

## THE TOUGHEST SPORT ON EARTH!

- Man vs. Beast in adrenaline-packed two-hour events, 8 seconds at a time
- Pinnacle 30-week Built Ford Tough Series in the U.S.
- Culminating in Las Vegas at the PBR World Finals

## CBS Sports and CBS Sports Network are the new lead partners of PBR

- Live event programming on four different Network partners with all media sales controlled by CBSSN
  - CBS Sports: 8 events
  - CBS Sports Network: 30 events
  - NBC Sports: 5 events
  - NBC Sports Network: 15 events
- Exclusive "Best of the Weekend" Highlight Shows each week of the season (30)
- PBR Stunt Weeks Debuting Summer 2012

## SPONSORSHIP OPPORTUNITIES

### Available assets:

- Units across all four networks: CBS Sports, CBS Sports Network, NBC Sports, and NBS Sports Network
- Branded features and billboards in-show
- Overall event sponsorship opportunities including event entitlement

## PBR PROGRAMMING ON CBS SPORTS NETWORK:

- **PBR Series** – Live to tape event coverage
- **PBR Series: World Finals** – Live to tape event coverage from Championships in Las Vegas
- **Ticker** – :90 on-screen graphic animation plus text brand messaging in live programming
- **Best of PBR** – Live to tape wraps from the event – highlight compilation after the weekend (Monday or Tuesday prime airing)
- **PBR Summer Stunt Weeks** – Compilation of all content from the first half of the PBR season

## EVENTS IN 30 OF THE TOP 40 METROPOLITAN MARKETS

### SCHEDULE HIGHLIGHTS:

<b>JAN 6-8</b>	NEW YORK, NY – MADISON SQUARE GARDEN
<b>FEB 18</b>	ATLANTA, GA – GEORGIA DOME
<b>FEB 25</b>	HOUSTON, TX – RELIANT STADIUM
<b>MAR 3</b>	ARLINGTON, TX – COWBOYS STADIUM
<b>MAR 10</b>	DETROIT, MI – FORD FIELD
<b>OCT 24-28</b>	WORLD FINALS – LAS VEGAS, NV