



LEGENDS
PARTY

PART OF THE USA TODAY NETWORK

SUPER BOWL LVIII WEEKEND

LAS VEGAS, NEVADA



THE LEGENDS PARTY BRAND

The Legends Party provides sponsors, special guests and attendees an evening of *Legendary Partying* and one-of-a-kind experiences at the most celebrated sporting events of the year.

Find us at the biggest game weekends in 2024 including Super Bowl LVIII, The Masters, The Kentucky Derby and more! Providing the ultimate experience to party with the Legends. From red carpet entry, to mingling with respective legends to an epic musical performance, **The Legends Party** promises to be unforgettable!

PAST LEGENDS AND SPECIAL GUESTS



DOUG FLUTIE



TONY GONZALEZ



DONOVAN MCNABB



CHARLES WOODSON



EMMITT SMITH



JERRY RICE



DAVIS LOVE III



COLT KNOST



DJ KIM LEE



FLO RIDA



NELLY

★ ★ ★ ★

LEGENDS PARTY

PART OF THE USA TODAY NETWORK



WHERE

Area 15
Las Vegas, Nevada



WHEN

February 9, 2024
8:00PM - 12:00AM



WHAT

The Legends Party
Live Musical Performance

7:30PM - 9:00PM

Red Carpet Experience

Photo and Media Opportunities:
USA TODAY
Entertainment Outlets
Sports Outlets

THE CARPET

8:00PM - 11:00PM

Party With The Pros

Iconic Legends & Celebrities
Activations and Entertainment
Specialty Cocktails, Beer & Wine
Hors d'oeuvres

THE PARTY

11:00PM - 12:00AM

Live Performance

Musical Artist
Announced SOON!

Previous Performances:
Flo Rida & Nelly

THE SHOW

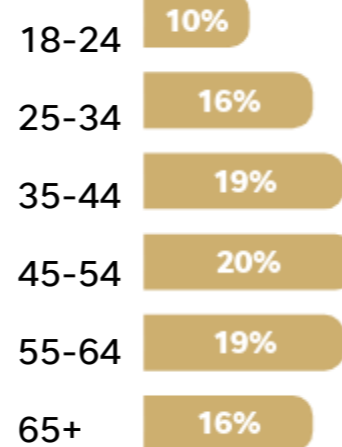
THE LEGENDS EXPERIENCE

THE AUDIENCE

Passion, Interests & Habits

News & Politics | Social Media
Sports & Fitness | Sports Fans
Food & Dining | Cooking Enthusiasts
Banking & Finance | Avid Investors
Media & Entertainment | TV | Movies
Lifestyles & Hobbies | Business | Pets
Shoppers | Value Shoppers
Sports & Fitness | Health & Wellness

Age Range



Recent Purchase Intent

Home & Garden | Home Improvement | Home Decor
Gifts & Occasions
Travel | Hotels & Accommodations
Apparel & Accessories | Women's Apparel
Autos & Vehicles | Motor Vehicles
Employment
Telecom | Mobile & Internet
Financial Services | Investment Services



SPONSOR OPPORTUNITIES

Boost your exposure, attract new customers and gain an edge on your competition by partnering with the Legends Party.

Ideas and opportunities:

EXPERIENTIAL MARKETING

LEAD GENERATION

HOSPITALITY & ENTERTAINMENT

SAMPLING

PROMOTION & SWEEPSTAKES

BRANDING

Activate on the Red Carpet, Legends Party Room, Live Musical Performance, Sweepstakes, Social Media, Outdoor Advertising, Digital, Email, SEM



MARKETING & PR

EMAIL | SOCIAL MEDIA | TV | RADIO | DIGITAL | INFLUENCERS



SOCIAL MEDIA

Paid & organic social media support the Legends Party. 9.5K organic followers across Facebook and Instagram plus a paid campaign will result in 1M+ impressions.



EMAIL

Promotional emails to local USA TODAY NETWORK subscriber databases will support ticketing and sweepstakes.



[LEGENDSPARTY.COM](https://www.legendsparty.com)

One stop shop for all important information including tickets, videos, photos and more. More than 449K page views in the last year.



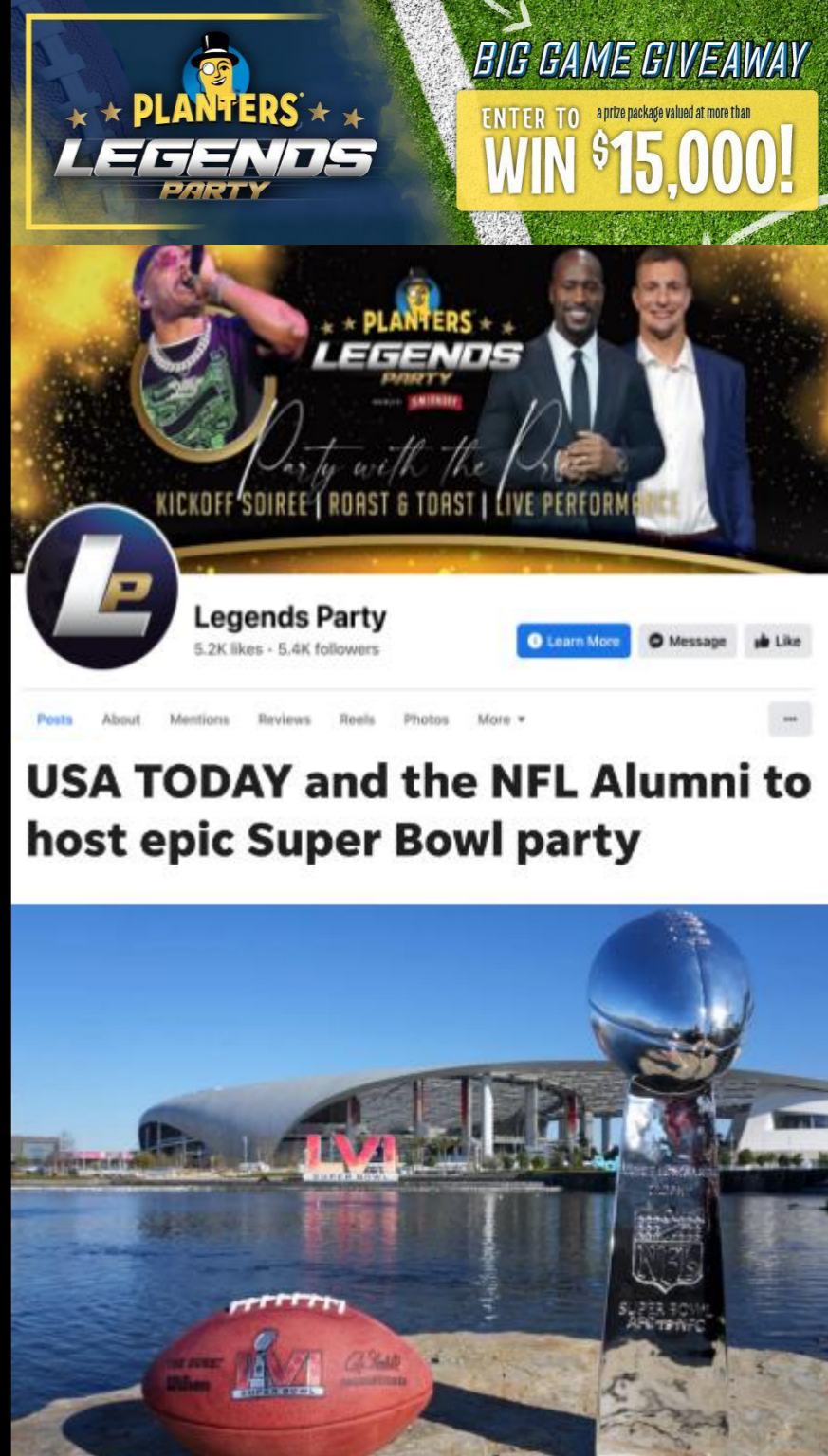
DIGITAL

Digital ads across the USA TODAY NETWORK plus SEM and video advertising will result in over 5M impressions.



PRESS COVERAGE

Entertainment and Sports media outlets, including the USA TODAY NETWORK offer additional media support for Legends Party.



LEGENDS PARTY

PART OF THE USA TODAY NETWORK

Charitable Partner Announced Soon

The mission of the Legends Party is not only to allow attendees and fans the opportunity to meet, mingle and interact with their favorite legends and provide them with a fun and unforgettable evening - but also to contribute to the greater good of the community with a charitable component to raise money for a cause of choice.

- Benefit Examples:
- The Secretariat Foundation
 - The NFL Alumni Foundation

Sweepstakes Enter To Win

AIRFARE | HOTEL | LEGENDS PARTY | CASH
Use cash for tickets and entertainment.

- Promotion will run nationally across the USA TODAY NETWORK including:
 - USA TODAY Website, Print, Social Media
 - USA TODAY NETWORK Digital / Video Advertisement
 - E-Blast to USA TODAY National Database (3.8M)
 - Paid and Organic Social Media Promotion

Silent Auction Sports Memorabilia

The Legends Party will host a silent auction to further support the mission of the selected charitable partner.

Items to include autographed and vintage items, photos, paintings, jerseys, helmets and equipment.

All proceeds and donations will support the needs, research and development of the selected charitable partner.

SMIRNOFF

PARTNERSHIP OPPORTUNITIES

WHAT ARE YOU INTERESTED IN LEARNING MORE ABOUT?



Title Sponsor

Naming Rights, Category Exclusivity,
Custom Experiences and more.

[CLICK TO LEARN MORE](#)



Presenting Sponsors

Brand Integration, Category Exclusivity,
Custom Experiences and more.

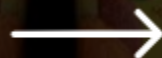
[CLICK TO LEARN MORE](#)



Other Sponsorships

Exclusive Food, Beverage, Automotive,
Custom Experiences and more.

[CLICK TO LEARN MORE](#)





PRESENTING SPONSOR BENEFITS

Presenting Sponsorship of the Legends Party includes many brand benefits like brand integration and category exclusivity.

LEGENDS PARTY NAMING RIGHTS

- Rights to Use the *Legends Party* Brand
- Brand positioning:
"The [TITLE SPONSOR] Legends Party" Presented by [PRESENTING SPONSOR]"
- Inclusion of Sponsor Statement in All Press Releases
- Category Exclusivity

MARKETING & COMMUNICATION

- Sponsor Logo Integrated into Legends Party Logo
- Sponsor Logo Included on LegendsParty.com
- Sponsor Logo on All Email Communications (Promos & Thank You)
- Sponsor Message in Post-Event Email to Ticket Holders
- Logo on USA TODAY Digital & Print Promotional Campaigns
- Brand Tags and Collaborations in Social Media Campaigns
- Brand Recognition Post on Instagram and Facebook
- Inclusion in Legendary Sweepstakes - Enter to Win a Legendary Trip



INVESTMENT
\$100,000

PRESENTING SPONSOR BENEFITS

ON-SITE SPONSORSHIP BENEFITS

- Logo Featured on Red Carpet Step & Repeat
- Six (6) Tickets to Legends Party
- Logo on Event Signage, Stage and Digital Screens
- Verbal Brand Recognition During Event
- Speaking Opportunity at Event
- Products, Services or Representation in On-Site Activation

LEGENDARY SWEEPSTAKES

- Logo Featured on Legends Party Sweepstakes and Promotional Materials
- Opt-In Embedded in Sweepstakes Registration for Lead Generation
- Digital Ad on Sweepstakes Registration Page

INVESTMENT
\$25,000
+ PRODUCT

BEVERAGE SPONSOR BENEFITS

Beverage Sponsorship includes many benefits like custom on-site activations and category exclusivity with featured beverages of the night

MARKETING & COMMUNICATION

- Right to Use *Legends Party* brand
- Logo Linked on LegendsParty.com
- Logo Included in (1) Shared Promotional Email Campaign
- Logo on Post Event Email Communication with Attendees
- Logo on USA TODAY Print Promotional Campaign
- Logo on Select Digital Ads
- Tagged / Collaboration on (1) Social Media Post on Facebook & Instagram

ON-SITE BENEFITS

- Featured On-Site Activation (Mutually Agreed On)
- Four (4) Legends Party Tickets
- Logo on Event Signage
- Logo on Printed Specialty Menus



INVESTMENT
\$25,000

AUTO SPONSOR BENEFITS

Custom Sponsorship of the Legends Party includes many benefits like unique on-site activations and category exclusivity.

MARKETING & COMMUNICATION

- Right to Use *Legends Party* brand
- Logo Linked on LegendsParty.com
- Logo Included in (1) Shared Promotional Email Campaign
- Logo on Post Event Email Communication with Attendees
- Logo on USA TODAY Print Promotional Campaign
- Logo on Select Digital Ads
- Tagged / Collaboration on (1) Social Media Post on Facebook & Instagram

ON-SITE BENEFITS

- Featured On-Site Activation (Auto displays)
- Opportunity to create lead gen / sweeps to drive dealership engagements
- Opportunity to provide Celeb / VIP guest transport
- Four (4) Legends Party Tickets
- Logo on Event Signage

WANT TO LEARN MORE?

CONTACT OR FOLLOW US!



www.legendsparty.com



[The Legends Party](#)



[@thelegendsparty](#)



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