

HALO SPONSORSHIP

On-Air Elements on CBS Sports Network

- :30 commercial units in select programming
- Two (2) sponsor billboards within select programming including logo and audio ID
- Signage and logo integration in program telecasts
- Sponsor feature with logo inclusion
- Event entitlement of one (1) Championship
- Logo inclusion in network marketing campaign – promos & drop-ins

On-Air Elements in the Alt Games Highlight Show on CBS Network

- Three (3) :30 commercial units
- One (1) sponsor billboard
- One (1) sponsor element with logo
- Logo inclusion in network marketing campaign – promos & drop-ins

On-Site Exposure

- Signage at select venues
- Prominent signage as title sponsor of one (1) sport Championship
- Opportunity to activate at select venues (booth displays, demos, sampling, giveaways)
- PA announcements
- Opportunity for sweepstakes and local retailer tie-in
- Provide prizes and product for top competitors
- Gift Bags: brochures/special offers/giveaways in athlete and VIP gift bags
- Logo included on select event collateral and signage

Online

The Alt Games website is dedicated to the event, its athletes and the passionate action sports fan base.

- Logo inclusion on the event microsite
- Use of Alt Games logo, website and event information for Sponsor's website and other co-branded extensions
- Content will be licensed to each sponsor partner for their website

Marketing and Advertising:

Brand will be included in an extensive multi-platform promotional campaign as follows:

- On-Air: Co-branded promos on CBS Sports Network and the CBS Network
- Online: Co-branded promo banners running across the CBS Interactive Community and more; PLUS online social networking including Facebook, Twitter, Instant Messenger, Email Blasts, Blogs, and Listservs
- On-the-Ground: National, local and on-campus marketing including custom posters, flyer distribution, and billboards in high traffic locations
- Media Placements: regional radio, local newspapers, action sports publications
- Press Relations and PR efforts: multiple distributions on a local and national level



**THE
ALT
GAMES**