



PAC-12 CONFERENCE

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PAC-12 PUTS TOGETHER SUPER TEAM TO HELP EXECUTE FIRST-EVER PAC-12 FOOTBALL CHAMPIONSHIP GAME IN DECEMBER

The Pac-12 Conference has put together a super team of partners with decades of big event experience to help the Conference execute the first-ever Pac-12 Football Championship Game December 2, it was announced today.

The Pac-12 has partnered with Big Screen Networks to handle video board productions, Infinite Scale Design Group for event design and integrated branding, Gameday Merchandising for merchandising services and retail operations, Shoreline Publishing Group for the game program, Weldon, Williams and Lick for ticketing, SparkyJax for event production, Wide Angle Productions for game entertainment, Eddie Mangan for field services and Paul Olden for public address duties. Delta Airlines will provide the team charters. Collectively, the group has been a part of 44 Super Bowls, eight Olympic Games and more than 20 major college Bowl Games, including the BCS Championship game.

“I know the moniker has been used before, but this really is a Dream Team of partners supporting us,” Pac-12 Football Championship Game Director Jim Steeg said. “The Pac-12 Football Championship Game is a major sporting event with plenty of challenges and we have put together an amazing group of partners to help us deliver the best experience to our schools, alumni and fans.”

Big Screen Networks is the longest-running producer of video board shows in the world. They have produced the video screen presentation for four of the past five Olympic Games, as well as FIFA World Cup, FIFA Club World Cup, the past 27 NFL Super Bowl productions, all NCAA Championships and the past 17 Rose Bowl Games, among others.

Infinite Scale (www.infinitescale.com) has created a joint venture with AAA Flag and Banner (www.aaafalg.com) to execute the Pac-12 Championship Game. Infinite Scale will handle the design, strategy and project management combined with AAA Flag & Banner for planning, printing, installation and strike down. Both bring proven big-event experiences and successes in their respective areas, including Super Bowls, Olympic Games, the Orange Bowl NHL All-Star Games.

Gameday Merchandising provides turnkey retail merchandising services and retail facility management services to sports organizations and world-class events around the world. In addition to the many professional sports teams they support, Gameday Merchandising has handled four NBA All-Star Games and the Vancouver Winter Olympics.

Since 2000, Shoreline Publishing Group (www.shorelinepublishing.com) has produced more than 300 books and magazines for national publishers, with a specialty in sports. The group has worked with the NFL, MLB, MLS, NASCAR, NBA, and other national leagues and brands to produce books in a wide variety of formats. Their team has supervised the printing of more than 25 Super Bowl programs.

SparkyJax Productions (www.sparkyjax.com) is a creative, design and production company specializing in large-scale entertainment experiences with an extensive background in both sports and entertainment, including NBA games, grand openings and movie premieres. Having produced several media events for Pac-12's football and basketball programs, SparkyJax brings intimate knowledge of the Pac-12 brand to the inaugural Football Championship Game.

Wide Angle Group (www.wideangleprod.com) is an innovative production management company that creates special events and experiences in sports, corporate and non-profit arenas. With expertise in design, show direction and production, they have produced show events for many industry leaders, including Paramount Pictures, Anschutz Entertainment Group, Wasserman Media and Northern Trust.

Mangan, longtime Field Director for the Atlanta Braves, has worked as a field consultant for the Olympics, NFL Pro Bowls and the last 21 Super Bowls. Olden is the public address announcer for the New York Yankees and has served in the same role for 12 Super Bowls.