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UCLA's corporate sponsorships are administered by IMG College, which merged with previous multi-media rights-holder ISP Sports in the fall of 2010. IMG College manages multi-media rights for more than 80 of the leading universities, athletic conferences, and bowl games across the country. Parent company IMG Worldwide divisions also include CLC, which serves as the exclusive

licensing agency for UCLA and more than 200 other collegiate properties.

Since partnering with UCLA in 2004-05, ISP/IMG has tripled the amount of corporate support for the program. The IMG College team helps provide greater opportunities for UCLA student-athletes by generating vital revenue to help fund the department's overall program.

With the additional resources of IMG Worldwide and a management team that remains virtually intact, the recent merger between IMG College and ISP promises to provide even more opportunity for growth for UCLA.

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