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FOR IMMEDIATE RELEASE

**Hawai'i Tourism Authority Named Presenting Sponsor of
Big West Basketball, Men's Volleyball Championships**

Irvine, Calif. (January 7, 2021) – The Big West Conference is proud to announce a three-year agreement with Hawai'i Tourism Authority as the presenting sponsor of both the Big West Men's and Women's Basketball, and Men's Volleyball Championships.

As an official Corporate Partner of the Big West through 2023, the Hawai'i Tourism Authority will be able to showcase the Hawaiian Islands through a host of partnership assets across the Conference's broadcast, print, digital and social platforms as well as in-venue signage.

"The Big West is excited to unveil this new partnership with the Hawai'i Tourism Authority," Big West Commissioner Dan Butterly said. "Their strategic support of these premier events will have a positive impact on both the fan experience and the student-athletes who will compete for these championships."

The Big West Men's Volleyball Championship presented by Hawai'i Tourism Authority will be hosted by Hawai'i in 2021 and 2022, and UC Irvine in 2023. The 2021 Big West Men's and Women's Basketball Championship presented by the Hawaiian Islands will be played March 9-13 in Las Vegas.

"The University of Hawai'i is honored to host the Big West Volleyball tournament at the SimpliFi Arena at Stan Sheriff Center. The last time we hosted, it was a memorable event for both Big West student athletes and the people of Hawai'i. Mahalo to the Hawai'i Tourism Authority for this impactful Big West sponsorship and for their continued support of University of Hawai'i Athletics," said David Matlin, University of Hawai'i Director of Athletics.

"Hawai'i has many dedicated University of Hawai'i volleyball and basketball fans. Plus most of our visitors from the U.S. mainland come from California, so this is a wonderful opportunity to promote our iconic brand, share our Hawaiian culture, and support UH Athletics," said John De Fries, Hawai'i Tourism Authority President and CEO.

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About the Big West

The Big West Conference was formed in 1969 and is a member of NCAA Division I with 11 academically and athletically prominent institutions consisting of Cal Poly, CSU Bakersfield, Cal State Fullerton, CSUN, Hawai'i, Long Beach State, UC Davis, UC Irvine, UC Riverside, UC San Diego and UC Santa Barbara. The conference sponsors 18 sports at the NCAA Division I level: baseball, softball, men's and women's basketball, men's and women's volleyball, women's beach volleyball, men's and women's cross country, men's and women's golf, men's and women's soccer, men's and women's tennis, men's and women's track and field and women's water polo. For the fourth straight season (and the seventh in the past eight), UC Irvine was selected by the media to win the regular season title in men's basketball. UC Davis, which has won four consecutive Big West women's basketball championships, is the preseason favorite of the media to win a fifth in a row. Long Beach State won the NCAA men's volleyball national championship in 2018 and 2019. For more information, visit BigWest.org or follow the Big West Conference on Twitter @BigWestSports and @BigWestHoops.

Big West Conference Members

Cal Poly • CSU Bakersfield • Cal State Fullerton • CSUN • Hawai'i • Long Beach State • UC Davis • UC Irvine
UC Riverside • UC San Diego • UC Santa Barbara

About Hawaii Tourism Authority

The [Hawaii Tourism Authority](http://www.hawaiitourismauthority.org) is the State of Hawaii agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawaii's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide. For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), and [Twitter](#).

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