand new VW Rabbit. Visitors were given the opportunity to take home giveaways, prizes and more.



#### Collegiate Nationals

The Collegiate Nationals is a CBS College Sports-owned festival of collegiate lifestyle sports championships. Going into its 3rd year, the event brings with it hundreds of the best college athletes from campuses across the country vying for titles and the right to be called "national champion" of their sport. The Collegiate Nationals event produces over 20 hours of original TV programming also distributed extensively online. Event promotion and exposure reaches over 70 campuses nationwide and has a strong local and regional reach.



Panasonic



(( (THE NEW PULSE OF COLLEGE SPORTS) ))