



SAINTS

SMALL BUSINESS PARTNER





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ASSOCIATION



PARTNER CREST

All Small Business Partners are entitled to use of the team's most important IP, in the form of a Small Business Partner logo. Utilising this significantly strengthens a brand's alignment with the team and hugely increases credibility in the local business community.



WEBSITE PARTNER PAGE

Each Small Business Partner's brand will be featured on a dedicated partners section of the team's official website, inclusive of a hyperlink to each Small Business Partner's website.



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BRANDING



ENDZONE/SIDELINE LED

Feature alongside all Small Business Partners on the Endzone/Sideline LED each quarter. Market your brand and showcase your partner status to the fans inside Caesars Superdome each and every regular season home game.



GAMEDAY RUNDOWN

Your brand will be presented during the Gameday Rundown, at a designated game each season. You'll be announced as a Small Business Partner, as well as featuring on selected stadium-bowl platforms.



*Example content

SOCIAL CONTENT

Digital branding platform that offers exposure away from the sporting venue. Engage with the dedicated sports fans following the official New Orleans Saints social media channels.



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EXPERIENTIAL



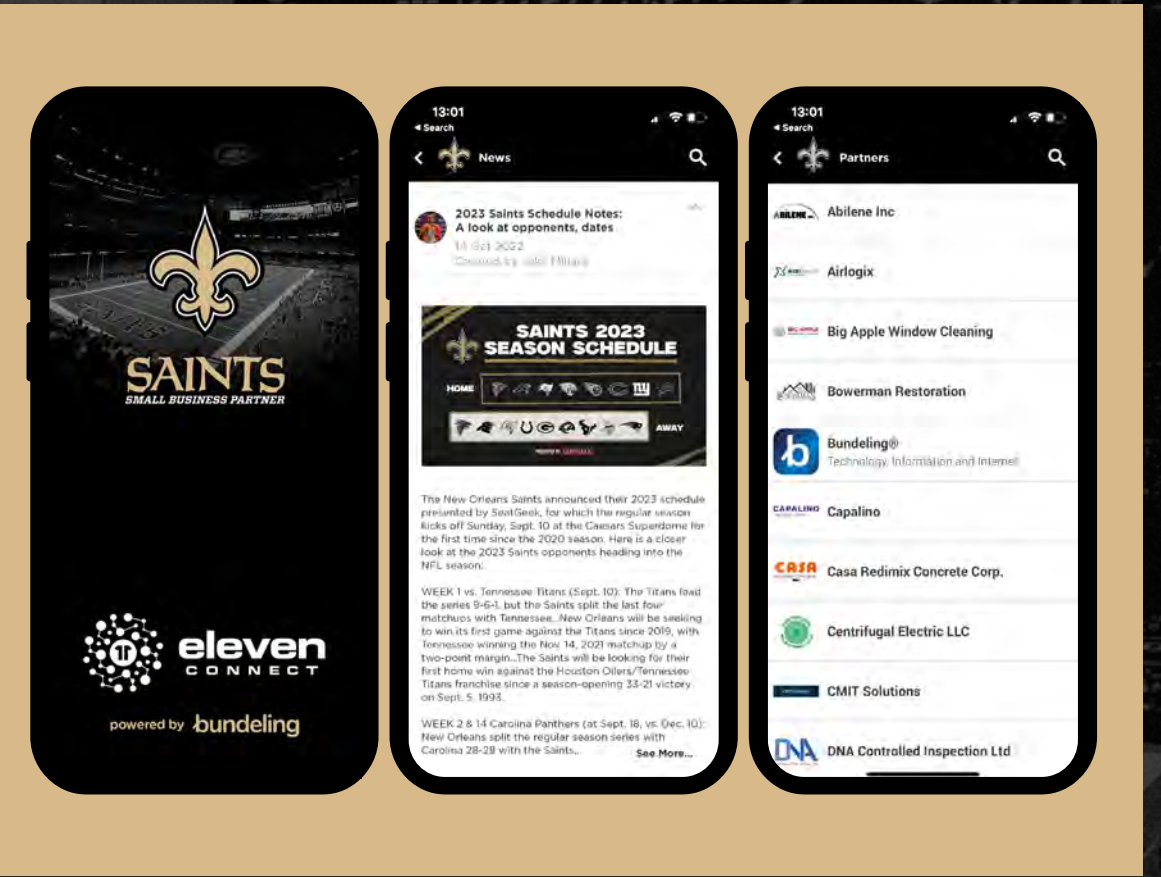
GAMEDAY TICKETS

Whether you want to celebrate with family and friends, treat hard working members of staff, or impress corporate clients, all Small Business Partners are granted use of lower-bowl gameday tickets, at a selected game.



PARTNER EVENT

Interact and connect with fellow Small Business Partners at a unique partner event. Opportunity to generate new business whilst also connecting with potential service providers.



Eleven connect brings the event experience to a digital community 365 days a year. It delivers exclusive content, regular updates, event invites, instant messaging, and a B2B marketplace for Small Business Partners.



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ACTIVATION



PARTNER CHANNELS

Dedicated channels across LinkedIn, Facebook and Twitter operated by Eleven on behalf of New Orleans Saints and the Small Business Partners designed to promote partners to a local B2B and B2C audience all year round.



PARTNER ANNOUNCEMENT

We tailor partner announcements to maximise engagement and impact. Via the dedicated partner channels, the announcement will reach a new and captive audience.

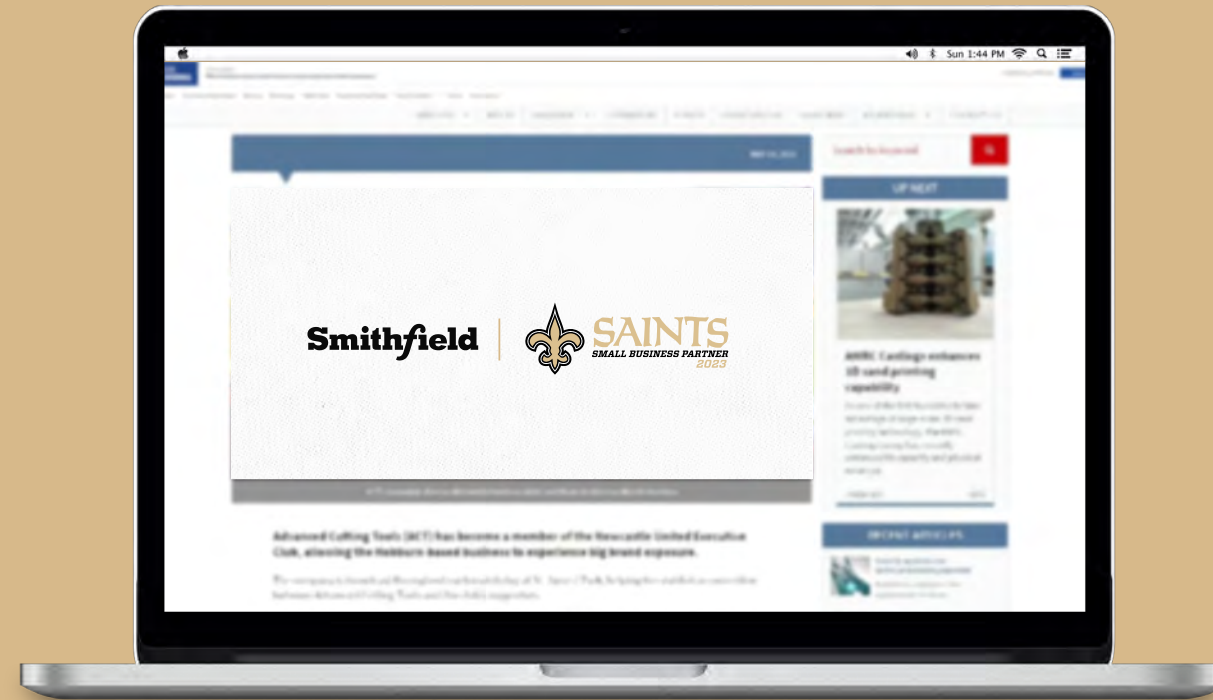


PARTNER IMAGES

We provide professional photography of Small Business Partner branding throughout the season, delivering a suite of post-ready activation imagery tailored for all digital and social platforms.



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PARTNER EDITORIAL

Eleven's activation team will produce a bespoke editorial piece about your business, services and products designed to reach your target market across the local area.



CAMPAIGN REPORT

At the end of every season, Small Business Partners are provided with a full and detailed campaign performance report. We demonstrate the value, highlight the benefits of each service and product, and identify potential scope for development.



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