



# Partnership Opportunities

MISSISSIPPI COAST COLISEUM & CONVENTION CENTER




# Introduction

## WHAT A PARTNERSHIP WITH THE MISSISSIPPI COAST COLISEUM & CONVENTION CENTER MEANS...

When you partner with us, your brand will reach the local community, business leaders, decision makers, event planners, and out of town guests. **Every year over 600,000 of your potential customers attend concerts, trade shows, expos, festivals, fairs and all different kinds of events at the Mississippi Coast Coliseum & Convention Center.** This is your opportunity to reach diverse individuals by positioning your business right in front of them.

### **As a partner of the MS Coast Coliseum & Convention Center, your business will receive:**

- Direct exposure to your target demographic
  - Increased brand recognition
  - Raised local awareness of your business
  - Exposure to existing and potential customers
  - Employee and client incentive programs
  - Unique promotional and cross-promotional campaigns
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# The MS Coast Coliseum & Convention Center offers a wide variety of high-visibility, impactful partnership opportunities.

## **BENEFITS OF THESE PACKAGES MAY INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:**

- Marquee, Arena & Convention Center Messaging
- Event Sponsorship
- Product Displays in Coliseum Lobbies & at MCCC events
- Advertising Inclusion
- VIP Lounge Naming Rights
- VIP Guest and Hospitality Packages
- E-Marketing/Website/Social Media
- Cross Promotional Opportunities with Local Businesses
- Priority Access to Tickets
- Etc... Along with the indicated sponsorship, we are happy to create a customized package to suit the needs of your business.

# DIGITAL SIGNAGE

The Mississippi Coast Coliseum Commission has an electronic marquee/advertising sign on the south entrance of the property on US Highway 90, exposing your message(s) to over 40,000 drivers and passengers daily!

The sign consists of TWO digital boards (facing east & west) at a traffic light. The message center (top digital panel) is utilized for displaying upcoming events at the Mississippi Coast Coliseum and Convention Center, as well as advertising messages for our annual sign sponsors.

The sponsor advertising display (lower electronic board) is utilized for the annual sign sponsors to display their company's logos or advertising trademarks. Sponsor is responsible for advertisement production.



## DIGITAL SIGNAGE MARQUEE TOP SIGN

One (1) video per sequence, three (3) sequence rotations (sponsors can display up to three (3) unique messages).

It can be changed on a monthly basis.

## DIGITAL SIGNAGE MARQUEE BOTTOM SIGN

Up to two (2) different 7 second messages run as part of the sequence.

It can be changed on a monthly basis.

## DIGITAL SIGNAGE CONVENTION CENTER

One (1) ten second video looped on digital board located at main entrance. Digital Wayfinders at each lobby (3) displaying company banner.

It can be changed on a monthly basis.

# ARENA SCOREBOARD

Reach a wide demographic of event attendees with the interior signage package. Spectators travel from North Mississippi, Louisiana, Alabama and Florida to attend exciting arena events. This package includes one panel on each side of the Daktronics center hung scoreboard; one panel on an end scoreboard in the arena and a single fixed panel inside the arena.

## ARENA CENTER SCOREBOARD

Four (4) back-lit 6.5' x 1.5' fixed panels (ONE on each side of center hung Daktronics scoreboard). \*Video advertising on 7' x 9.5' 12mm video board.

## ARENA END SCOREBOARDS\*

One (1) back-lit 4' x 6' fixed panels on end scoreboard.

## ARENA PANELS\*

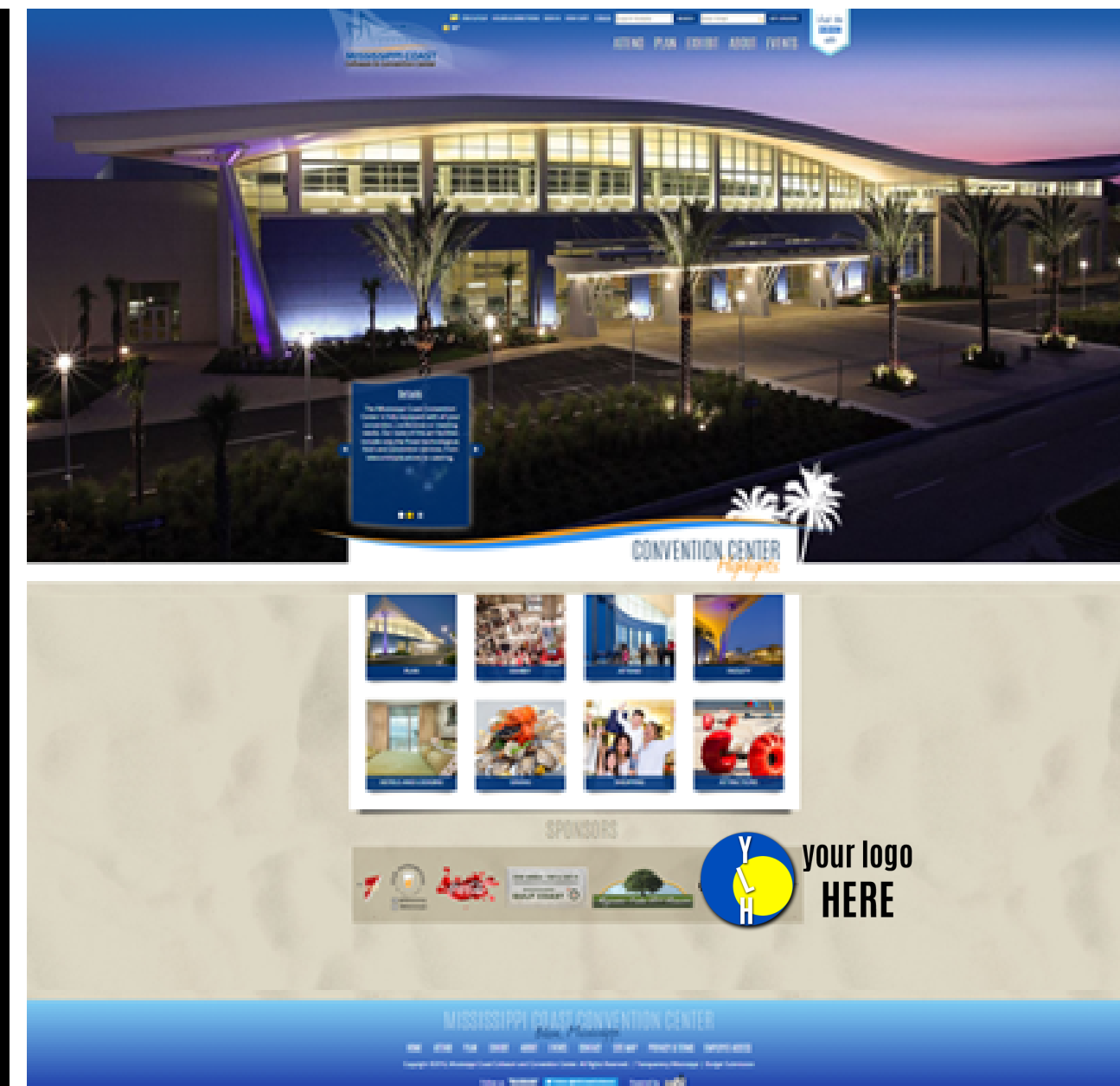
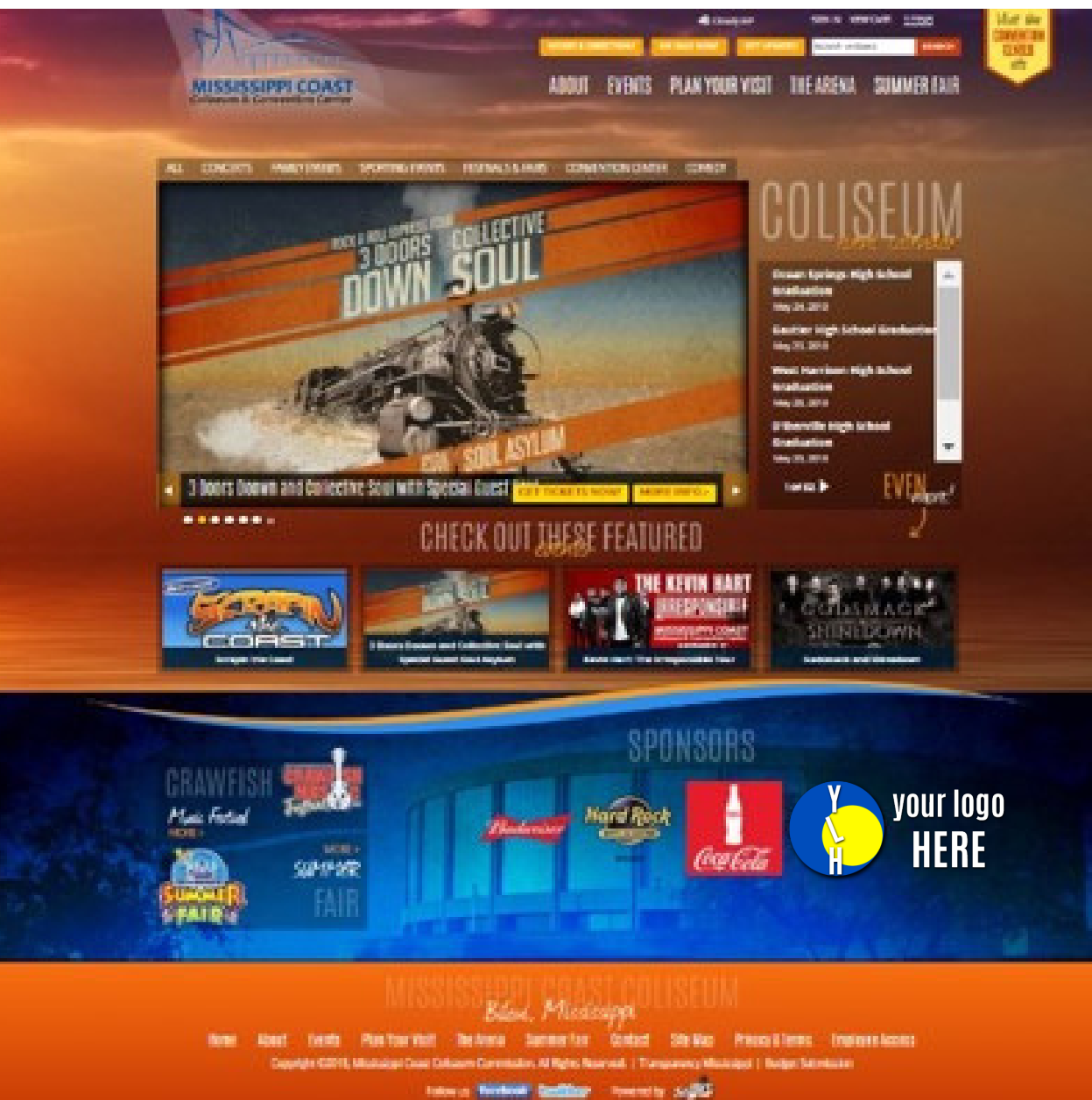
One (1) 12' x 4' fixed back-lit arena sign or two (2) 8 x 3' fixed back-lit arena signs.

Not pictured\*



# WEBSITE HOMEPAGE

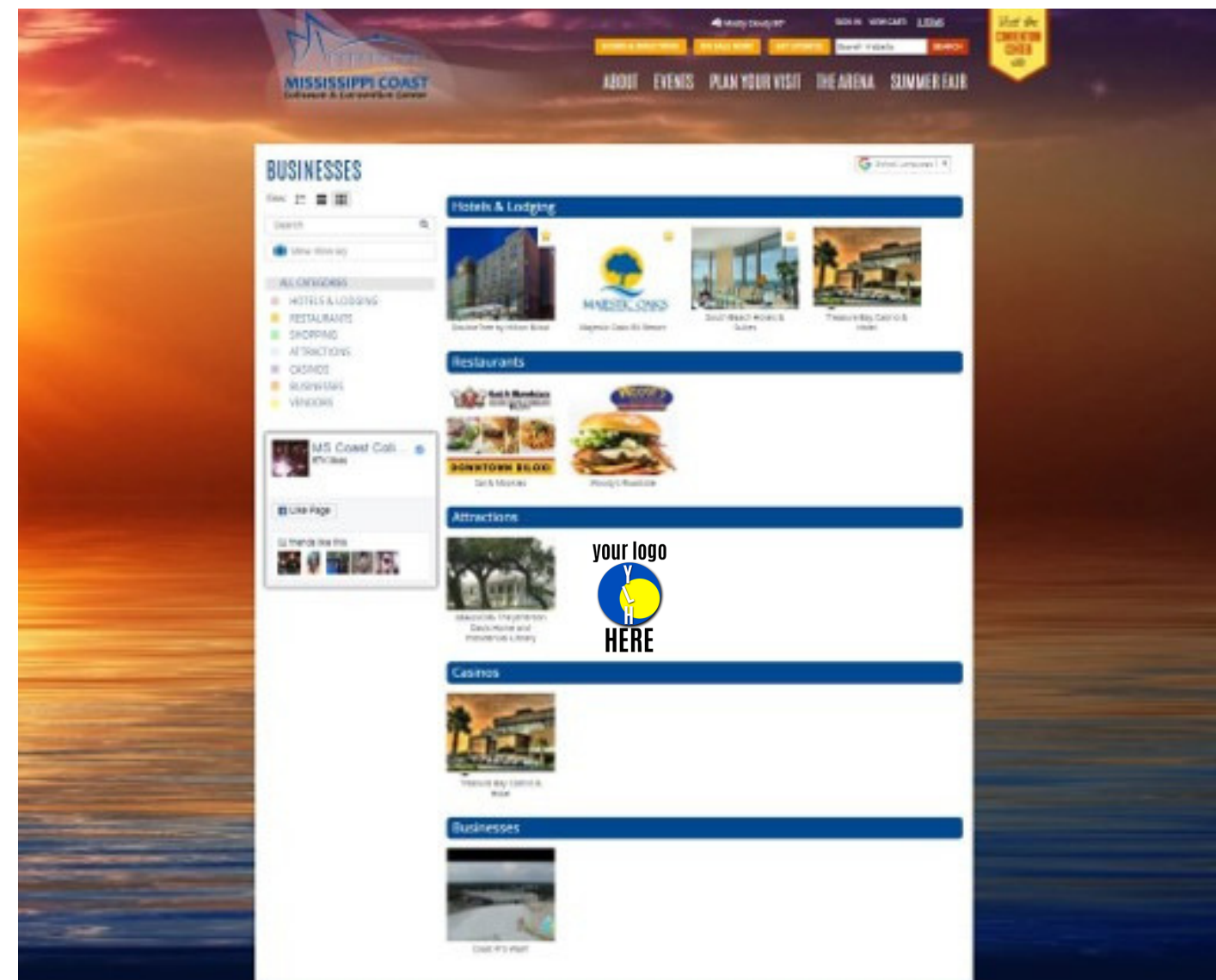
With over 35,000 monthly site visits, our website puts your brand in front of a diverse customer base. Our unique events attract attendees within a 400 mile radius. The digital media package includes a linkable logo on the homepage of both [www.mscoastcoliseum.com](http://www.mscoastcoliseum.com) and [www.mscoastconventioncenter.com](http://www.mscoastconventioncenter.com) as well as our mobile app.



**HOMEPAGE LOGO**  
Links directly to company website

# WEBSITE FEATURED BUSINESS LISTING

Gain maximum exposure as a preferred business on both websites with company listings and linked banners. Business listings are categorized and limited to sponsors. Image, description and contact information is available for concert and event goers, meeting planners, exhibitors and Convention Center attendees as well as locals browsing the websites for area information. Listings link directly to your company website. In addition, your business is included on our list of preferred local companies and distributed to customers.



## FEATURED BUSINESS LISTING

Webpage with logo, description and contact information that links directly to company website.

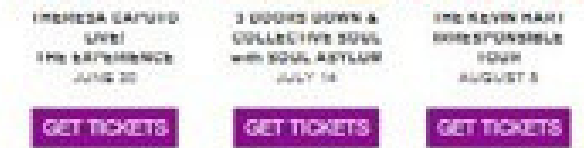
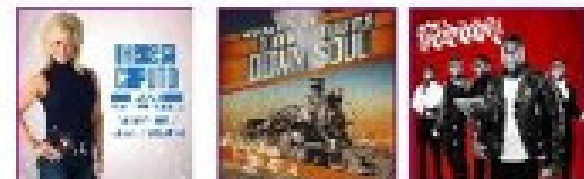
# EMAIL

The Mississippi Coast Coliseum collects marketing data via Ticketmaster and our WiFi gateway.

Over 105,000 potential customers receive weekly e-blasts announcing upcoming events and special offers.

## E-BLASTS

As a digital marketing sponsor, your company logo is included in the footer of each e-blast and is linkable directly to your website.



# PRINT

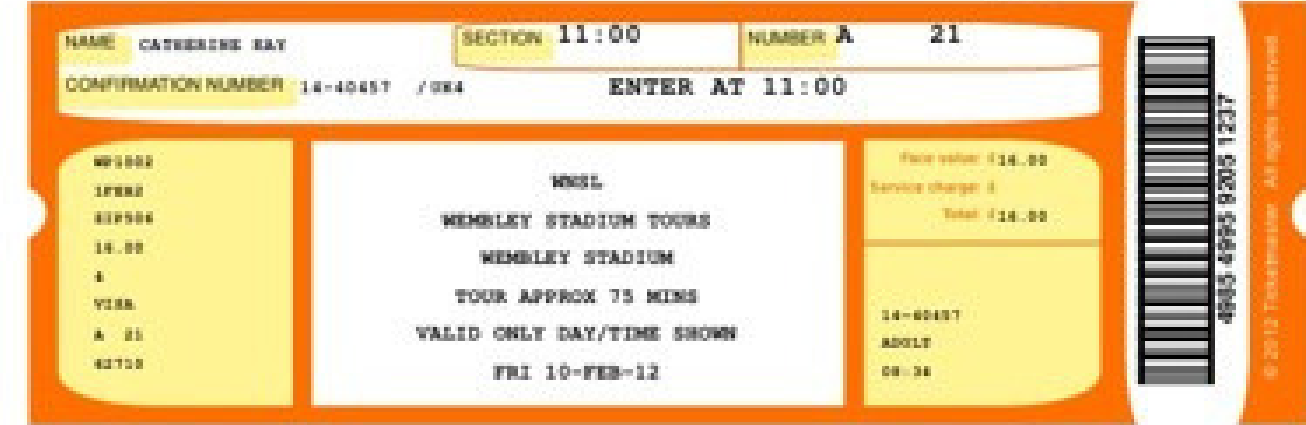
Expand your brand by including your company logo, advertisement or coupon on every event ticket printed by our customers.

## TICKETFAST

Company logo, advertisement or coupon included on every event ticket purchased and printed by customer.

ticketmaster®

This is your ticket  
Present this entire page at the event



## BEWARE OF SCAM TICKETS SITES

1 in 12 people are scammed by fake ticket websites. Don't be one of them. Before you buy, check it.



## my|ticketmaster

Keep up-to-date with your favourite events - Log in to your My Ticketmaster account and customise your Alerts.

When you agreed to purchase this ticket, you agreed to the terms and conditions of sale as set forth at <http://www.ticketmaster.co.uk/legal/purchase.html>. In particular, you are reminded of the following:

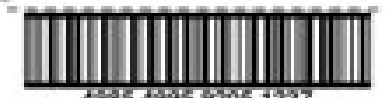
- Please check your tickets, as mistakes cannot always be rectified.
- Tickets cannot be exchanged or refunded after purchase unless the event is cancelled. Ticket holders for a cancelled event will be offered either tickets for a rescheduled date (subject to availability) up to the face value of the original tickets or, if the ticket holder is unable to attend the rescheduled event, a refund of the ticket face value plus the per-ticket booking fee. Written claims for refunds should be sent to the point of purchase, enclosing the unused tickets, no later than 28 days for the date of the cancelled event.
- Unlawful resale or attempted unlawful resale of a ticket is grounds for seizure or cancellation of that ticket without refund or other compensation.
- Tickets may be restricted to a maximum number per person. We reserve the right to cancel tickets purchased in excess of this number.
- The promoter, venue management and Ticketmaster accept no responsibility for any personal property.



Also available from leading high street retailers including WHSmith, Sainsbury's and M&S.



The barcode only allows one entry per scan. Unlawful duplication of this ticket may prevent your admittance to the event. Unlawful resale (or attempted) is grounds for seizure or cancellation without refund or compensation.



Keep this ticket in a safe place as you would money or regular tickets. Ticketmaster is not responsible for any losses or damage caused by unauthorised duplication. In the event that duplicate copies appear, the issuer reserves the right to refuse entry to all ticket holders and may credit the original purchaser the face value, which will constitute full reimbursement. The event date and time is subject to change without notice.

Thank you for choosing TicketFast®



# OPPORTUNITY IS ENDLESS

STAND OUT!

We can create "high visibility" for your brand with unique ways to stand out in front of hundreds of thousands of your potential customers.



STAIR RISERS

BARRICADE COVERS

CHARGING STATIONS  
FULL CUSTOM WRAPS AVAILABLE

LIGHT POLE BANNERS

# VIP Lounge

**COMING SOON!**

**NAMING RIGHTS & VIP SUPPORTING SPONSOR  
OPPORTUNITIES AVAILABLE**



# Let's make this work.

WE LOOK FORWARD TO WORKING WITH YOU TO HELP  
REACH YOUR GOALS, SO LET ME CREATE A CUSTOM  
PROPOSAL FOR YOU!

[LARTHUR@MSCOASTCOLISEUM.COM](mailto:LARTHUR@MSCOASTCOLISEUM.COM)

