






# THE POWER OF BRAND EXPOSURE AT KFC YUM! CENTER FOR ONLY \$29,000



## TIME WELL PURCHASED

	Annual Events.....	120
	Annual Attendance.....	1,000,000
	Annual Impressions.....	2,700,000

**\$10.75 CPM | \$29,000 Total | \$250 /Event**

\*Venue historical averages



### DELIVERING NEW CUSTOMERS

3 out of 4 fans considered switching brands to support a sponsor of their favorite sports team.

(Learfield/Turnkey Intelligence, Property Study 2017)



### CAPTIVE AUDIENCES

Break through the clutter and capture the undivided attention of your target audience.







### GUARANTEED IMPRESSIONS

Engage with new consumers over a million times during the course of the year.



## NETWORK OVERVIEW

-  Advertising spot = **15 seconds**
-  Network plays / event = **~125 plays**
-  Network exposure / event = **~32 minutes**
-  Network size = **140 displays**

## INCLUDED EVENTS



**EMAIL LYNN.SALTZMAN@LEARFIELD.COM TO REACH A WIDE, CAPTIVE AUDIENCE OF CARDS FANS!**