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## SlingBox Targets College Students With ACIS Alliance

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-By Barry Janoff



American Collegiate Intramural Sports said that Sling Media has signed a deal for its SlingBox division to become title sponsor of the 2008 ACIS football program. ACIS SlingBox Football runs now through December, and will culminate with the SlingBox ACIS Football National Championship tournament in New Orleans, Dec. 28-31.

Sources put the one-year deal at about \$1 million. ACIS has also secured two other new sponsors, Sara Lee's Ball Park Franks and Twinlab. Five other brands have also renewed their alliances with ACIS: Philips Norelco, Microsoft's Xbox 360, Gold Bond, Jelly Belly's Sport Beans and Nike.

SlingBox is a TV streaming device that enables users to remotely transition, aka "Sling," their home cable, satellite or personal video recorder programming via the Internet to any on- or off-location computer.

Activation will include signage at events, sampling at participating colleges and a sweepstakes awarding a trip to the championship in New Orleans. SlingBox replaces Kodak as title sponsor of ACIS Football. The camera company had a one-year deal that expired at the end of the 2007 season.

Sling Media, San Mateo, Calif., also will use the alliance to reach the highly targeted college demo to promote such devices as SlingCatcher, scheduled for release in October, which enables users to move videos from the Web to their TV.

ACIS is an organization formed four years ago that organizes intramural competitions in basketball (spring), fitness (fall and spring) and flag football (fall) on more than 200 college campuses, involving more than two million students per week. Other sponsors include General Motors, General Mills, Hershey and Timex.

"These sponsors understand that it takes more than a one-day promotion to impact this difficult-to-reach demographic and that by becoming a part of the college lifestyle they can make their product relevant to students," said Ian Leopold, president of ACIS, New York.