



3X3U NATIONAL CHAMPIONSHIP

3X3U National Championship is a groundbreaking event that pits 32 four-man teams representing every Division I college basketball conference against each other in a three day, 3-on-3 tournament for a \$150,000 prize pool viewable live on Twitter and the ESPN Family of Networks.





COLLEGE SLAM DUNK & 3-POINT CHAMPIONSHIPS

The College Slam Dunk & 3-Point Championships kicks off the Final Four Weekend in style with 24 of the nation's top college basketball players facing off live in five nationally-televised skills competitions in front of a crowd of over 10,000 fans and televised on the ESPN Family of Networks.





HIGH SCHOOL SLAM DUNK & 3-POINT CHAMPIONSHIPS

The High School Slam Dunk & 3-Point Championships has become must see TV during CBS's Final Four Weekend coverage. The event will feature 24 of the nation's top high school basketball players facing off against each other in 5 nationally-televised skills competitions in front of a live audience.



AMERICAN FAMILY INSURANCE

#DreamTeam



FORT MYERS TIP-OFF

The Fort Myers Tip-Off is an elite early season men's basketball tournament featuring four of the nation's top college basketball programs - played annually in Ft. Myers, Florida and broadcast live on the Fox Family of Networks.

2021 PARTICIPANTS



80 DAYS 'TIL SUNDAY

80 Days 'Til Sunday brings together the top NFL Draft prospects to showcase their on-field skills over Super Bowl weekend. This platform will offer partners unprecedented access to the NFL's future stars including a mix of VIP experiences, ownable Draft season social content and ESPN national media.

80 Days 'Til Sunday is the cornerstone of ESPN Draft analysis content, with multiple airings throughout the Super Bowl – NFL Draft timeline.

For the first time in over 10 years, 80 Days 'Til Sunday will be coming back to the Super Bowl market of Los Angeles in 2022, offering the VIP Super Bowl experience.





UNDER ARMOUR ALL-AMERICA GAME

The Under Armour All-America Football Game is the preeminent high school football All-American game in the country. Since 2007, Intersport, in partnership with Under Armour and ESPN, has put on the event, featuring more than **100 of the nation's most promising high school football prospects**. Featuring televised practices, skills challenges and a full-game, the Under Armour All-America Football Game is the can't-miss high school football event of the year.

NFL CHAMPIONSHIP CHASE

Intersport and NFL Films have collaborated to produce a 4-part series spanning the playoff race through January NFL Post Season. NFL Championship Chase will feature exclusive footage from inside the huddle with players mic'd and iconic storytelling centered around the playoff landscape. Episodes will air weekly leading into live game coverage throughout Wildcard, Divisional and Conference Championship weekends. While Playoff Push is centered around the latest part of the NFL regular season, as teams fight for playoff contention.

Brand partners receive a combination of in-program and commercial assets throughout some of the highest visibility sports viewing weekends of the year. Sponsorship allows to efficiently deepen their media plans, to increase their advertising SOV and to further activate their brand messaging within official NFL programming – mostly on game days, extending throughout the playoffs.



CHAMPIONSHIP CHASE

• *WILDCARD WEEKEND*

FOX | *JAN. 9, 2021*
9AM/2PM ET

• *DIVISIONAL WEEKEND*

FOX | *JAN. 16, 2021*
NOON ET

• *CONFERENCE SUPREMACY*

FOX | *JAN. 24, 2021*
NOON ET

• *PLAYOFF PUSH*

©CBS | *NOV. 26, 2021*
1:30PM ET



JAMES BEARD AWARDS

James Beard
Foundation

The **James Beard Foundation** is the preeminent culinary property in the U.S. targeting the nation's 65M food-forward consumers. Each year, the beloved not-for-profit organization recognizes the very best in the culinary world – chefs, restaurateurs, authors and journalists.

A James Beard Award is the highest honor an industry professional can receive in the U.S. **The Awards Gala** takes place annually in Chicago. Partnership assets include marketing rights and IP, exclusivity, custom content, media and experiential activations.

“THE OSCARS OF THE CULINARY WORLD”

- TIME MAGAZINE

MORTAL KOMBAT 11 PRO KOMPETITION

With more than 90 million total players worldwide, Mortal Kombat is one of the most popular franchises in the history of gaming. For its latest title, Mortal Kombat 11, Warner Bros entrusted Intersport to create and operate its professional esports event circuit.



ELITE TRADES CHAMPIONSHIP SERIES



The Elite Trades Championship Series was created to help build awareness for professional tradespeople. This groundbreaking platform celebrates the electrician and auto technician trades through the IDEAL National Championship and U.S. Auto Tech National Championship. Both current and future Championships will consist of regional competitions that determine the top competitors which ultimately lead to the Championship event – Trade Week.

