



MARKETING AND PROMOTIONAL OPPORTUNITIES

The Norton Healthcare Sports & Learning Center marketing team is excited to help you promote your event, and we have provided a list of several available assets to assist with that. In addition, we are able to help you negotiate and execute media buys, in-venue and offsite contests and giveaways, street team distribution and group sales offers.

ON SITE

DIGITAL

OUTDOOR TRACK SCOREBOARD

Size: 640px X 368px

INDOOR TRACK FULL SCOREBOARD

Size: 1856px X 540px

INDOOR TRACK CENTER SCOREBOARD

Size: 960px X 540px

INDOOR LOBBY SOUTH SCOREBOARD

Size: 800px X 438px

MAIN CONCOURSE VERTICAL LED DISPLAYS

Size: 1080px X 1920px

INDOOR TRACK LEFT & RIGHT SCOREBOARD

Size: 448px X 540px

Color Mode is RGB and Format is JPEG | Resolution 72 DPI | Please include *date* and *venue* in artwork.

PRINT

BOX OFFICE POSTER

Size: 24" X 36"
Bleed: None

PLAZA POLE BANNERS

Size: 28" X 60"
Bleed: 1" at top and bottom

POP-UP BANNERS

Size: 31.5" X 83.25"
Bleed: 6" at bottom
[overall height becomes 89.25"]

Offered based on availability of space. *Additional printing fee applies.*

Color Mode is CMYK and Format is PDF or PSD | Resolution 150 DPI | Please include *date* and *venue* in artwork.

WEBSITE & SOCIAL

EVENT IMAGE

Size: 1200px X 500px

EVENT THUMBNAIL

Size: 570px X 365px

INSTAGRAM & FACEBOOK SOCIAL POST

Size: 1200px X 1200px

FACEBOOK COVER IMAGE

Size: 851px X 315px
If possible, please keep text graphics within 640px X 360px for mobile displays.

SPOTLIGHT IMAGE

Size: 380px X 250px

INSTAGRAM & FACEBOOK STORIES

Size: 1080px X 1920px

TWITTER

Size: 1600px X 900px

Color Mode is RGB and Format is JPEG | Resolution 72 DPI | Please include *date* and *venue* artwork.

EMAIL MARKETING & PUBLIC RELATIONS

We are happy to produce the following e-blasts for your event for an additional fee.

- Presale
- Special Offers (two max)
- Last Chance to purchase tickets
- Two-day email to all ticket purchasers
- Thank you for attending to all ticket purchasers

EMAIL IMAGE

Size: 1200px X 450px
File Size: Under 400K
Format: JPEG

Working regularly with Louisville area media, Norton Healthcare Sports & Learning Center will assist with media outreach press release distribution, promotional events, and manage all on-site day of show media.

CONTACT

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