

FOR IMMEDIATE RELEASE:

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**2012 National Sports Forum
Case Cup Schools Announced**

San Diego, CA (10/31/11) – The National Sports Forum announced today that the following schools have been selected to participate in the sixth annual NSF Case Cup Competition to be held in conjunction with the 2012 National Sports Forum conference in Oklahoma City, OK from January 30- February 1, 2012.

- Ohio University
- University of South Carolina
- George Washington University
- University of Oregon
- Texas Tech University
- Canisius College
- Loyola University Chicago
- Wichita State University

This will mark the sixth year of the NSF Case Cup Competition. In previous years, the competition has been an invitation-only event built around three of the nation's top sports masters and MBA programs: George Washington University, Ohio University and University of Oregon. For the 2012 NSF Case Cup, University of South Carolina, Texas Tech University, Wichita State University, Loyola University Chicago and Canisius College were selected through an application and screening process to join the original three competing institutions.

The 2011 NSF Case Cup was won by the University of Louisville.

About the NSF Case Cup: The NSF Case Cup Competition is a unique opportunity for sports masters and sports MBA program students from the nation's top institutions to compete in a multidisciplinary case study utilizing the skills obtained in their programs' curricula. Teams consist of four students currently enrolled in each school's program. The case itself is not disclosed to any team prior to the event. Once the case is released, teams have exactly 24 hours to study the case and prepare a 20 minute presentation of their conclusions. Students then give their presentations to a panel of judges and may be asked up to 10 minutes of follow up questions. The winning school is announced on stage during the National Sports Forum conference.

About the National Sports Forum: *The National Sports Forum* is the largest annual cross gathering of the top team sports marketing, sales, promotions, and event management executives from the broad spectrum of teams and leagues (i.e. NFL, MLB, NBA, NHL, auto racing, minor leagues, colleges, etc.) in North America.

Currently, in its 17th year, *The National Sports Forum* is an annual three-day sales and marketing gathering that brings together over seven hundred of the top team, event, agency, and sponsorship executives to network, share best practices, and explore issues and opportunities that affect the team/event sports industry. The conference includes three days of keynote speakers, breakout sessions, panel discussions and behind-the-scenes tours. To find more information, please visit www.sports-forum.com.

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