

Sponsorship is a great way to ensure your company stands out from the crowd

www.parandpoker.com

- Sponsorship impacts on the visitor more powerfully than any other marketing tool
- A direct, cost-effective route to your target market. Proven way to get your organization noticed by key decision-makers
- Strategic brand association, improved credibility and image transfer
- Sponsorship integrates the message with the visitor experience
- Initiate direct contact with potential clients from VIPs, fellow exhibitors and event attendees. Unrivalled networking opportunities
- Maximize your investment by telling visitors before and during the event, where you are located and why they should visit you – provide them with an experience they'll never forget, in which brands your product or service more than any other marketing medium

The average economic impact of the NBA All-Star week on a host city is \$25-\$30 million!

Phoenix is expecting an economic impact of \$80 million!

An average 25,000 out-of-state basketball fans will frequent auxiliary events during NBA All-Star week!

Average out-of-state visitor spending is \$300 per day!

Phoenix is expected to attract more of the corporate crowd seeking to pair up basketball with golf or spa experiences. – coppersquare.com

"Phoenix is a great sports city and travel destination with first-class hotels and resorts," David Stern, NBA Commissioner said during a press conference at the US Airways Center, home of the Phoenix Suns and the future All-Star Game. "It's only natural that it will once again become the basketball capital of the world."

Check out www.parandpoker.com for sponsorship opportunities or call your par & poker representative.

