



Product Spotlight

Sports Stadium / Arena Media

Reaching the active sports-minded consumer is easy with sports stadium/arena media. Depending on the market, time of year and placement, you can build a targeted campaign to reach college students or high-income attendees. Demographic factors can vary from team to team, even in the league. Many advertising opportunities exist to reach spectators, including scoreboards, turnstiles, concession containers, restroom signage, digital ribbons, dasher boards, in-field signage, lobby pillars, and coupons on the backs of tickets—the options are limitless. Sometimes they are sport-specific opportunities, such as Zamboni machines at hockey games.

Benefits of the Medium

Stadiums and arenas have a captive audience of spectators for several hours during a game. Another benefit is the frequency in which you can reach a spectator. There are many touch points during the game, whether they are getting something to eat, watching the game or visiting the restroom.

Sports fans are loyal, so associating an advertiser with their favorite team can be a big benefit for a brand. Also, if a brand doesn't have a big budget to advertise in a major stadium, there are plenty of opportunities to advertise in smaller stadiums, such as College Division II Stadiums. These stadiums can be found in larger DMAs, as well as the smaller markets.

How It is Used

Advertisers can target different demographic segments by choosing specific stadiums, sports or teams. Leagues, sports and teams can have vastly different demographic make-ups. For instance, the Washington Mystics (WNBA team) tends to draw decision-makers between the ages of 25 and 54, while the Utah Starzz (WNBA team) draws grandmothers.

According to Scarborough, Major League Baseball spectators consist of males (60%) and higher income attendees (61% have HHI of \$50K or higher and 25% make a HHI of \$100K+). According to the Major Indoor Soccer League (MISL), if you want to reach a family-oriented crowd, advertise in their stadiums. They draw crowds who typically come to the games with their families (78% come in family groups).

Depending on the level of advertising bought, exclusivity may be available. Some buys can be seasonal, but other stadiums or teams may require yearly contracts where the ad messages will be seen by attendees of other events held at the venue throughout the year. There may be other promotional opportunities available like kids camps on the weekends and participation in activities taking place at half time or between innings.

Many advertising categories work well in stadiums and arenas. Every category from fast food and athletic wear to insurance has used sport venue media successfully.

How It is Measured

Sports venue impressions are measured using attendance. Sometimes television ratings can be incorporated to estimate when the advertising opportunities are also seen on television.

Markets Available

Most markets in the U.S. have advertising opportunities available in sports venues. Smaller markets may have offerings in high school, smaller college and semi-pro team venues that can be very cost-effective. Larger markets will have both professional and college stadium and arena media.

New Technology

Most large stadiums have digital opportunities available on scoreboards and ribbons. Some sports venues have interactive kiosk advertising options available.

Who Provide the Products

American Collegiate Intramural Sports (ACIS)	<u>http://bit.ly/DOmedia</u> ACIS
ADrail USA	<u>http://bit.ly/ADrailUSA</u>
ADvantage Indoor Advertising	<u>http://bit.ly/ADvantageIndoorAdv</u>
AllOver Media	<u>http://bit.ly/AllOverMedia</u>
Alloy Media + Marketing	<u>http://bit.ly/AlloyMedia</u>
Arena Marketing	<u>http://bit.ly/ArenaMarketing</u>
Arena Media Networks	<u>http://bit.ly/ArenaMediaNetworks</u>
CBS Collegiate Sports Properties	<u>http://bit.ly/CBSCollegiate</u>
Creative Indoor Advertising	<u>http://bit.ly/CreativeIndoorAdv</u>
Entry Media	<u>http://bit.ly/EntryMedia</u>
Graffiti Indoor Advertising	<u>http://bit.ly/GraffitiIndoorAdv</u>
Headlines Indoor Advertising	<u>http://bit.ly/HeadlinesIndoorAdv</u>
InFocus Billboards	<u>http://bit.ly/InFocusBillboards</u>
InStadium	<u>http://bit.ly/InStadium</u>
Johnny Advertising	<u>http://bit.ly/JohnnyAdvertising</u>
JohnnyBoards	<u>http://bit.ly/JohnnyBoards</u>
Lavads	<u>http://bit.ly/Lavads</u>
Mahalo Advertising	<u>http://bit.ly/MahaloAdvertising</u>
NuBoard Media	<u>http://bit.ly/NuBoardMedia</u>
Pacific Media	<u>http://bit.ly/PacificMedia</u>
Red Handed	<u>http://bit.ly/RedHanded</u>
SeeHear Media	<u>http://bit.ly/SeeHearMedia</u>
Sports Media	<u>http://bit.ly/SportsMedia</u>
SportsOhio	<u>http://bit.ly/SportsOhio</u>
Winning Marketing	<u>http://bit.ly/WinningMarketing</u>

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Vasquez, Diego (2010). Your client at small football games. *Media Life Magazine*. Retrieved from http://www.medialifemagazine.com/artman2/publish/Out_of_Home_19/Your-client-at-small-college-football-games.asp

Major Indoor Soccer League

Women's National Basketball Association

Scarborough Research