



To build awareness for your event or attraction and make it a success, Xcel Energy Center provides complete in-house event promotion and marketing services. Our team is focused on increasing your event's visibility and your bottom line.

## WE KNOW THE MARKET

You will work with market veterans with decades of experience promoting events in the Twin Cities. You can rely on our practical know-how and extensive contacts to implement a creative, original promotional plan, or enhance your own plan to make your event a success.

## WE REACH YOUR TICKET BUYERS

Competition for today's entertainment dollar is intense. Our excellent reputation and established relationships with media outlets allow us to negotiate favorable placement rates with local TV, radio, print and online vendors. We know how to reach your target audience, build awareness, and give your event effective exposure at reduced costs with:

- Established media relationships that consistently deliver 2-1 and 3-1 measured media in Twin Cities DMZ and regional marketing
- More than 2-1 promotional media on paid advertising on event-by-event basis
- Leveraging of event and Minnesota Wild paid media schedules to garner best rates possible on all media
- Local trade bank above and beyond event-specific trade deals
- Database of over 800 radio/TV/print outlets
- Over 300 outlets for trade in Upper Midwest
- Complete in-house, state-of-the-art, multi-media production capabilities for TV, radio, print, and Internet

## WE SELL YOUR EVENT

High visibility and cost effectiveness are key goals for successful entertainment events. We help you achieve this with a wide variety of promotional and marketing approaches to add value and excitement to your event or attraction:

- Aggressive leveraging of NHL's Minnesota Wild and Xcel Energy Center events with local and regional media
- Targeted direct email and text campaigns
- Minnesota Wild guaranteed controlled broadcast with KSTP and WCCO 50,000 Heritage News Talk AM (CBS Radio) inventory to promote Xcel Energy Center events
- Event promotion on state-of-the-art exterior electronic marquee and message boards
- Showcasing of event on Xcel Energy Center web site (xcelenergycenter.com) with links to client sites
- In-arena promotion during Minnesota Wild games and other arena events
- Street team—poster and flyer crew—at major festivals and events

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