



Press Release: Campus Intercept Named AOR for Canadian Interuniversity Sport (CIS)

TORONTO – In what may be the most significant college and university marketing partnership of the past decade, Campus Intercept has signed an Agency of Record agreement for Canadian Interuniversity Sport (CIS), the national body which governs inter-campus sports in Canada.

The multi-year agreement will allow Campus Intercept to pursue a variety of sponsorships as well as multi-platform advertising opportunities for CIS and their properties. CIS currently services 51 member universities, 10,000 student-athletes and 550 coaches across 12 disciplines of sport. With over 3,700 regular and play-off games each year and 21 annual national championships, there will be no shortage of opportunities for new and current clients of Campus Intercept to bring their brand directly to students in this unique and exciting arena. New partnership offerings include TV, Online, OOH, in-game activation, influencer and endorsement programs, on-campus events, and custom programming.

“We are providing turnkey solutions to reach and engage not only the influential student athletes, but also the coaches and the millions of spectators watching in-person, online and on their TV,” asserts Campus Intercept President Andrew Au. Citing 2010 metrics, he mentions, “Over 2 million people watched CIS Championship Games through live broadcast. The CIS website alone generated just under 3 million visits, which is significant for any Canadian website.”

On the new partnership with CIS, Au explains, “By leveraging each other’s core competencies, we are offering marketers more brand integration opportunities than ever before.” The relationship between Campus Intercept and Canadian students is critically important to Au, who feels that this new partnership is an ideal fit with the agency’s dedication to post-secondary education. “What we appreciate is that CIS views their member athletes as students first, athletes second. As a key member of the campus community, we are committed to supporting CIS’ national sport programs that are designed to enrich the educational experience of the student-athletes.”

“CIS is pleased to be working in close cooperation with Campus Intercept in helping to introduce the CIS brand to an expanded audience. Campus Intercept has demonstrated success with activation initiatives at the campus level throughout the country. They understand this market, and they have experience with this market. Our intent is to further expose the CIS product, our Championships, events and television properties to a greater audience,” states Clint Hamilton, CIS President.

Campus Intercept is an award-winning youth marketing agency that delivers engagement programs across North America. With access to over 7,000 venues that reach youth year-round, CI delivers integrated solutions for blue chip brands within the FI, CPG, Electronics, Telecom and Automotive categories. CI is a member of the Canadian Marketing Association (CMA), the Canadian Organization of Campus Activities (COCA), and is also a partner of the Canadian Federation of Students (CFS). Andrew Au is a member of the Entrepreneur’s Organization (EO), a global network of business owners with more than 7,500 members across 38 countries.

Canadian Interuniversity Sport is the national governing body of university sport in Canada. Fifty-one universities, 10,000 student-athletes and 550 coaches vie for 21 national championships in 12 different sports. CIS also provides high performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous world university championships. For further information, visit www.cis-sic.ca.

For more information on Campus Intercept and this announcement, or to request an interview with Andrew Au, please contact:

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