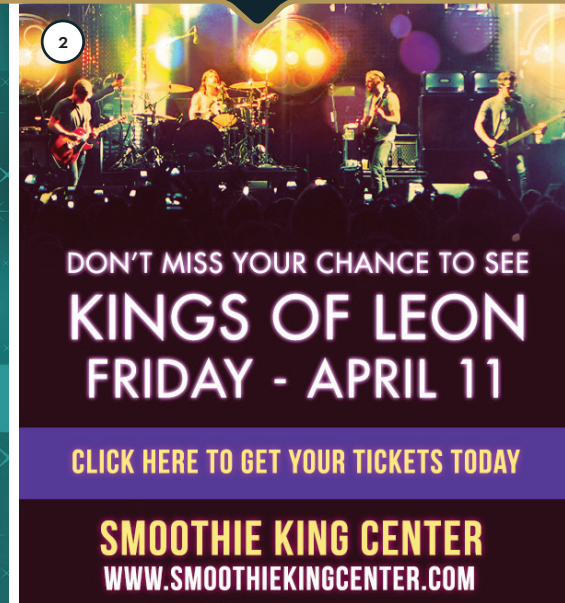


# MARKETING ASSETS

SMG New Orleans manages multiple venues within the Sports and Entertainment District including the Mercedes-Benz Superdome, Smoothie King Center, Champions Square and club XLIV & Encore. The Sales and Marketing Department works closely with each client and promoter to ensure that their event is promoted to its full potential.



MERCEDES-BENZ SUPERDOME | SMOOTHIE KING CENTER | CHAMPIONS SQUARE

**WHERE THE PERFORMANCE NEVER ENDS.** It is the goal of the SMG New Orleans Sales and Marketing Department to provide exceptional service to our partners. Various marketing strategies are customized and executed based on your event type and location. We look forward to a successful event at our state-of-the-art facilities.

**Please note:** All marketing assets are subject to availability, terms of primary tenant agreements, and SMG approval.

## E-MARKETING / WEBSITE

- Event listing in the *Front Row*, our monthly e-newsletter
- Promotional and informational e-blasts including pre-sale, on-sale, news and/or special offers
- Event listing on either smoothiekingcenter.com, mbsuperdome.com or championssquare.com
- Featured spotlight on home page
- Image of event rotates on home page headers

## SMG PAID ADVERTISING

- Event listing in *Gambit Weekly* advertisement (print and online at bestofneworleans.com)
- Additional online ad buys on behalf of the client including Facebook

## GRASSROOTS MARKETING

- Cross-promotional opportunities with local businesses, including hotels and restaurants
- Partnerships with local organizations including the New Orleans Convention and Visitors Bureau (NOCVB), New Orleans Tourism Marketing Corporation (NOTMC) and the Greater New Orleans Sports Foundation (GNOSF)

- Collaboration with local sports teams including the New Orleans Saints, New Orleans Pelicans, and New Orleans Zephyrs

## SOCIAL MEDIA

- Daily social media engagement on Facebook and Twitter, including news, contests, and ticket giveaways

## MEDIA RELATIONS

- Press releases & Media advisories
- Story pitches
- Coordination of broadcasts, appearances and interviews
- Photography / media escorting
- Escorting of advance talent appearances

## ON-SITE

- Arena events: Suite and Elevator Promotional Signage
- Exterior LED Boards
  - A still image advertising the event rotates on two (2) large-scale LED Boards at the Smoothie King Center, the pylon board overlooking Interstate 10, the Superdome LED Board overlooking

Poydras Street, and the LED boards in Champions Square

- Interior Televisions
  - A still image advertising the event rotates on TV monitors located throughout the Concourse areas and Suites in the Mercedes-Benz Superdome. Timing and duration may be subject to availability and primary tenant approval
  - A :30 commercial spot promoting the event plays during ingress of concerts, sporting events and family shows

## NEW ORLEANS PELICANS

- Mega LED boards on SW and SE sides of the Arena
- Courtside Digital and 360° signage on two (2) ribbon boards
- :30 Commercial spot played on Fox Sports New Orleans during Pelicans game broadcasts
- :30 Radio spot played on Pelicans Radio Network during Pelicans game broadcasts
- :30 Commercial Spot in-arena broadcast during halftime
- In-game promotions (when available)
- Banner web ads on Pelicans.com (when available)

## OTHER

- Media Buys (commission charges may apply)
- Event Settlement for media placed through the building
- Venue and Event photographs



# MARKETING ASSETS

**3 SMOOTHIE KING CENTER**

**NEW ORLEANS PELICANS**  
REGULAR SEASON THRU APRIL 16

**NEW ORLEANS VOOODOO**  
SEASON OPENER MAR 29 @ 7:00 PM

**THE EAGLES**  
FEB 23 @ 8:00 PM

**311**  
MAR 11 @ 8:00 PM

**NUCLEAR COWBOYZ**  
MAR 15 @ 7:30 PM

**MILEY CYRUS**  
MAR 18 @ 7:00 PM

**ELTON JOHN**  
MAR 21 @ 8:00 PM

**WWE HALL OF FAME**  
APRIL 5 @ 8:00 PM

**WWE RAW**  
APRIL 7 @ 6:30 PM

**KINGS OF LEON**  
APRIL 11 @ 8:00 PM

**BRUNO MARS**  
JUNE 7 @ 8:00 PM

**The BOAT SHOW**

**THE BOAT SHOW**  
MAR 7 - 9  
MERCEDES-BENZ SUPERDOME

**KINGS OF LEON**  
APRIL 11  
SMOOTHIE KING CENTER

**4 DON'T MISS OUT ON ALL OF THESE EXCITING UPCOMING EVENTS!**

**MERCEDES-BENZ SUPERDOME**

**ESSENCE MUSIC FESTIVAL**  
July 4-5  
KENNY CHESNEY AND TIM MCGRAW  
August 3 @ 4:30 PM  
**NEW ORLEANS SAINTS**  
First Home Game (Preseason) August 17  
**TULANE GREEN WAVE FOOTBALL**  
First Home Game September 1

**NEW ORLEANS ARENA**

**NEW ORLEANS VOOODOO**  
Regular Season through July 21  
**MAZE** featuring FRANKIE BEVERLY & MORE  
August 5 @ 8:00 PM  
**AARP PRESENTS NICKS, KNIGHT & ETHERIDGE**  
September 22 @ 7:30 PM  
**RED HOT CHILI PEPPERS**  
October 4 @ 8:00 PM  
**MADONNA MDNA TOUR**  
October 27 @ 8:00 PM  
**JUSTIN BIEBER**  
January 15 @ 7:00 PM

**CHAMPIONS SQUARE**

**RUNNING OF THE BULLS**  
July 13 @ 5:00 PM (Opening Ceremony)  
July 14 @ 6:30 AM (Bull Run)

**5 THIS HOLIDAY SEASON**

**GIVE THE GIFT OF Entertainment**

**MERCEDES-BENZ SUPERDOME**

**NEW ORLEANS SAINTS - THRU DEC 29**

LHSAA STATE FARM PREP  
CLASSIC CHAMPIONSHIP- **DEC 12 - 14**  
R+L CARRIERS  
NEW ORLEANS BOWL - **DEC 21**  
ALLSTATE SUGAR BOWL - **JAN 02**  
MONSTER JAM - **JAN 25**  
WRESTLEMANIA XXX - **APRIL 6**

**NEW ORLEANS ARENA**

**NEW ORLEANS PELICANS THRU APRIL 16**

KANYE WEST - **DEC 5**  
JOHN MAYER - **DEC 7**  
JEFF DUNHAM - **JAN 22**  
311- **MAR 11**  
NUCLEAR COWBOYZ - **MAR 15**

[mbsuperdome.com](http://mbsuperdome.com) [neworleansarena.com](http://neworleansarena.com)

**Mercedes-Benz Superdome**

**THE BOAT SHOW**  
MAR 7 - 9

**NEW ORLEANS HOME & GARDEN SHOW**  
MAR 14 - 16

**WRESTLEMANIA XXX**  
APRIL 6 @ 5:30 PM

**ESSENCE FESTIVAL**  
JULY 4 - 6

**ONE DIRECTION**  
SEPT 25 @ 7:00 PM

**CHAMPIONS SQUARE**

**NEW ORLEANS INTERNATIONAL BEER FEST**  
MAR 22 @ 2:00 PM

Tickets can be purchased at [www.ticketmaster.com](http://www.ticketmaster.com), all Ticketmaster Outlets, the Smoothie King Center Box Office, select Wal-Mart locations or charge by phone at 1-800-745-3000. [www.mbsuperdome.com](http://www.mbsuperdome.com) | [www.smoothiekingcenter.com](http://www.smoothiekingcenter.com) | [www.mbsuperdome.com/square](http://www.mbsuperdome.com/square)

**6 SMOOTHIE KING CENTER**

**BETTE MIDLER**  
MAY 16  
BUY TICKETS

**PELICANS VS. GOLDEN STATE WARRIORS**  
APR 7  
BUY TICKETS

**PELICANS VS. PHOENIX SUNS**  
APR 10  
BUY TICKETS

**VODOGO VS. ORLANDO PREDATORS**  
APR 11  
BUY TICKETS

**PELICANS VS. SAN ANTONIO SPURS**  
APR 15  
BUY TICKETS

**7 Champions Square**  
September 25

10 days until Fun. hits the stage in Champions Square! Grab some friends and come watch the group play their popular hits Oct. 5 at 7:00 PM!

Click here to purchase tickets:  
[http://www.ticketmaster.com/event/18004A5CEBD0A0377?camefrom=cfc\\_superdome\\_event\\_fun](http://www.ticketmaster.com/event/18004A5CEBD0A0377?camefrom=cfc_superdome_event_fun)

**FUN.**  
OCT 5

Like · Comment · Share

10,460 people saw this post

Boost Complete

**8**

**9 THE NEW ORLEANS HOME & GARDEN SHOW**  
FRIDAY - SUNDAY, MAR 22-24

1. LED SIGNAGE | 2. ON SALE E-BLAST | 3. GAMBIT WEEKLY ADVERTISEMENT | 4. NEW ORLEANS MAGAZINE ADVERTISEMENT | 5. LOUISIANA LIFE MAGAZINE ADVERTISEMENT | 6. SMOOTHIE KING CENTER WEBSITE | 7. PROMOTED FACEBOOK POST | 8. MEDIA APPEARANCES | 9. WEB BANNER AD

\* Note: All assets are subject to availability and are dependent upon inventory, event schedule, and event location.

Please contact Sabrina Trahan, Event Marketing and Media Coordinator, for more information. 504.587.3924 or [sabrina.trahan@smgneworleans.com](mailto:sabrina.trahan@smgneworleans.com)