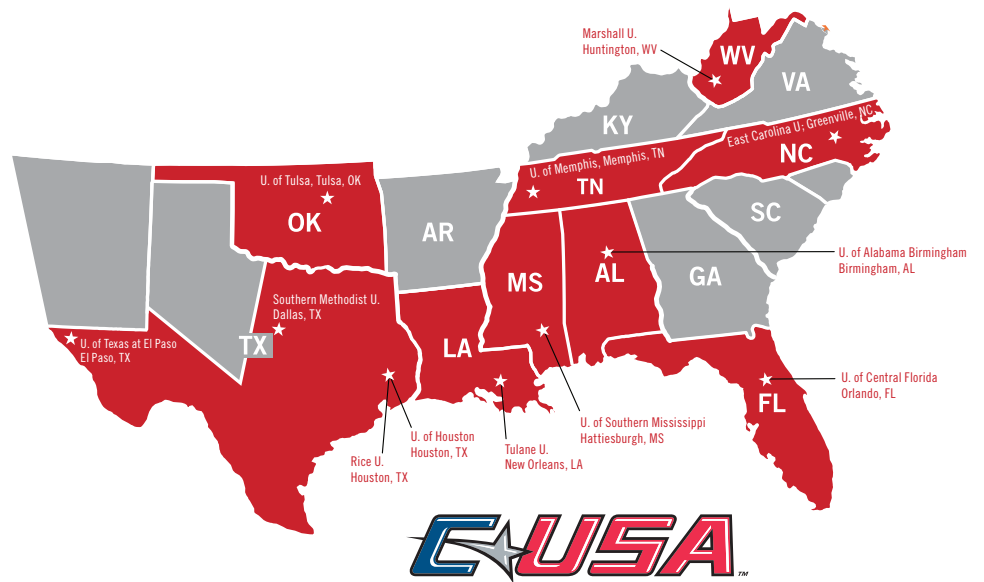


Conference USA includes 12 member schools with 19 conference championships a year. C-USA members have earned over 35 football bowl bids and made over 19 postseason appearances in the NCAA® Men's Basketball Tournament. In the past 4 years, C-USA football teams have defeated West Virginia, Virginia Tech, Oklahoma St., Texas Tech, and Georgia, while basketball teams have made Final Four® and Championship game appearances.

**C-USA Highlights:**

- 2010 bowl teams include UCF, Southern Miss, Tulsa, SMU, UTEP, and ECU
- Heisman hopeful: Houston's Case Keenum
- Notable NFL & NBA Stars:
  - Roddy White, Atlanta Falcons (UAB, 2005)
  - Chris Johnson, Tennessee Titans (ECU, 2008)
  - Ahmad Bradshaw, New York Giants (Marshall, 2007)
  - Derrick Rose, Chicago Bulls (Memphis, 2008; 2008-09 Rookie of the Year)
  - Tyreke Evans, Sacramento Kings (Memphis, 2009; 2009-10 Rookie of the Year)



**2011-2012 SPONSORSHIP OPPORTUNITIES**

**On-Air Football Elements:**

**Regular season inventory:**

- 17 games on CBS Sports Network
- 10 games on regional syndicated network (Comcast Sports Net)
- In-game graphics, billboards and features (where available)

**On-Air Basketball Elements:**

**Regular season inventory:**

- 20 games on CBS Sports Network
- In-game graphics, billboards and features

**Men's Basketball Championship inventory:**

- Quarterfinals & Semi-finals on CBS Sports Network
- Championship game on CBS (est. 1.0 HH rating)
- In-game graphics, billboards and features (where available)

**Women's Basketball Championship inventory:**

- Semi-finals & championship game on CBS Sports Network
- In-game graphics, billboards and features