



FAN FEST SCOTTSDALE

Home of the ESPN Live Broadcast

January 26 – February 1, 2015
Sponsor and Partnership Opportunities



7 DAYS of Food, Fun and Entertainment adjacent to
Scottsdale's best shopping and dining destination, Fashion Square



Fan Fest Scottsdale lets you experience all the best parts of the pre-game party beginning with a fan rally that kicks off seven days of fun. Join in for great food and drink, live broadcasts, fun photos, sizzling competitions and more!



Jan. 26 – Feb. 1, 2015



Hosting the Big Game is Big Impact For All



80% attendees out of state

90% arrive via plane and stay an average of **4 nights**

and ...

an expected **200,000 visitors**

without game tickets arrive just to share the experience

2008 game played in Arizona generated more than

\$500 million in economic impact

Visitors spent an average of **\$617** a day



The PGA Brings Even More Visitors

This same week, **Scottsdale** plays host
to the Waste Management Phoenix Open

More than **Half a Million** spectators

2014 saw the Largest PGA event attendance ever:

563,008

Saturday's attendance alone was **189,722**
more visitors, more spending, **more opportunities**



Scottsdale and Scottsdale Fashion Square Both Reach **TOP Consumers**

Scottsdale

Visitors*

8.6 million with a median income \$100,000
\$2.9 billion impact

Residents**

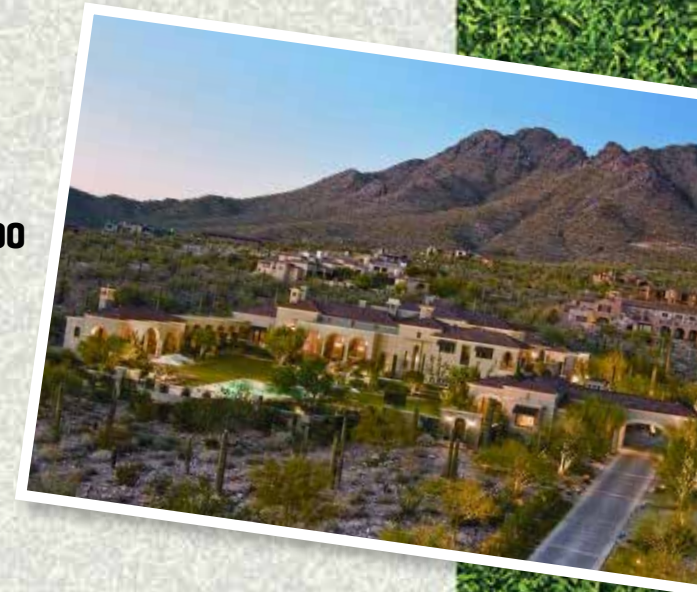
1.3 million
Two-thirds white collar
Age 37.8

Fashion Square

#7 US Shopping Destination***

11 million annual shopper traffic
2.2 times average industry expenditure

*2010 **Scottsdale Fashion Square Trading Area ***Forbes



Fan Fest

is Where The Experience Is!

ESPN is **Broadcasting Live** from Fan Fest Monday through Sunday including **Sports Center, NFL Live, The Herd, NFL Countdown** and more!

Huge brand strength:

98% of Americans have heard of the ESPN brand

93% of Americans are familiar with the ESPN brand

Tremendous loyalty:

113 million fans use an ESPN property each week

63% of men use ESPN media each week

85% of avid sports fans use ESPN each week

ESPN is the **#1** brand in sports*

And has been men's favorite TV network since 1998

Fan Fest Scottsdale

will be the GO TO place for sports fans coming to and living in the greater Phoenix area

*ESPN Brand Reach Study 2012



Driving Fan Fest Attendance

\$2.2 Million in Media Value

Print

Holiday issues of Where,
So. Scottsdale, Arizona Foothills
and Phoenix Magazine



Additional Scottsdale Convention
and Visitors Bureau Print

30,000 impressions

**Program
Guide**



Social Media



Mobile App

Home of the ESPN Live Broadcast



Radio and TV Spots



More...

Driving Fan Fest Attendance

\$2.2 Million in Media Value

**Online Website
and Web Links**
200,000 unique visitors



**Email
Blast**
**80K Per
Email**



**Mall banners, digital
displays and signage**
14 million impressions
10 Phoenix/Scottsdale area
malls plus Chicago, Wash DC,
Portland, Los Angeles, New
York and Denver



**Phoenix Sky Harbor
International Airport**

**1,000,000
impressions**



Hotels Lobby Signage
Hotel drop 12,000 rooms plus
lobby signage at 70 hotels



Overview

**More than 2 acres of specialized food,
fun and entertainment...**



Let's Get the Party Started!

-  **Fan Rally**
-  **Activities for the Family**
-  **Competitions**
-  **Food & Drink**
-  **Photo Booth**
-  **Fashion**
-  **Private Parties**



Kick-Off Fan Rally

Presenting or Platinum Level Sponsor

Great
Food &
Drink



Videos
Highlighting
the Best of
Football



Give
Aways &
Raffles



Monday, January 26th
Time TBD
30,000 attendees

Everyone is invited to kick-off the Fan Fest Scottsdale fun as we cheer on our favorite team and our favorite city, Scottsdale! From videos of memorable games played in Arizona to great food and drink and a few surprise appearances, this is a rally that will have everyone cheering!

Activities
& Fun for
the Whole
Family

Cheerleaders
& Mascots



ESPN
Live
Broadcast



The Brand Beverage Pavilion

Presenting or Platinum Level Sponsor

Central to the FanFest Scottsdale experience is the Beverage Pavilion where fans will gather from early morning into the night while enjoying a variety of experiences from a super breakfast bar to start the day and a nightcap lounge to end it. In between, fans will be treated to mixology demos and culinary competitions all the while enjoying the ambiance of the Brand Beverage Pavilion.

This Gold Level Sponsorship includes significant signage and media as outlined in the Sponsor Opportunities pages and can be further customized depending upon the brand goals.



Mixology
Demos

Premium
Beverages



Super
Breakfast
Bar



Dessert
& Coffee
Bar



Culinary Quest at Fan Fest

Silver Level Sponsor

**Super
Wings
Competition**



As we search for the best of the best, each day will host at least two culinary events in partnership with FanFest Scottsdale sponsors.

The events will be customized to the brand(s) and will include additional display, media and brand ID as noted on the Sponsor Opportunities pages Silver Level.

Examples of the culinary competitions and demonstrations that are currently conceived:

**Best
Tailgate
Nachos**



**Tailgate
Party
Demo**



**Sushi
Demos**

**Competition Featuring
Cuisine of
The 2015 Super Bowl
Teams' Home Cities**



Celebrity Chef Ben Ford



As our spokes-chef for the culinary events, Chef Ben Ford brings an expertise and quality level fitting the FanFest Scottsdale experience. Ben will bring local chefs and resources as well as providing celebrity that fans and sponsors love.

- National presence: American Chef Corps, Iron Chef
- Culinary expertise: Leader of the gastropub and snout to tail concepts. Popular and successful restaurants in Culver City, LAX and soon Downtown Los Angeles.
- Noted author: His Taming the Feast cookbook has been met with rave reviews from noted chefs, food experts and now the public.



Fans of Fashion

Silver Level Sponsor

Scottsdale Fashion Square is home to top brands and top trends.

Fan Fest Scottsdale taps into that and features an extraordinary fashion event each day.

From resort wear to high-fashion evening attire, events will feature current fashions, great music and even a bit of surprise entertainment. Charity tie-ins will ensure that while we focus on looking good, we can also do good.

Events will be free to the public, but will also feature a limited number of VIP tickets with priority seating, at table bar service and special complimentary gift bags.

Additional information is available on the Sponsor Opportunities page.



**VIP
Tickets
with Priority
Seating**



**Top
Brands**



**NFL
Wives
Fashion
Show**



**Charity
Tie-Ins**



**Great
Music**



Extreme Fun for the Entire Family

Presenting or Platinum Partner

On-going events throughout the 7 days

Adults, teens and kids alike can show off their courage and their skills in the Fan Fest Festival Zone!

This is an opportunity for an activation within the activation. With 10,000+ square feet and opportunities for sponsoring all or part.



**Fan Fest
Action
Zone**



**Entertainment
Stage**



**Family Fun
for Kids &
Adults**



Coaches' Challenge: Fan Competition

Platinum or Gold Level Sponsor

Competitions each day: Finals Saturday January 31, 2014

Randomly selected contestants compete in a 4-part challenge to see who can drive, pass, punt and putt the best. The winner from each day competes in the finals for a cash prize or trip to the 2016 Super Bowl!

Prizes
& Give
Aways

Competition
held
each day

Open to
the public
to try their
skills

Finals
on
Sunday



Bunny Bowl

Gold or Silver Level Sponsor

Local &
National Media
Importunities

Following on the heels of the Puppy Bowl, Fan Fest Scottsdale hops on board with the first Bunny Bowl. This family-friendly entertaining event benefits the many rescue rabbit charities within the Phoenix/Scottsdale area and provides a fun alternative to The Big Game.

The event spans the week prior to the Super Bowl with mini bowls taking place each day leading up to the Sunday morning finale.

Presented by a gold level sponsor and supported by silver level partners, the bunnies are enticed with carrots on a stick to hop across the goal line and score one for the hutch!



BUNNY BOWL



Corporate Hospitality

Gold Level Sponsors and Above

Host your customers or employees for brunch, lunch or cocktails in a private tented area with easy access to all the Fan Fast Scottsdale activities.

Custom
Menu
Options



Fully
Staffed



Entertainment
Options



Fan Fest Scottsdale



Preliminary Activation Map



Don't Miss Out on Scottsdale's Best Party!

For additional information, please contact

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www.macerich.com/fanfest2015
www.fanfestscottsdale.com

