

UNIVERSITY FOOTBALL

NEW RIVALRIES

TVA SPORTS is the official exclusive broadcaster of **RSEQ** and **U SPORTS** university football.

University football is reviving the deep-seated rivalries that have marked Quebec over the years: Montreal vs. Quebec City, McGill vs. Concordia! Quality football played by young, promising athletes. Students who skilfully balance their studies with intense, high-level sports. Each week, these young players make a new touchdown in their future careers, whether on the football field or elsewhere!

TVA Sports broadcasts the elite of university football in Quebec and the rest of Canada! With an exclusive broadcasting agreement extended to 2023, the station will show nine regular season RSEQ games, the Dunsmore Cup, the Uteck Bowl, the Mitchell Bowl, and the Vanier Cup.

Join us on the line of scrimmage and reach your target in the end zone!

RSEQ
FOOTBALL

PARTNERSHIPS AVAILABLE

MEDIA CREATIVITY

- » TITLE SPONSORSHIP
- » QUARTER SPONSORSHIP
- » HALFTIME SPONSORSHIP
- » PLAYER OF THE GAME

COMMERCIAL FORMATS

- » L-FORMAT BANNER
- » SQUEEZE BACK
- » SCORE BAR

TVA
SPORTS

14 GAMES
AUGUST TO
NOVEMBER 2021

(000)	RSEQ UNIVERSITY FOOTBALL*		
	CARABINS vs. ROUGE ET OR	REGULAR SEASON	DUNSMORE CUP
T2+	126,7	39,4	242,6
A25-54	43,6	9,6	69,4
CANADIAN UNIVERSITY CHAMPIONSHIPS*			
	MITCHELL BOWL	UTECK BOWL	VANIER CUP
T2+	149,4	28,7	261,3
A25-54	47,1	7,8	89,2

*Audience subject to change.



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\$100K+
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WHITE COLLARS
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UNIVERSITY
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GROCERIES \$200+
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RENO \$5K+
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