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# ACIS Takes Slingbox to School as the Title Sponsor for 2008 Slingbox ACIS Football

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NEW YORK, Sept. 22 /PRNewswire/ -- American Collegiate Intramural Sports (ACIS), the nation's largest college sports property has secured Slingbox as the new title sponsor of the 2008 Slingbox ACIS Football. The program, which will allow Slingbox to reach more than 2.6 million college students on 200 college campuses culminates with the 30th annual Slingbox ACIS Football National Championship tournament from December 28-31 in New Orleans.

ACIS has also secured two other new sponsors, Sara Lee's Ball Park Franks and Twinlabs. In addition, five other brands renewed -- Philips Norelco, Microsoft's Xbox 360, Gold Bond, Jelly Belly's Sport Beans and Nike.

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The program enables brands to bring their marketing dollars closer to

the customer with turnkey activation on campus, by delivering product demonstrations, sampling, sweepstakes, signage and other benefits to sponsors. Sponsors receive a semester's worth of continual activation and visibility on campuses followed by four regional tournaments and a visible national championship tournament. ACIS programs continue in the winter with ACIS Basketball and ACIS Fitness providing similar sponsor benefits.

"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.

Sponsor activation elements include: Slingbox - sweepstakes to send a student to the Sugar Bowl in New Orleans plus 300 Sling Student Ambassadors to demonstrate the product on campuses; Philips Norelco - awarding more than 2,000 Norelco 7000 Series shavers to students; Xbox 360 hosting the Xbox 360 Lounge and a weekly Game Night Party; Ball Park - the Ball Park Punt, Pass & Kick Team Challenge and sampling 30,000 franks at Ball Park Party/Feasts; Jelly Belly's Sports Beans - distributing 250,000 samples; Chattem Inc.'s Gold Bond - sampling 250,000 units of Ultimate Healing Lotion; Twinlabs sampling 50,000 units of 100% Whey Protein Fuel and Ripped Fuel 5X. Nike - Official Athletic Gear.

#### About ACIS

American Collegiate Intramural Sports (ACIS) is the nation's largest college sports property. For more information, visit [www.ACIScollege.com](http://www.ACIScollege.com).

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SOURCE American Collegiate Intramural Sports

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