

# STREET & SMITH'S SportsBusiness JOURNAL

## With signs, State Farm drives for the hoop at college arenas

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THE LEFTON  
REPORT  
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**ANC** is moving into college basketball, an area dominated by competitors, with a new piece of camera-visible inventory: signs perpendicular to the baskets at more than 40 college arenas.

**State Farm** has signed a four-year exclusive deal for the 14-by-37-inch signs, which are affixed to the basket support arm. The signage expands State Farm's college portfolio, composed of an NCAA corporate sponsorship and more than 75 high-profile conferences and universities,

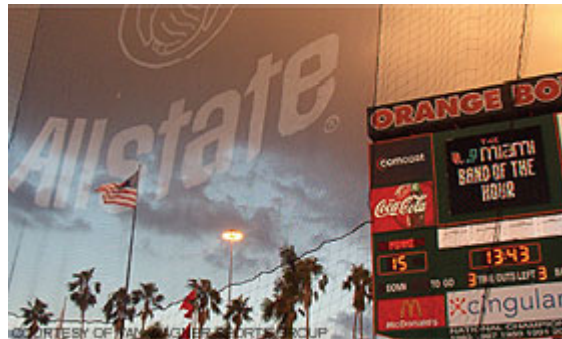
including the Big East and Pac-10, along with deals at Duke, Indiana, Ohio State, Texas and Wisconsin.

We'd be remiss if we failed to point out that this is, at least in part, a competitive response to rival **Allstate's** two-year-old branded field-goal net program at 55 college football venues, developed by **Dorna**.

**Dave Bialek**, not coincidentally a former Dorna marketer who is now president of ANC Sports Marketing, noted that the new signage got 10 minutes of camera time during the Dec. 23 Texas Tech-Bucknell game, at which **Bobby Knight** tied the record for career coaching victories.

Schools where the new signage will be displayed include Connecticut, UCLA, Arizona, Kansas and Villanova.

The signage cannot be used during the NCAA basketball tournament.



The State Farm deal echoes Allstate's branded field-goal nets in college football.