



LEGENDS

PARTY

PART OF THE USA TODAY NETWORK

PARTNER OPPORTUNITIES

OVERVIEW

ABOUT THE NFL ALUMNI LEGENDS PARTY @ THE SUPER BOWL

The *NFL Alumni Legends Party* brings together the world's biggest celebrities, from pro athletes and models to famous actors and musicians, for one night of legendary partying at the Super Bowl each year.

This highly exclusive event is the only celebrity Super Bowl party that allows a limited number of tickets to be sold to the public, which makes this event one of the hottest tickets in town during the NFL's championship weekend.

Each ticket includes an open bar, appetizers, and performances by top musicians. VIP tickets are available and include exclusive access to the celebrity-packed VIP lounge.



OVERVIEW

OUR LEGENDARY GUESTS

Past events have attracted numerous athletes and celebrities, including Doug Flutie, Warren Moon, Wes Walker, John Rocker, Wayne Cherbet, John Randle, Ron Rice, and many more!

Our 2022 Super Bowl Party will be our largest yet, with over 1,200 affluent and influential attendees partying at Club Avalon in Hollywood!



VENUE



**NFL ALUMNI
LEGENDS PARTY**

Friday, Feb. 11th

***Club Avalon
Hollywood, CA***

← **Dance Floor**

VENUE



NFL ALUMNI LEGENDS PARTY

Friday, Feb. 11th

***Club Avalon
Hollywood, CA***

← **VIP Lounge**

VENUE



**NFL ALUMNI
LEGENDS PARTY**

Friday, Feb. 11th

***Club Avalon
Hollywood, CA***

← **VIP Lounge**

VENUE



**NFL ALUMNI
LEGENDS PARTY**

Friday, Feb. 11th

***Club Avalon
Hollywood, CA***

← **Red Carpet**

OVERVIEW

MARKETING AND PROMOTION

The *NFL Alumni Legends Super Bowl Party* and national sweepstakes will be promoted through the USA TODAY NETWORK and on paid/organic social media, ensuring maximum engagement and attendance. The 75-day marketing campaign includes print ads in national and local newspapers, a targeted 1M impression digital campaign and paid Facebook/Instagram social media budget. The national giveaway will be marketed to our national email database and on digital promotional positions on our news websites across the country.

EVENT MARKETING

Total Impressions: 14,000,000

Total Campaign Value: \$615,000

NATIONAL GIVEAWAY MARKETING

Total Impressions: 2,500,000

Total Campaign Value: \$125,000

ABOUT GANNETT | USA TODAY NETWORK

The USA TODAY NETWORK is the largest local-to-national digital media organization in the country. USA TODAY, our national flagship brand, sits at the center of the network, surrounded by hundreds of local media properties reporting on the stories and cultural moments happening across America and in our communities. Unlike any other media organization, we combine the national exposure of USA TODAY with 300+ local digital properties across 46 states.

GANNETT



1.2M

Paid Digital-Only
Subscribers

150M

Average Mo. U.S.
Digital Audience

TOP FIVE

News Provider in the U.S.
Per ComScore



SPONSOR BENEFITS

NATIONAL SWEEPSTAKES

To create unparalleled demand for the *NFL Alumni Legends Super Bowl Party*, we'll conduct a premier sweepstakes nationally via the USA TODAY Network offering two VIP tickets to the party PLUS two Super Bowl tickets, including full travel and accommodations for the winners.

Major sponsors will be fully integrated into the giveaway to maximize exposure and branding.



[Link to National Sweepstakes Example](#)



SPONSOR BENEFITS

TITLE SPONSOR

OVERALL SPONSORSHIP BENEFITS

- Rights to Use the *NFL Alumni Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Brand Recognition as the Title Sponsor in Official Program/Show Correspondence, e.g., "The [SPONSOR] *NFL Alumni Legends Party*"
- Inclusion of Sponsor Statement in All Press Releases
- Category Exclusivity

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Sponsor's Logo Integrated into the *NFL Alumni Legends Party* Logo
- A Page on the *Legends Party* Website Dedicated to Sponsor's Messaging
- Inclusion of Sponsor's Logo on All Pages of the *NFL Alumni Legends Super Bowl Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Attendees
- One Dedicated Email Blast to All Attendees
- One Lead-Gen Promotion on Social Media / Email via Second Street
- Logo Inclusion on USA TODAY Print and Digital Event Promotional Campaign
- Social Media Brand Recognition Post on Instagram, Facebook and Twitter

GIVEAWAY SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on *NFL Alumni Legends Party* Sweepstakes and Promotional Materials
- Inclusion of Sponsor's Email Opt-in Embedded in Sweepstakes Registration to Build Email Audience
- Inclusion of Sponsor's Facebook Like Button to Build Social Audience
- Inclusion of Sponsor's Bounce Back Offer w/ CTA to Drive Online Sales or In-Store Traffic
- Inclusion of Lead Generation Question to Assist with Market Segmentation
- SOV of Digital Ads on the Contest Page to Drive Traffic to Sponsor's Website

SPONSOR BENEFITS

TITLE SPONSOR (Cont.)

ON-SITE SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on Red Carpet Step and Repeat Banner Photo-Ops
- Ten VIP Passes, including Ultra-VIP Table with Bottle Service, Food, and Open Bar
- Inclusion of Sponsor's Logo on VIP Credentials
- Inclusion of Sponsor's Logo on Event Signage
- Prominent Logo Inclusion on Venue's Stage and Digital Screens
- Host Brand Recognition During the Event
- Opportunity for Sponsor Representative to Speak at the Event
- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation

TICKETS TO THE SUPER BOWL, Airfare, Hotel, Ground Transportation

- Four Lower Level Tickets to the 2022 Super Bowl in Los Angeles, including air and ground transportation, 2 hotel rooms for 3 nights, and four tickets to the Player's Tailgate Party on Super Bowl Sunday

TITLE SPONSOR PLACEMENT



Investment: \$200,000 (1 available)

SPONSOR BENEFITS

PRESENTING SPONSOR

OVERALL SPONSORSHIP BENEFITS

- Rights to Use the *NFL Alumni Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Brand Recognition as the Presenting Sponsor in Official Program/Show Correspondence, e.g., "*The NFL Alumni Legends Party Presented By [SPONSOR]*"
- Inclusion of Sponsor Statement in All Press Releases
- Category Exclusivity

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Sponsor's Logo Integrated into the *NFL Alumni Legends Party* Logo
- Inclusion of Sponsor's Logo on All Pages of the *NFL Alumni Legends Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Attendees
- One Dedicated Email Blast to All Attendees
- One Lead-Gen Promotion on Social Media / Email via Second Street
- Logo Inclusion on USA TODAY Print and Digital Event Promotional Campaign
- Social Media Brand Recognition Post on Instagram, Facebook and Twitter

GIVEAWAY SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on *NFL Alumni Legends Party* Sweepstakes and Promotional Materials
- Inclusion of Sponsor's Email Opt-in Embedded in Sweepstakes Registration to Build Email Audience
- SOV of Digital Ads on the Contest Page to Drive Traffic to Sponsor's Website

SPONSOR BENEFITS

PRESENTING SPONSOR (Cont.)

ON-SITE SPONSORSHIP BENEFITS

- Sponsor's Logo Prominently Featured on Red Carpet Step and Repeat Banner Photo-Ops
- Six VIP Passes, including Ultra-VIP Table with Bottle Service, Food, and Open Bar
- Inclusion of Sponsor's Logo on VIP Credentials
- Inclusion of Sponsor's Logo on Event Signage
- Prominent Logo Inclusion on Venue's Stage and Digital Screens
- Host Brand Recognition During the Event
- Opportunity for Sponsor Representative to Speak at the Event
- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation

TICKETS TO THE SUPER BOWL, Airfare, Hotel, Ground Transportation

- Two Tickets to the 2022 Super Bowl in Los Angeles, including air and ground transportation, 3 night hotel, and two tickets to the Player's Tailgate Party on Super Bowl Sunday



**PRESENTING
SPONSOR
PLACEMENT**

PRESENTED BY



SUPPORTING SPONSORS



Investment: \$100,000 (2 available)

SPONSOR BENEFITS

VIP LOUNGE SPONSOR

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Rights to Use the *NFL Alumni Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Inclusion of Sponsor's Logo on All Pages of the *NFL Alumni Legends Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Event Attendees
- One Shared Promotional Email Blast to All Attendees
- Logo Inclusion on Newspaper Print Ad Campaigns
- Logo Inclusion on Digital Sweepstakes Campaigns
- Social Media Brand Recognition Post on Instagram, Facebook and Twitter

ON-SITE SPONSORSHIP BENEFITS

- Sponsor's Logo Featured VIP Lounge Step and Repeat Banner Photo-Ops
- Six VIP Passes, including Ultra-VIP Table with Bottle Service, Food, and Open Bar
- Sponsor's Logo Featured on VIP Credential
- Inclusion of Sponsor's Logo on Event Signage
- Prominent Logo Inclusion in VIP Lounge Area
- Host Brand Recognition During the Event
- Opportunity for Sponsor Representative to Speak at the Event
- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation



SUPPORTING SPONSORS



VIP LOUNGE SPONSOR PLACEMENT

Investment: \$50,000 (1 available)



SPONSOR BENEFITS

LEGENDARY SPONSOR

PROGRAM AND MARKETING SPONSORSHIP BENEFITS

- Rights to Use the *NFL Alumni Legends Party* Brand in Sponsor's Marketing and PR Campaigns
- Inclusion of Sponsor's Logo on All Pages of the *NFL Alumni Legends Super Bowl Party* Website
- Inclusion of Sponsor's Logo on All Email Communications with Event Attendees
- One Shared Promotional Email Blast to All Attendees
- Logo Inclusion on Newspaper Print Ad Campaigns
- Logo Inclusion on Digital Sweepstakes Campaigns

ON-SITE SPONSORSHIP BENEFITS

- Inclusion of Sponsor's Products, Fliers, etc. in the VIP Gift Packages (Sponsor Provides Product, First-Come First-Served)
- Opportunity to Feature Sponsor's Products or Services in an On-Site Activation
- 4 General Admission tickets to NFL Alumni Legends Party

Investment: \$10,000 (10 available)

MORE PARTIES

2022 LEGENDS PARTY SCHEDULE*

The *NFL Alumni Legends Party* has expanded beyond the Super Bowl to add epic nightlife events at the 2022 Masters and NFL Draft. Sponsor all three Legends Parties to lock down access to our affluent and influential attendees!



Saturday, April 9th
Venue: Top Golf - Augusta
800 Attendees



Friday, April 29th
Las Vegas
Venue: TBD
1,000 Attendees



**More 2022 events may be added*



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PARTNER OPPORTUNITIES