



# College Basketball Invitational (CBI)

**March 17 & 18 – Opening Rounds • March 23 – Quarterfinals**  
**March 25 – Semifinals • March 30, April 1 & 3 – Championship Series**

The College Basketball Invitational returns for its eighth year in 2015. The tournament features sixteen teams not selected for the NCAA Tournament in games that will be played at campus arenas across the country. The CBI provides a meaningful opportunity for teams that are deserving of a postseason experience.

“We were still getting to know each other. When we played in (the CBI), it gave us a phenomenal opportunity to continue building and learning and playing a lot of our young guys.”

– **VCU Head Coach Shaka Smart, 2010 CBI Champion and 2011 Final Four Participant, when asked about using the CBI experience as a springboard to NCAA Tournament success**

“This is **priceless** for us. This tournament ... it is the best thing going. We (Tulsa and Bradley) would both have been in the NIT anyway had that not changed, and this is better because we've been able to play on home courts ... we've been able to capture something that myself and (Athletic Director) Bubba (Cunningham) could never do with a marketing plan, so it's awesome.”

– **Former Tulsa Head Coach Doug Wojcik, after winning the 2008 CBI Championship**

## About the College Basketball Invitational

The College Basketball Invitational is a single-elimination tournament until the Championship Series, with all games played at campus sites.

- The CBI features eight first-round games, four quarterfinal games, two semifinal games and a “**Best of Three**” **Championship Series**.
- Teams are re-bracketed prior to the semifinal round.
- The Best of Three Championship Series is unique to the CBI.
- The goal of the brackets is to create competitive balance within each bracket and to minimize missed class time.
- Selection of the **16-team field** takes place after the NCAA Tournament field is announced.

## Sponsor Benefits at the College Basketball Invitational

- The CBI is played when interest in college basketball is at its highest.
- There are up to 17 games played at different sites across the country over a three-week period, **giving sponsors the benefit of exposure** in various markets over a concentrated period of time.
- Games will be **broadcast on a national television network** (CBS Sports Network, 2014; AXS TV, 2013; HDNet, 2009-2012; Fox College Sports, 2008).
- Advertisers can get involved with premier college basketball programs around the country that may have previously excluded outside sponsors due to exclusivity agreements.



Doug McDermott,  
2011





## “Inside The Numbers” of the College Basketball Invitational

- 290,000,000:** Total number of households that television coverage reached for the 2014 CBI on CBS Sports Network
- 429,305:** Total number of fans attending the first seven College Basketball Invationals
- 12,381:** Attendance for the Oregon-Creighton game in the first game of the 2011 Championship Series, a CBI record
- 291:** Total number of victories by CBI teams upon entering the 2014 tournament
- 158:** The CBI record number of points scored by 2013 tournament MVP Kevin Foster of Santa Clara
- 9.2:** Average margin of victory in the 2014 CBI
  - 9:** Number of games decided by seven points or less in the 2014 CBI
  - 8:** Number of teams in the 2014 CBI that won at least 18 games during the regular season
  - 5:** Number of CBI games televised by CBS Sports Network in 2014
  - 5:** The number of road games won in 2014
  - 4:** Number of 2013 CBI teams that earned bids to the 2014 NCAA Tournament – the second most in tournament history
  - 1:** Number of CBI teams that advanced to the following season’s NCAA Final Four (VCU, 2011)

### Average Margin of Victory

|      | NCAA Tournament | NIT         | CBI         |
|------|-----------------|-------------|-------------|
| 2014 | 10.4 points     | 8.4 points  | 9.2 points  |
| 2013 | 12.7 points     | 11.5 points | 6.7 points  |
| 2012 | 9.9 points      | 9.7 points  | 12.2 points |
| 2011 | 11.3 points     | 12.0 points | 10.2 points |
| 2010 | 10.6 points     | 8.7 points  | 9.0 points  |
| 2009 | 12.7 points     | 9.0 points  | 6.6 points  |
| 2008 | 13.8 points     | 12.7 points | 7.1 points  |



Oregon's  
E.J. Singler, 2011

### College Basketball Demographics

According to research, the college basketball audience allows sponsors the opportunity to effectively reach a high percentage of upper-income households with a single sports property.

ESPN2 college basketball regular-season audience:

- 73% Male
- 41% Men 18-49
- 46% HH Income \$60,000+
- 52% Adults 18-49



## “What They’re Saying” about the College Basketball Invitational

“It’s huge, really big for us...Obviously, in the postseason, this group that we’ve had the last two years, if you add it up, we’re (10-0) right now in the postseason.”

– **VCU Head Coach Shaka Smart, 2010 CBI Champions and 2011 Final Four Participants when asked about using the CBI experience as a springboard to NCAA Tournament success (2011)**

“There’s been a lot said about VCU and how it benefited them...You’re playing basketball when no one else is playing. You’re practicing when no one else is practicing.”

– **Creighton Head Coach Greg McDermott (2011)**

“It’s great to finish out the [tournament with a victory]...The kids wanted to do more this year. They didn’t feel they had done what they set out to do.”

– **Pittsburgh Head Coach Jamie Dixon (2012)**

“It was a great experience and a challenging event for our team. We are happy to have had the opportunity to play in the College Basketball Invitational.”

– **Butler Head Coach Brad Stevens (2012)**

“It may be different if we were a group of seniors and older guys. With a young group, you’ve gotta want to play. Every experience we could put these guys through, whether it’s going on the road to play games...we didn’t do as well on the road as we have in the past.”

– **Texas Head Coach Rick Barnes (2013)**

The CBI has been “just a great experience for us.” – **George Mason Head Coach Paul Hewitt (2013)**

“I think it’s just great to play in the postseason, regardless of what tournament it is, just having a chance to play, taking advantage of it. Now we’re down to no more chances to ever play in a Duck uniform.”

– **Oregon senior Joevan Catron (2011)**

“We can’t simulate - in the spring, summer or fall - these games against Tulsa, Richmond and Santa Clara. These last three games were more intense than the regular season. It’ll be an incredible experience to draw on and you can’t put a price on that.”

– **Wright State Head Coach Billy Donlon (2013)**

“This was the right thing to do. Overall, it will be good competition for our players...There are a lot of advantages.”

– **Pittsburgh Director of Athletics Steve Pederson (2012)**

“(UCF head coach) Donnie Jones knows there will come a time next season when he’ll point back to something from Wednesday’s win against St. Bonaventure - the way UCF defended in the 2-3 zone or the way the Knights attacked offensively with their drive-and-kick game - and realize the direct benefits of playing in the postseason.”

– **John Denton, Knights Insider (2011)**

“The crowd was alive...some sort of living, breathing entity with ear shattering, rock concert, airplane noise. It began to grow as it formed at 3 p.m. to await the chance to get into the building. It flowed down the concourse, filling up the seats like lava flowing out of a volcano. It rocked and rolled and roared.”

– **From the El Paso Times on Game 2 of the 2009 CBI Championship Series at UTEP**

“The national title game was a dud, but at least I got to enjoy the College Basketball Invitational final – Oregon’s dramatic 71-69 victory against Creighton.”

– **Gary Horowitz, Statesman Journal (2011)**

Former VCU Standout & NBA Draft Pick Larry Sanders

