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FOR IMMEDIATE RELEASE

Pac-10 Properties and LA Sports & Entertainment Commission Wrap Up Pac-10 Marketing Internship

Interns from Pac-10 Universities Aid Conference Marketing Efforts

LOS ANGELES—(August 12, 2010) - Pac-10 Properties and the LA Sports & Entertainment Commission (LASEC) successfully completed their inaugural Los Angeles Pac-10 Marketing Internship program. This joint venture aimed to broaden the Pac-10 Conference's reach in the Los Angeles market by bringing in an intern from each Pac-10 university to market the Pac-10 Basketball Tournaments.

The 10 interns collaborated on developing an event to be featured on Friday, March 11, 2011 during the Pac-10 Basketball Tournaments. The tournaments will be held in Los Angeles at STAPLES Center on March 9-12, 2011. The interns pitched their event concept to executives at Pac-10 Properties, Fox Sports, LASEC and LA INC. The Los Angeles Convention and Visitors Bureau.

The Pac-10 interns were also responsible for developing an on-campus marketing plan, which they will be implementing on each of their campuses in an effort to market the Pac-10 Basketball Tournaments.

The Los Angeles Pac-10 Marketing Internship program also partnered with AEG in promoting and hosting their Nike 3 on 3 Basketball Tournament at L.A. Live on August 7-8. The Pac-10 interns served as sponsorship ambassadors and operations coordinators at the outdoor basketball tournament. In addition, they hosted their own Pac-10 tent and 16-team basketball bracket with teams representing various Pac-10 institutions.

The interns will continue their involvement with the Pac-10 marketing efforts on their respective campuses through the Pac-10 Basketball Tournaments in March.

“This program has helped us to create a new and exciting buzz around the 2011 Pac-10 Basketball Tournaments,” said Kathryn Schloessman, LA Sports & Entertainment Commission president. “We have a tremendous asset in both tournaments and we are committed to helping the Pac-10 Conference elevate their new brand to a higher level in Los Angeles.”

The objective of the Los Angeles Pac-10 Marketing Internship program, which ran from June 16th through August 11th, was to build the Pac-10 basketball brand within each school's constituency both in Los Angeles and on their respective campuses.

The Pac-10 conference, along with Pac-10 Properties and LASEC, are combining their marketing efforts to ensure that the Pac-10 basketball tournaments in Los Angeles are a huge success.

About LASEC

LASEC is the official organization for the City of Los Angeles to seek, host, promote and retain major sporting and entertainment events that positively impact the local economy. These events attract visitors to the city, give them a reason to stay longer and return more frequently and reinforce Los Angeles as an event destination for national and international visitors. Created in 1995, LASEC is a private, non-profit organization and an affiliate of LA INC. The Los Angeles Convention and Visitors Bureau.

About Pac-10 Properties

Pac-10 Properties, a division of Fox Sports, is a partnership designed to further identify and promote the Pac-10 brand name while maximizing marketing opportunities for both current and future Conference sponsors.



Los Angeles Pac-10 Marketing Interns with Pac-10 Properties Executives

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