

HOOPS MANIA



50 Men's & Women's Conference Basketball Tournaments, 1 National Tournament and 1 Postseason Tournament

(22 Conferences - Rights Aggregated by CSMG)



Broadcast & Streamed by **Over 24 Networks**



352,000+ Spectators in Annual Live Attendance

In **2019**, Hoops Mania reached **more than 3 times the Total Average Attendance of All Power 5 Conference Tournaments** (SEC, ACC, Big Ten, Big 12, Pac-12)

Hoops Mania Live Attendance



352,053

Average Power 5 Conference Live Attendance



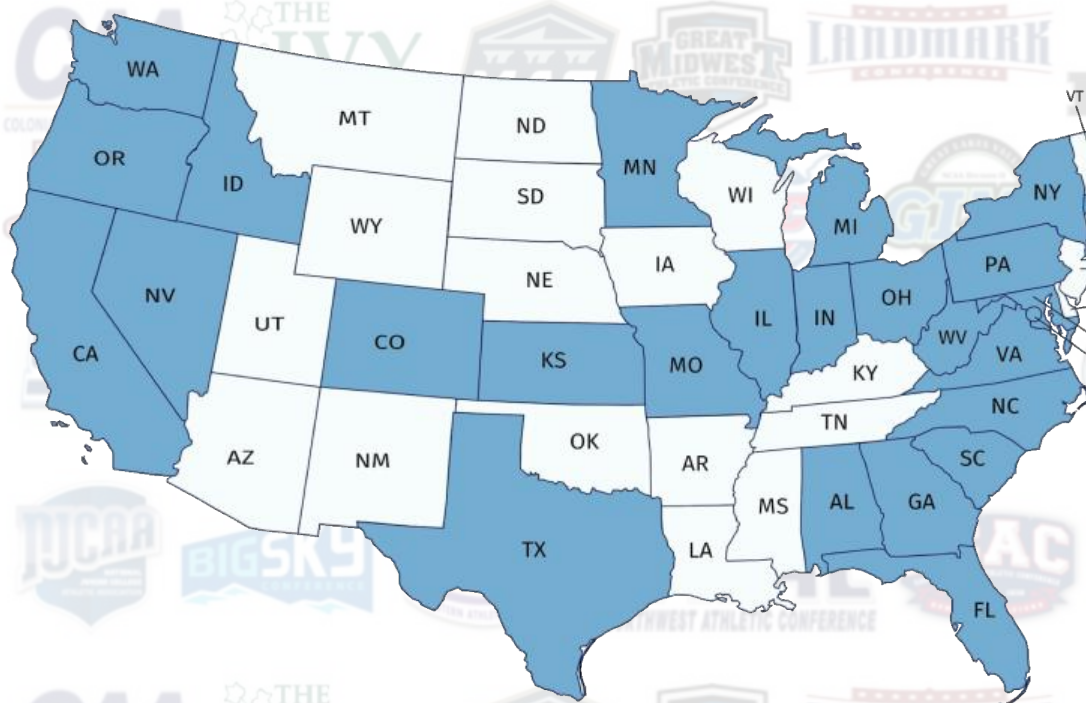
105,839

100,000

200,000

300,000

400,000



Hoops Mania National Market Reach



11.63 Million+ Impressions

GENERATED BY

4.8 Million+ Social Followers