



**Embargoed until 11/6/15 @ 8 a.m. ET**

**Nissan announces historic athletics sponsorship with 100 universities and proud support of select NCAA championships**

*Four-year sponsorship marks widest-reaching deal in history of collegiate sports*

**NASHVILLE, Tenn. (Nov. 6, 2015)** – Nissan today announced a historic deal to become an Official Sponsor of 100 colleges and universities nationwide, and a proud supporter of select NCAA Championships. The four-year agreement marks the widest-reaching sponsorship in the history of collegiate sports.

This announcement is part of Nissan's "go big" marketing strategy, which was put in place to create significant, unforgettable marketing moments such as Nissan's [return to the Super Bowl](#) last season and its [partnership with the Heisman Trophy Trust](#).

"This program gives Nissan an unmatched and unprecedented connection to college-sports fans," said Jeremy Tucker, vice president, Marketing Communications and Media, Nissan North America. "It allows Nissan to share amazing moments with students, alumni and fans – at every men's *and* every women's sport. Wherever fans go to follow these student-athletes, we'll be there."

Specifics of each sponsorship were negotiated throughout the summer with the media rights holder for each school involved, including IMG College, Learfield Sports, Outfront Media Sports, FOX Collegiate Sports Properties, JMI Sports and Sun Devil Athletics. The series of sponsorships will cover 22 sports (men's and women's), 100 schools, thousands of student-athletes, 22 million alumni and 188 million fans across the nation.

As an extension of Infiniti's status as an Official Corporate Partner of NCAA Men's Basketball, Nissan will receive rights to activate at select NCAA Championship events.

Student-athletes and fans alike at each university stand to benefit from this sponsorship, with support extending to scholarship funds, facilities upgrades (weight rooms, equipment, video boards, Wi-Fi) and tutoring programs among other things.

The partnership provides permanent Nissan signage in hundreds of stadiums and arenas for multiple sports, as well as countless media opportunities and tickets for consumer incentives.

Like the Nissan activations surrounding the Heisman Trophy Trust partnership, this deal will grow over time. It begins Nov. 7 with football at Ohio State University, University of Alabama, Texas A&M University, Oregon State University and University of Southern California. On Nov. 14 activation extends to Utah State University (basketball), Syracuse University (football) and Duke University (football) with others to follow in various sports and locations throughout the campuses. By the end of 2015, Nissan on-campus activation will extend to 27 colleges and universities nationwide providing a strong presence in every U.S. region; this extends to all 100 schools in 2016.



Also included is a sponsorship with the Red River Showdown, the classic battle between the University of Texas and University of Oklahoma that has become one of the most legendary rivalries in all of sports.

"This is big news for Nissan, and it is great news for these amazing student-athletes in every sport who deserve recognition and support," said Tucker. "We are celebrating the excitement of all aspects of college sports, and are delighted to honor the drive, dedication, and teamwork of student-athletes, and their fans, throughout the country."

With this historic announcement, a record-breaking year for Nissan continues getting bigger. This news comes on the heels of Nissan's reveal of the new [2016 Nissan Altima](#), one of the most extensive mid-cycle makeovers in Nissan history. The Altima, Nissan's best-selling mid-size sedan, stands ready to build on its segment-leading growth over the past six years with a new design, new driving feel, a new sport Altima SR grade and a wide array of enhanced technology, connectivity and safety features.

Earlier in the year, Nissan also revealed the all-new 2016 Maxima and the Cummins Diesel-powered 2016 TITAN XD. The TITAN XD full-size pick recently [was named](#) "Truck of Texas" by the Texas Auto Writers Association (TAWA) in its annual 2015 Texas Truck Rodeo.

### **Nissan College 100**



- United States Air Force Academy
- The University of Alabama
- University of Arizona
- Arizona State University
- University of Arkansas
- United States Military Academy at West Point
- Auburn University
- Baylor University
- Boston College
- Brigham Young University
- Butler University
- The University of California, Berkeley
- The University of California, Los Angeles
- University of Cincinnati
- Clemson University
- University of Colorado
- Colorado State University
- Columbia University
- University of Connecticut
- Cornell University
- Duke University
- University of Florida
- Florida State University
- California State University, Fresno
- Georgetown University
- University Of Georgia
- Georgia Institute of Technology
- Grambling State University
- Hampton University
- Harvard University
- University of Houston
- Idaho State University
- University of Illinois
- Indiana University
- University of Iowa
- Iowa State University
- University of Kansas
- Kansas State University
- University of Kentucky
- California State University, Long Beach
- University of Louisville
- Louisiana State University
- University of Maryland, College Park
- University of Memphis
- Miami University
- University of Michigan
- University of Minnesota
- University of Mississippi
- Mississippi State University
- University of Missouri
- North Carolina Agricultural and Technical State University
- North Carolina State University
- University of Nebraska–Lincoln
- University of Nevada, Reno
- University of Nevada, Las Vegas
- University of North Carolina at Chapel Hill
- Northern Illinois University
- Northwestern University
- University of Northern Iowa
- University of Notre Dame
- The Ohio State University
- University of Oklahoma
- Oklahoma State University
- University of Oregon
- Oregon State University
- Pennsylvania State University
- University of Pittsburgh
- Princeton University
- Purdue University
- Rice University
- Rutgers University
- San Diego State University
- San Jose State University
- Seton Hall University
- Southern Methodist University
- University of South Carolina
- University of Southern California
- Southern University and A&M College
- Stanford University
- Syracuse University
- Temple University
- University of Tennessee
- Tennessee State University
- University of Texas at Austin
- Texas A&M University
- Texas Christian University
- Texas Tech University
- University of Utah
- Vanderbilt University
- University of Virginia
- Virginia Polytechnic Institute and State University
- Wake Forest University
- University of Washington
- Washington State University
- West Virginia University
- Wichita State University
- University of Wisconsin–Madison
- University of Wyoming
- Xavier University
- Yale University

### **About Nissan North America**

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized annually by the U.S Environmental Protection Agency as an ENERGY STAR® Partner of the Year since 2010. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at [www.NissanUSA.com](http://www.NissanUSA.com) and [www.InfinitiUSA.com](http://www.InfinitiUSA.com), or visit the U.S. media sites [NissanNews.com](http://NissanNews.com) and [InfinitiNews.com](http://InfinitiNews.com).

### **About Nissan Motor Co.**

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle. It is the best-selling EV in history. For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>.

### **About The National Collegiate Athletic Association (NCAA)**



The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 460,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

#### **About FOX Collegiate Sports Properties**

FOX Collegiate Sports Properties is a full-service sales and marketing organization representing USC Athletics, Georgetown Athletics, and the Big East Conference. Its mission is to create long-term strategic partnerships through customized, integrated marketing programs that deliver great value while addressing the needs and objectives of corporate partners and key stakeholders. Additionally, FOX Collegiate Sports Properties owns and operates the Continental Tire Las Vegas Invitational and Continental Tire Las Vegas Classic college basketball tournaments.

#### **About IMG**

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages thousands of live events and branded entertainment experiences annually; and is the world's largest independent producer and distributor of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, the world's leading entertainment agency, to form WME | IMG.

#### **About JMI Sports**

JMI Sports is a leading provider of sales, marketing and project management services to universities and professional sports teams. With expertise in multimedia rights, sponsorships, sports facility development, project financing and business operations, the company delivers innovative solutions that maximize revenue and future brand value. JMI Sports was founded in 2006 by CEO Erik Judson and technology entrepreneur John Moores, former owner of the San Diego Padres. To learn more, visit [www.jmisports.com](http://www.jmisports.com).

#### **About Learfield Sports**

Learfield Sports manages the multimedia rights for nearly 120 collegiate properties, and its rich history includes four decades of developing trusted, long-term relationships with some of the most revered institutions and associations in the world of college sports. The company has prominence in all of the major conferences and titles the prestigious Learfield Sports Directors' Cup with award co-founders NACDA and USA Today. Learfield represents collegiate institutions, conferences and arenas for their respective multimedia rights and sponsorship initiatives, and offers these partners with professional concessions and ticket sales, licensing and trademark consulting, digital platform expertise and venue signage and technology systems through its owned companies. To learn more about Learfield's history, businesses and job opportunities, visit [www.learfieldsports.com](http://www.learfieldsports.com).

#### **About OUTFRONT Media Sports**

Outfront Media Sports, a subsidiary of OUTFRONT Media Inc. (NYSE: OUT), is the marketing and multimedia rights holder for some of the most prestigious collegiate teams and sports venues across the country. Outfront Media Sports delivers creative implementation of in-venue and on-campus digital displays, influence media, marketing affiliation, experiential entertainment, and game day domination, which benefits universities, alumni, students, and passionate fan bases. Bringing to life these valuable, eye-catching, engaging and results-driven assets attracts a highly sought-after audience for Outfront Media Sports' advertisers.

#### **About Sun Devil Athletics**



Sun Devil Athletics' vision is to serve as the model amongst power-five athletic programs for comprehensive excellence in athletic achievement, academic success and affinity development. With 23 varsity sports, Sun Devil Athletics has established national standing not only by our championship performances, but also our investment in the welfare of and support for our 550-plus student-athletes. Sun Devil Athletics accomplishes our goals by embracing our core values: "Sun Devils Win, Compete with Passion and Character, Are Relentless, Serve each other and the community, Are Family, and Are Sun Devils For Life." For more information, visit [www.asu.edu](http://www.asu.edu) and [www.thesundevils.com](http://www.thesundevils.com), and follow Sun Devil Athletics on Twitter, Facebook and Instagram.

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