

the alt games™

College Action Sports Championships

The 5th Annual Alt Games: College Action Sports Championship will alter the face of college sports once again this year. From the sand of California to the snow of Colorado to Wisconsin's open fields, thousands of fans will pack in to watch hundreds of the best collegiate action sports athletes battle it out. National champions will be crowned in snowboarding, freeskiing, wakeboarding, flowboarding, beach volleyball, Ultimate, and competitive eating.

- 15 hours of original HD TV programming over three months
- 14+ college action sports championships
- Jonny Moseley, host
- Athletes from 80 schools in 30 states

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

Affiliate Opportunities:

- Video on Demand (VOD) product highlighting the best of The Alt Games
- Cross-channel spots and web banners to promote tune-in on CBS College Sports and VOD
- The opportunity to spotlight local colleges and athletes
- Partnerships with local colleges and universities
- Co-branding opportunity at local events

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