

SPORTS

## Genesis kicks off college football season with NBC Sports as pre-game show sponsor

August 25, 2023



*The luxury vehicle brand is diving into the world of sports, upping exposure with football fans. Image credit: Genesis*

---

By LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is announcing a partnership with NBC Sports.

The brand is gearing up for a role as the pre-game presenting sponsor for the U.S. network's "BIG College Countdown Show" for select Big 10 Football and Notre Dame Football games. Airing on NBC and streaming live on Peacock, the arrangement will connect Genesis with millions of fans every weekend this season.

"College football is a passion point for millions of fans each weekend and this partnership gives us an opportunity to share in that passion, creating original experiences and content that introduce them to Genesis vehicles," said Claudia Marquez, chief operating officer at **Genesis** Motor North America, in a statement.

"Delivering the highest standards of performance is a core promise to our customers and that aligns perfectly with college football."

Making the play

Between the fan base and seven million-strong alumni network of the Big 10 and Notre Dame, the sponsorship will garner Genesis vehicles nationwide exposure.



*An August marketing push showcased the GV80, GV60 and Electrified GV70 SUV models. Image credit: Genesis*

The Electrified GV70, fittingly the first to be assembled in the football-loving country ([see story](#)), will be found on-site at NBC's new "BIG Yards" activation a traveling version of the fan engagement exercise hosting various activities giveaways, appearances from their school's spirit team and a DJ deck dubbed "The Peacock Perch" will touch down at home campuses across the country each week well as during pre-game commercial slots.

NBC Sports' B1G College Countdown broadcasts will display the automaker's logo and integrate in-show mentions. Content across the commercial network's podcasts, videos and social media will also feature Genesis.

Efforts begin this weekend, as the United States Naval Academy's football team competes against the University of Notre Dame in a 2:30 p.m. ET broadcast on Saturday, Aug. 26.



*Airing on NBC and streaming live on Peacock, the engagement will connect Genesis with millions of fans. Image credit: Genesis*

"We are thrilled to partner with Genesis on this unique opportunity to combine Big 10 and Notre Dame Football's dedicated fanbases with new, immersive experiences backed by the power of the NBCUniversal portfolio," said Peter Lazarus, executive vice president of advertising and partnerships at NBC Sports, in a statement.

"Together, we are tapping into the power of sports to create long-lasting connection and impact with brands and fans alike."

---

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.