

OVERVIEW

- Home of Army and Navy Football with exclusive rights to all Army and Navy home games
- Primary rights holder for the Mountain West Conference which includes the Air Force Academy
- Recent wins over Notre Dame, SEC, and Big 12 teams
- Army-Navy Tailgate pre-game show LIVE from FedEx Field on December 10

2011 GAME SCHEDULE

SAT 9/3	Delaware at Navy	3:30 PM
SAT 9/10	San Diego State at Army	12:00 PM
SAT 9/17	Northwestern at Army	3:30 PM
SAT 10/1	Tulane at Army	12:00 PM
SAT 10/8	Southern Miss at Navy	3:30 PM
THURS 10/13	San Diego State at Air Force	8:00 PM
SAT 10/22	ECU at Navy	3:30 PM
SAT 10/29	Fordham at Army	3:30 PM
SAT 11/5	Troy at Navy	3:30 PM
SAT 11/12	Rutgers vs. Army at Yankee Stadium	3:30 PM

* All times ET. Schedule subject to change.

PROMOTION TO SUPPORT ARMED FORCES SALUTE DAY:

On-Air

- :10 promos and Gametrax mentions on CBS in game
- :15 promos on CBS Sports Network one week prior
- Cross-channel spots through affiliates and Westwood One Radio reads

Online

- Tune in billboards on CBSSportsNetwork.com and email blast to CBSSportsNetwork.com database
- SAU (standard ad unit) banner ads on CBSSports.com
- Banner in "This Week On CBSSports.com" – 80k Subs
- Fixed placement graphic on CBSSports.com college football page
- Recaps, highlights and interviews made available to CBSSports.com editorial staff immediately following live telecast
- Banners on OAS (school) sites and pre-roll video in video player

Social Media – In advance and on game day:

- Tune-in promotion and frequent Wall posts on Facebook engaging fans to weigh in
- Frequent tweets from talent covering the games

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Presenting sponsor of conference games (MWC, Army, Navy)
- Official and Category Exclusive sponsorships of Armed Forces Football
- Branded Vignette Series
- In-game spots and features including the ability to extend features from CBS (e.g. Home Depot Tools to Victory) on to CBS Sports Network's air

ARMED FORCES FOOTBALL

