

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

Super Bowl XLI brought Florida an economic impact of \$463 million. Here are some other notable figures:

The average visitor during Super Bowl week spent \$668.60 each day, compared with \$146 to \$245 daily spending during the rest of the year!

The average annual household income for Super Bowl visitors was \$222,318, compared with the normal \$40,000 to \$80,000 income range for the average visitor! And more than 60 percent attended auxiliary events!

54 percent of visitors said they had a "more favorable" impression of Florida as a result of their attendance at the Super Bowl XLI game or auxiliary events from 2007! 2009 is sure to be much more favorable!

Source: Sport Management Research Institute.

60% classify their occupation as managerial or professional

53% earn at least \$75,000 per year

38% earn more than \$100,000 per year

65% are key decision-makers in their company

60% of the above key decision-makers work at companies who host meetings outside of their corporate headquarters

70% of these decision-makers would consider holding a meeting in the host city after visiting because of their positive Super Bowl experience

20% would consider expanding their present operations in the host city area

29% would consider establishing business operations in the host city area

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