In-Venue/Game Day

FOOTBALL

Sun Devil Stadium

• Capacity: 73,379

Surface: Natural Grass

• Built: 1958

Statistics:

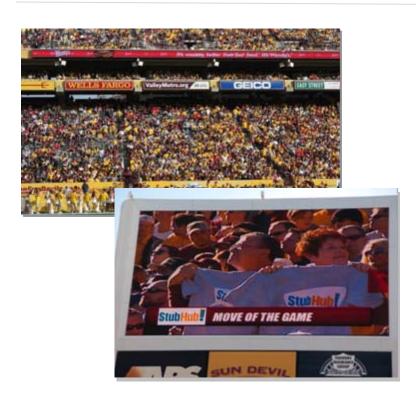
...Hosted three (3) National Championship Games and one (1) Super Bowl

...Hosts the Insight Bowl, Pat's Run, Spring and Fall ASU football scrimmages, high school championships



In-Venue

FOOTBALL



SIGNAGE OPPORTUNITIES

- LED Signage
 - Located along the East and West sidelines between the upper and lower level
- Video Board
 - Features Entitlement of one (1) unique video board feature per game
- Video Board Signage
 - One of six (6) static signs on the main video board
 - Signage also present for Insight Bowl

In-Venue

FOOTBALL





SIGNAGE OPPORTUNITIES

- Endzone Billboard Signage
 - 14' x 30' North endzone billboards
 - Signage present for Insight Bowl
 - 14' x 21' South endzone billboards
- Field Level Signage
 - TV and non-TV visible walkway static signs (8'x24')
 - North endzone signage (3'x15')
 - South endzone signage (4'x22')

In-Venue

FOOTBALL





SIGNAGE OPPORTUNITIES

- Backlit Signage
 - East and West backlits 4' x 28'
 - North end backlits 4' x 17' & 5' x 20'
 - South end backlits 4' x 14'
 - Loge level backlits 4' x 17'
- Stadium Concourse & Concession Signage
 - Concourse panels 6' x 4'
 - Concession backlits 2.5' x 6' & 2' x 3.3'
- Additional Stadium Signage
 - North tunnel entrance banner 30' x 30'
 - ICA Building signs 5' x 60'
 - South end speaker cluster
 - Entrance wall signs

Game Day

FOOTBALL



GAME DAY OPPORTUNITIES

- Game Entitlement
 - Opportunity to "own" a game and gives sponsors a presence throughout all aspects of the game, including:
 - Video board recognition and Replay Tags
 - Radio advertisements
 - PA's during the game
 - Game-day tickets
 - Logo on Game Program
 - Game Ball Presentation
 - Possible radio interview
 - Possible premium item giveaway
- On-Site Event Marketing
 - Opportunity for product display, sampling, contest or couponing
- On-Field Promotion
 - On-field promotion at one (1) home game