



EVENT MARKETING

The Allen County War Memorial Coliseum offers a full-service event marketing and media relations department to assist you in marketing your event to an audience of prospective ticket buyers and guests. We can provide comprehensive marketing plans and media buying, as well as, promotion and trade negotiation. Or, we can just answer a few questions to help you make the most out of your marketing budgets.

Contact Katie Schwartz, Marketing & Media Coordinator, at 260.480.3709 to start marketing.

WHAT WE DO...JUST BECAUSE

DIGITAL, SOCIAL & MOBILE

Website: www.memorialcoliseum.com with 60,000+ unique visitors per month on average

We are active across multiple social platforms and we love great content to share about our events.

Help us, help you. Connect with us!

- www.facebook.com/acwmc
- www.twitter.com/acwmc
- www.instagram.com/acwmc

Subscription based email and text alerts are also available to promote events and administer contests.

NEWSLETTER

We publish three newsletters a year and mail them to a list of subscribers for free. It's also available via email to our alert subscribers and social platforms. They are also available free of charge in our lobby. We publish issues on January 1, April 1 and October 1, with deadlines falling 3 weeks prior.

OUTDOOR MARQUEE

Our 2-sided outdoor LED marquee is near the corner of Coliseum Boulevard (US 930) and Parnell Avenue at the Northwest edge of the complex, with 65,000+ vehicles daily.

ARENA SCOREBOARD

During our sports season, we can play your TV commercial on the center-hung scoreboard during intermissions and halftimes of Komets and Mad Ants games. **SPECS:** *uncompressed .AVI video file required*

BUILDING TELEVISIONS

With over 100 television monitors throughout the building, we reach the captive audiences by promoting upcoming events in a slideshow format.

MEDIA RELATIONS

Each week, we send a calendar of public events “press release” out to a list of local, state and regional media across all platforms. Additionally, we can send out event-specific press releases as-needed for event announcements and ticket on-sales. We can also help arrange print and radio interviews, as well as, advance media tours.

ARTWORK NEEDED: High quality, original artwork (Vector art appreciated) can be accepted and we can design to the various sizes and configurations on web and social. **WE ALSO HAVE A SET OF PHOTOSHOP TEMPLATES FOR YOU TO DESIGN GRAPHICS AND PROVIDE THEM TO US.**

CASH, TRADE & PROMOTION

We can provide these buying and negotiation services at no additional cost.

TELEVISION

Network Affiliates - CBS, ABC, NBC, CW, MyTV, FOX

Comcast Cable (Fort Wayne, Warsaw, South Bend, Mishawaka, Elkhart, Muncie, Marion, Indianapolis)

RADIO

A full array radio formats are available in the market:

Contemporary Christian, Public Radio, AM/FM Talk, Sports Talk, Country, Adult Contemporary, Active Rock, Alternative, Classic Rock, Classic Hits, Urban, CHR etc.

NEWSPAPER

- *Fort Wayne Newspapers - Journal Gazette (morning daily) and News-Sentinel (afternoon daily)*
 - ***We have contract rates that can save you money off open***
- *Whatzup - weekly, free entertainment newspaper with local coverage*
- *El Mexicano – area’s largest Spanish language publication, reaching the large Hispanic population*
- *Ad-Net - buying service that reaches 9 outlying area counties with smaller local newspapers*

OUT OF HOME

Traditional and Digital Billboards, Bus Hut and Transit Signage, Mobile Digital Signage, Cinema, etc.

Contact Katie Schwartz, Marketing & Media Coordinator, at 260.480.3709 for more information regarding any of the above advertising mediums or services that the Memorial Coliseum can provide.

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