

March Madness

Sponsorship: March 13 – April 4, 2017

Northern Iowa's stunning collapse shows March Madness deserves the hype
Texas A&M's last-minute comeback against Northern Iowa was truly staggering - but we shouldn't expect anything less in this crazy, unpredictable tournament



Villanova's champions still in shock after an ending to boggle the mind
Head coach Jay Wright admits 'I don't think this has hit me yet' after Kris Jenkins beats the buzzer in surely the greatest climax in NCAA championship history
Villanova beat UNC in thrilling contest - as it happened



Engage Active Fans



Engage your audience across all platforms



Lock out the competition

Basketball Lovers

- Guardian readers love basketball, and are 39% more likely to closely follow the sport online, on TV or in person*
- Audience skews mobile, allowing you to reach your target while they are watching the tournament
- Click [this link](#) to see our 2016 coverage

Own ALL Conversation

- 100% SOV:** 1.2M across ALL coverage (includes live blog)
- Audience Targeting:** basketball fans
- Cross platform:** Deliver across desktop, mobile
- High Impact:** Sports section Takeover first and final week of tournament

*Source: Global Web Index Canada 1Q16-4Q16