

MARKETING ASSETS

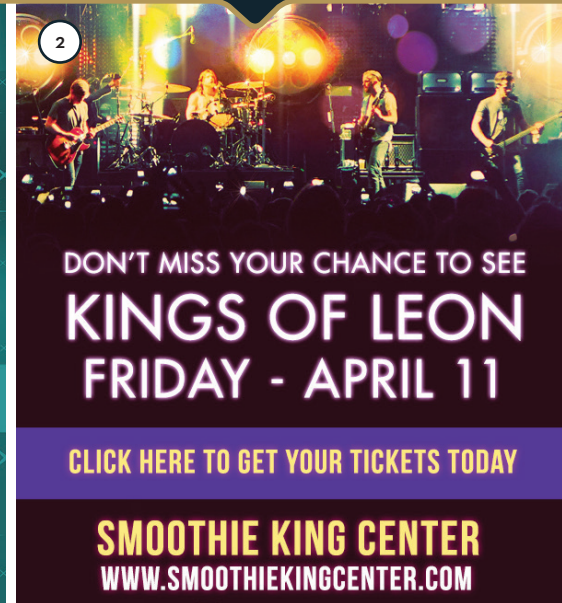
SMG New Orleans manages multiple venues within the Sports and Entertainment District including the Mercedes-Benz Superdome, Smoothie King Center, Champions Square and club XLIV & Encore. The Sales and Marketing Department works closely with each client and promoter to ensure that their event is promoted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



1

NUCLEAR COWBOYZ

MARCH 15TH



2

DON'T MISS YOUR CHANCE TO SEE
KINGS OF LEON
FRIDAY - APRIL 11

[CLICK HERE TO GET YOUR TICKETS TODAY](#)

SMOOTHIE KING CENTER
WWW.SMOOTHIEKINGCENTER.COM

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 champions-square.com
- Featured spotlight on home page
- Arena events: Image of event rotates on 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 on social media platforms

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 Baby Cakes

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

OTHER

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

MARKETING ASSETS

3 NEW ORLEANS' PREMIER EVENT VENUES

SMOOTHIE KING CENTER Mercedes-Benz Superdome
CHAMPIONS SQUARE



JAN 29 - KING CAKE FESTIVAL	FEB 10 - BILLY JOEL
FEB 1 - 5 - CIRQUE DU SOLEIL: TORUK - THE FIRST FLIGHT	FEB 17 - NBA ALL-STAR CELEBRITY GAME
FEB 10-12 - THE BOAT SHOW	FEB 17 - BBVA COMPASS RISING STARS CHALLENGE

Tickets can be purchased at 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 | www.smoothiekingcenter.com | www.champions-square.com

4 Smoothie King Center
Published by Sabrina Trahan [?] · March 7 at 12:54pm ·

This weekend, witness the fearless and highly talented AMSOIL Arenacross athletes compete on a man-made dirt battleground in the Smoothie King Center. Events are affordably priced for the whole family with seats starting at \$15!

Get your tickets here: <http://alturl.com/w87kj>

AMSOIL Arenacross

SMOOTHIEKINGCENTER.COM Book Now

4,514 people reached View Results

1.7K Views

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

6

EVENTS AND TICKETS | PLAN YOUR VISIT | BOOK YOUR EVENT | ABOUT US | CONTACT US

BETTE MIDLER MAY 16 BUY TICKETS

APR 9 PELICANS VS. GOLDEN STATE WARRIORS BUY TICKETS

APR 10 PELICANS VS. PHOENIX SUNS BUY TICKETS

APR 11 VOOODOO VS. ORLANDO PREDATORS BUY TICKETS

APR 15 PELICANS VS. SAN ANTONIO SPURS BUY TICKETS



8 SMOOTHIE KING CENTER UPCOMING EVENTS

HARLEM GLOBETROTTERS MARCH 4
HARLEM GLOBETROTTERS SAT, MAR 4 @ 2:00 PM & 7:00 PM

AMSOIL ARENACROSS
SAT, MAR 11 @ 7:00 PM

STEVIE NICKS WED, MAR 15 @ 7:00 PM
STEVIE NICKS WITH PRETENDERS

WINTER JAM FRI, MAR 18 @ 6:00 PM
WINTER JAM 2017

CHARLIE WILSON'S SAT, MAR 25 @ 7:00 PM
CHARLIE WILSON WITH FANTASIA & JOHNNY GILL

RADIOHEAD MON, APRIL 9 @ 7:00 PM

NEW ORLEANS PELICANS UPCOMING GAMES

PELICANS VS. SAN ANTONIO SPURS - FRI, MAR. 3 @ 8:30 PM
PELICANS VS. TORONTO RAPTORS - WED, MAR. 8 @ 7:00 PM
PELICANS VS. PORTLAND TRAIL BLAZERS - TUES, MAR. 14 @ 7:00 PM
PELICANS VS. HOUSTON ROCKETS - FRI, MAR. 17 @ 7:00 PM
PELICANS VS. MINNESOTA TIMBERWOLVES - SUN, MAR. 19 @ 5:00 PM

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

* 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.
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