



2023-24

**U SPORTS
CHAMPIONSHIPS**

BROADCAST OPPORTUNITIES



2023-24
U SPORTS CHAMPIONSHIPS
BROADCAST OPPORTUNITIES

A presence in U SPORTS National Championship broadcasts (digital) allows your brand to be associated with the 15,500 elite student-athletes that make up U SPORTS, while supporting the organization's mission of providing outstanding environments and opportunities for student-athletes to achieve their full academic and athletic potential.

Our values of being student first, driven to excellence, the commitment to equity, integrity and transparency as well as competitive balance resonates with Canadians from coast-to-coast.

U SPORTS' digital broadcasts offers your access to a loyal and growing audience that is certain to create value for your brand.

- Digital commercial spots / packages available for individual or across all sports
- Customized packages are available upon request



To secure your spots, contact:

John Bower

780-667-5646

jbower@usports.ca





ASSET PACKAGES

The following packages allow your brand to reach fans of specific university sports and/or of all sports, through U SPORTS on CBC English broadcasts / U SPORTS.ca French broadcasts. Custom packages are available upon request.

Fall Specific Sports Packages

- 22 x 30 sec spots
- 11 per championship

Men's & Women's Soccer (November 9 – 12)

Men's & Women's Championships

- One (1) 30 second commercial during every broadcast on CBC digital platforms / Radio-Canada & USPORTS French platform (22 total)
- Includes opening and closing billboard

\$5,000

Savings of **40%**

11 commercial package for a single championship (men's or women's): \$2500 (\$3,550 value / 40% savings)

- 11 x 30 sec spots

Women's Rugby (November 1–5)

- One (1) 30 second commercial during every broadcast on CBC digital platforms / Radio-Canada & USPORTS French platform (11 total)
- Includes opening and closing billboard
- Single commercial rate: QF: \$250 / SF \$400 / Final \$600

\$2,500

Savings of **40%**

- 4 x 30 sec spots
- 2 x Bowl game

Uteck & Mitchell Bowls (November 18)

- Two (2) 30 second commercial during the Uteck and Mitchell Bowls broadcast on CBC digital platforms (4 total)
- Includes opening and closing billboard

\$2,500

Savings of **30%**

- 6 x 30 sec spots

Field Hockey (Nov. 3-5) & Cross-Country (Nov. 12)

- Two (2) 30 second commercial spot during every game of the best-of-three Field Hockey championship series on CBC Sports digital platforms
- Two (2) 30 second commercial spots during USPORTS Cross-Country championships

\$1,500

Multi-sport Package

Fall All-Championship Package

- One 30s broadcast commercial spot during every USPORTS fall championship digital broadcast
- 41 x 30s commercial spots 1 per broadcast

\$8,500

Savings of **35%**

Includes Football Bowl Games, Soccer (M/W), Rugby (W), Field Hockey (W) and Cross-Country (M/W)

Spots are available on a first come, first serve basis.

English broadcasts: **CBC Gem, CBC Sports.ca or CBC YouTube**

Fall French broadcasts: **Radio-Canada.ca / USPORTS.ca**

30s commercial spots may be split into two 15s spots, if desired.

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ASSET PACKAGES



The following packages allow your brand to reach fans of specific university sports and/or of all sports, through U SPORTS on CBC English broadcasts / U SPORTS.ca French broadcasts. Custom packages are available upon request.

Winter Specific Team Sports

- 22 x 30 sec spots
- 11 per Final 8

Men's & Women's Basketball (March 7-10)

Men's & Women's Final 8

- One (1) 30 second commercial during every Final 8 broadcasts on CBC digital platforms / U SPORTS French platform (22 total)
- Includes opening and closing billboard

\$5,000

Savings of 30%

11 commercial package for a single Final 8 (men's or women's): \$2500 (\$3,550 value / 40% savings)

- 19 x 30 sec spots
- 11 x women's hockey
- 8 x men's hockey

Men's & Women's Hockey (March 14 – 17)

- One (1) 30 second commercial during every hockey broadcast on CBC digital platforms / U SPORTS French platform (19)
- Includes opening and closing billboard
- Single commercial rate: QF: \$250 / SF \$400 / Final \$600

\$5,000

Savings of 20%

Package for a single hockey championship (men's or women's): \$2500

- 22 x 30 sec spots
- 11 x championship

Men's & Women's Volleyball (March 14-17)

- One (1) 30 second commercial during every volleyball broadcast on CBC digital platforms / U SPORTS French platform (22)
- Includes opening and closing billboard

\$5,000

Savings of 30%

11 commercial package for a single championship (men's or women's): \$2500 (\$3,300 value / 24% savings)

Winter Multi-Sport Packages

- 26 x 30 sec spots
- 14 x qual. round
- 12 x medal rounds

Olympic Sports Package

- Two (2) 30 second commercial spot during every session of the U SPORTS swimming, track & field and wrestling championships
- Single commercials: qualifying rounds: \$250, medal round: \$400

\$2,500

Savings of 25%

Six (6) commercial package by sport is available for \$1,000 (\$1,950 value)

- 76 x 30 sec spots

Winter All-Championship Package

- One 30s broadcast commercial spot during every U SPORTS winter championship broadcast
- 76 x 30s webcast commercial spots (1 per webcast)

\$12,500

Savings of 30%

Includes Wrestling, Swimming, Basketball (M/W), Track and Field, Hockey (M/W), Volleyball (M/W)

Spots are available on a first come, first serve basis.

English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube

French broadcasts: USPORTS.ca

30s commercial spots may be split into two 15s spots, if desired.

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REACH & EXPOSURE



Outlined below are viewership metrics for U SPORTS broadcasts across CBC Sports digital platforms (English) and U SPORTS.ca (French) during the 2021-22 and 2023-23 championship seasons. Additional data can be provided upon request.

Year-to-Year Audience Growth (streams)

Fall 2021°	Fall 2022°	% of growth
255,680	273,653	7%
Winter 2022	Winter 2023°	% of growth
434,696	651,717	50%
Total 2021-22	Total 2022-23	% of growth
690,376	925,370	34%

° denotes combined total of free OTT broadcasts on CBC / U SPORTS.ca platforms

Source: CBC Research, iSi Research

- 651,717 total streams during the 2023 winter championships
- Average: 8,250 streams per game/session

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2023

**U SPORTS
FALL CHAMPIONSHIPS**

À LA CARTE OPTIONS



SOCCER (MEN'S & WOMEN'S)

Individual Broadcast Commercials:



Quarterfinals

November 9

\$250

Consolation games

November 10-11

\$250



Semifinals & Bronze

November 10 & 12

\$400

Gold Medal Game

November 12

\$600

Soccer Package: Men's & Women's Championships

Men's & Women's Soccer Championships

- One (1) 30 second commercial during every championship broadcast on CBC digital / Radio-Canada & U SPORTS French platform (22 total)
- Includes opening and closing billboard
- Guaranteed exposure: 90 000 total streams



\$5,000

Savings of 40%

Commercial prices are per 30s spot. Spots may be split into two 15s spots, if desired. Available on a first come, first serve basis.
English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube
French broadcasts: USPORTS.ca

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WOMEN'S RUGBY

Individual Broadcast Commercials:

Quarterfinals

November 1

\$250

Consolation

November 3

\$250



Semifinals & Bronze

November 3 & 5

\$400

Gold Medal Game

November 5

\$600

Rugby Package: Women's Championship

Women's Rugby Championship

- One (1) 30 second commercial during every championship broadcasts on CBC digital / Radio-Canada & U SPORTS French platform (11 total)
- Includes opening and closing billboard
- Guaranteed exposure: 30 000 total streams



\$2,500

Savings of 30%

Commercial prices are per 30s spot. Spots may be split into two 15s spots, if desired. Available on a first come, first serve basis.
English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube
French broadcasts: USPORTS.ca

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FOOTBALL BOWL GAMES

Individual Broadcast Commercials:



Halftime commercial

November 18 – 12 pm ET

\$750

In-Game commercial

November 18 – 12 pm ET

\$900



Halftime commercial

November 18 – 3 pm ET

\$750

In-Game commercial

November 18 – 3 pm ET

\$900

Bowl Games Package: U SPORTS semifinals

Uteck and Mitchell Bowl Championships (U SPORTS semifinals)

- Two (2) 30 second commercials during each bowl game on CBC digital platforms (4 total)
- Includes opening and closing billboard
- Guaranteed exposure: 90 000 total streams



\$2,500

Savings of **32%**

Commercial prices are per 30s spot. Spots may be split into two 15s spots, if desired. Available on a first come, first serve basis.
English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube
French broadcasts: USPORTS.ca

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2024

**U SPORTS
WINTER CHAMPIONSHIPS**

À LA CARTE OPTIONS



BASKETBALL (MEN'S & WOMEN'S)

Individual Broadcast Commercials:



Quarterfinals

March 7-8

\$250

Consolation games

March 8-10

\$250



Semifinals & Bronze

March 9-10

\$400

Gold Medal Game

March 10

\$600

Basketball Package: Men's & Women's Final 8

Men's & Women's Final 8

- One (1) 30 second commercial during every Final 8 broadcasts on CBC digital platforms / U SPORTS French platform (22 total)
- Includes opening and closing billboard
- Guaranteed exposure: 100 000 total streams



\$5,000

Savings of 30%

Commercial prices are per 30s spot. Spots may be split into two 15s spots, if desired. Available on a first come, first serve basis.
English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube
French broadcasts: USPORTS.ca

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HOCKEY (MEN'S & WOMEN'S)

Individual Broadcast Commercials:



Quarterfinals

March 14 & 15

\$250

Women's consolation

March 16

\$250



Semifinals & Bronze

March 16 & 17

\$400

Gold Medal Game

March 17

\$600

Hockey Package: Men's & Women's Championships

Men's & Women's Hockey Championships

- One (1) 30 second commercial during every Final 8 broadcasts on CBC digital platforms / U SPORTS French platform (19 total)
- Includes opening and closing billboard
- Guaranteed exposure: 100 000 total streams



\$5,000

Savings of 30%

Commercial prices are per 30s spot. Spots may be split into two 15s spots, if desired. Available on a first come, first serve basis.
English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube
French broadcasts: USPORTS.ca

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VOLLEYBALL (MEN'S & WOMEN'S)

Individual Broadcast Commercials:



Quarterfinals

March 14

\$250

Consolation games

March 15-17

\$250



Semifinals & Bronze

March 16 & 17

\$400

Gold Medal Game

March 17

\$600

Volleyball Package: Men's & Women's Championships

Men's & Women's Volleyball Championships

- One (1) 30 second commercial during every championship broadcast on CBC digital platforms / U SPORTS French platform (22 total)
- Includes opening and closing billboard
- Guaranteed exposure: 90 000 total streams



\$5,000

Savings of 30%

Commercial prices are per 30s spot. Spots may be split into two 15s spots, if desired. Available on a first come, first serve basis.
English broadcasts: CBC Gem, CBC Sports.ca or CBC YouTube
French broadcasts: USPORTS.ca

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COMMERCIAL SUBMISSION
2023-24 ORDER FORM

2023-24 U SPORTS Championships Insertion Order

To reserve your commercials during the 2023-24 U SPORTS championship broadcasts, please complete the form below and email to: jbower@usports.ca at least 7 days prior to the championship. Orders received less than 7-days prior will be subject to a 10% service fee.

Please select all that apply:

TEAM SPORT PACKAGES (\$5,000)

Basketball Hockey

Soccer Volleyball

MULTI-SPORT PACKAGES

Fall All-Championships (\$8,500)

Fall Olympic Sports (\$1,000)

Winter All-Sports Sports (\$12,500)

Winter Olympic Sports (\$2,500)

SINGLE SPORT PACKAGE (\$2,500)

Football Rugby

W-Basketball M- Basketball

M-Hockey W-Hockey

M-Soccer W-Soccer

M-Volleyball W-Volleyball

SINGLE OLYMPIC SPORT (\$1,000)

Swimming Track & Field

Wrestling

Submitted by: _____

Date: _____

Signature: _____





À LA CARTE - COMMERCIAL ORDERS

2023-24 ORDER FORM

2023-24 U SPORTS Championships Insertion Order

To reserve your commercials during the 2023-24 U SPORTS championship broadcasts, please complete the form below and email to: jbower@usports.ca.

Please select all that apply:

SINGLE COMMERCIALS

SPORT: _____

Quarterfinals: # Games _____ x \$250 Specific games: QF1 QF2 QF3 QF4

Consolation: # Games _____ x \$250 Specific games: CSF1 CSF2 5th place

Semifinal/Bronze: # Games _____ x \$400 Specific games: SF1 SF2 Bronze

Championship: _____ x \$600

FOOTBALL (Please select all that apply):

UTECK BOWL

MITCHELL BOWL

Halftime Commercial: # Spots _____ x \$750 = TOTAL: _____

In-game commercial: # Spots _____ x \$900 = TOTAL: _____

Submitted by: _____

Date: _____

Signature: _____





COMMERCIAL SUBMISSION GUIDELINES

2023-24 U SPORTS Championships

Webcast Commercial:

Aspect Ratio: 16:9

Length: 15s, 30s or 60s*

File Type: .MP4

**60 second commercial will be considered two commercials of 30-seconds in length*

Please submit broadcast commercial files to jbower@usports.ca

Commercial Information Required:

The following information must be communicated back to U SPORTS at least 7 days prior to broadcast.

Length: (Select one): 00:15 00:30 00:60

Telecaster Number (if available): _____

Commercial Title: _____

Commercial Language: _____

Closed captioning / subtitles: _____

Please indicate the commercial contains subtitles or closed captioning.

