

# 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