

Event Marketing Services

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 budget.

WHAT WE DO...JUST BECAUSE

DIGITAL, SOCIAL & MOBILE

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

- Events featured on website homepage, events calendar, and two banner advertisements.
- Each event has its own dedicated page with details, ticket prices, and a ticket link.

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

ALL ACCESS ALERTS: Emails sent to over 200,000 subscribers to announce presales, onsales, special offers, and more.

DIGITAL NEWSLETTER: A monthly e-newsletter sent to our email subscribers featuring upcoming events and venue updates.

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 passing daily.

ARENA SCOREBOARD: During our sports season, we can play your TV commercial on the center-hung scoreboard during intermissions and halftimes of Komets, Mad Ants & Mastodons games. SPECS: uncompressed .MOV or .MP4 video file required.

CLOSED CIRCUIT TELEVISIONS: With over 150 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 outlets 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.

CASH, TRADE & PROMOTION

To receive list of local media outlet sales representatives, contact our Marketing Communications Coordinator.

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

TELEVISION

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

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

RADIO

A full array of radio formats are available in the market:

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

NEWSPAPER

- *Fort Wayne Newspapers* - Journal Gazette (morning daily)
- *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, Mall Advertising Panels, Digital Indoor Ads, Cinema, etc.