



**July 25— 31, 2011—UCLA**

## ADVERTISING CAMPAIGN

Sponsors receive significant exposure by being part of the event's comprehensive advertising campaign that consist of print, radio, internet and television. The advertising campaign begins in May and runs through the Finals. Sponsors may wish to include print, radio and television advertising units in a sponsorship program. The event works closely with major media outlets in the greater LA area including ESPN, Daily News, KLOS, and KABC. The Farmers Classic also works with a display service that places and replenishes counter-cards in over 500 desirable Los Angeles locations.

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