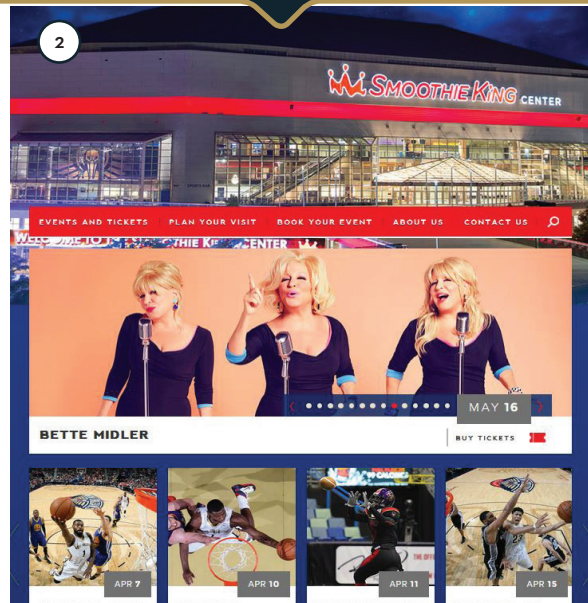


# MARKETING ASSETS

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 champions-square.com
- Featured spotlight on home page
- 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



..... THIS SATURDAY AT THE .....  
**MERCEDES - BENZ SUPERDOME | JAN 28**

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

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.champions-square.com](http://www.champions-square.com)

**Smoothie King Center**  
Published by Savannah Chamblee [?] · June 15 at 1:54 PM · 🌐

**ON SALE NOW** — Get your tickets to Nicki Minaj & Future's #NICKIHNDRXXTOUR on October 30.

[WWW1.TICKETMASTER.COM](http://WWW1.TICKETMASTER.COM)  
**NICKIHNDRXXTOUR** [Shop Now](#)

Your Ad Has a High Relevance Score  
Great work! Your ad has an average relevance score of 8, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

👤 26,171 people reached [Boost Again](#)

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

**6 SMOOTHIE KING CENTER**

**BRUNO MARS**  
XXIV

**24K MAGIC WORLD TOUR 2017**  
OCTOBER 21ST · SMOOTHIE KING CENTER

**TICKETS ARE ON SALE NOW**

**CLICK HERE TO GET YOUR TICKETS TODAY**

AN SMG MANAGED FACILITY



**8**

THE ORIGINAL  
**HARLEM GLOBETROTTERS**  
FEBRUARY 17TH

**WIN 4 TICKETS & A 4-PLAYER PACK TO DAVE & BUSTERS**

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

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

Please contact Meredith Adams, Event Marketing and Media Coordinator, for more information.  
504.587.3924 or [meredith.adams@smgneworleans.com](mailto:meredith.adams@smgneworleans.com)