

US Soccer
Send-Off Series
USA vs NIGERIA



Cooperative Effort

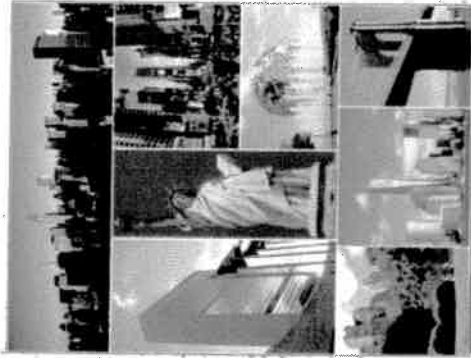


The collaborative partnership of SMG Jacksonville, the Jacksonville Jaguars and the City of Jacksonville made this event a reality.

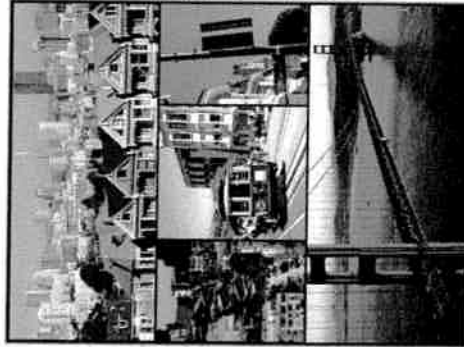


Put Jacksonville on the Map!

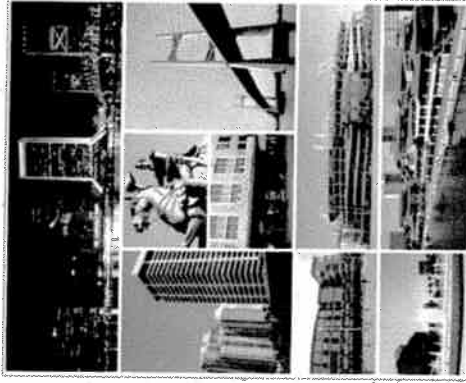
NEW YORK, NY



SAN FRANCISCO, CA



JACKSONVILLE, FL



Jacksonville should be proud to be mentioned alongside NY and San Francisco as a destination city and the final game of the US Soccer Send-Off Series.



Worldwide Viewership

The FIFA World Cup is the most watched sporting event in the world. As the final send off game before the preeminent event in sports, we will be capturing a global audience.

TV Ratings from ESPN World Cup
Qualifying matches, 2013:

- USA vs. Mexico 2,385,000 Viewers
- USA vs. Panama 1,436,000 Viewers
- USA vs. Mexico 1,191,000 Viewers
- USA vs. Brazil 1,128,000 Viewers

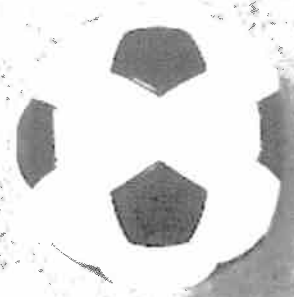
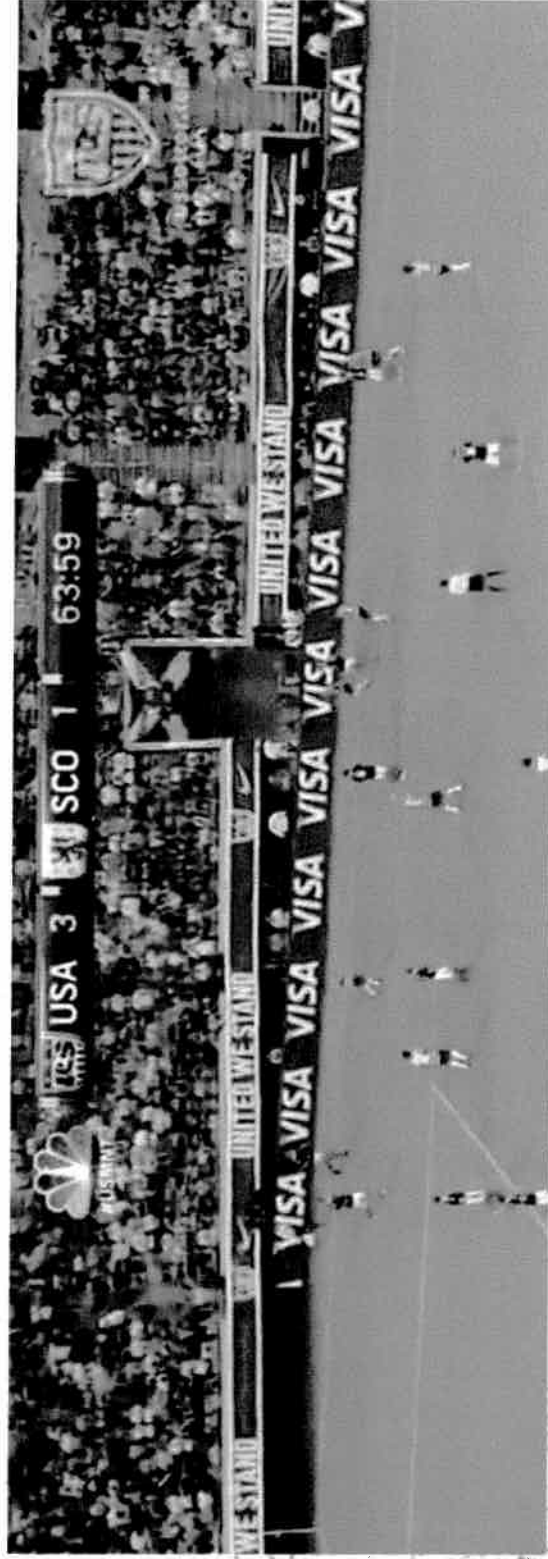


RATINGS FOR USA-MEXICO QUALIFIER SHATTER
RECORDS

Source: Nielsen, March 27, 2013. For USA, Colombia



Guaranteed Exposure

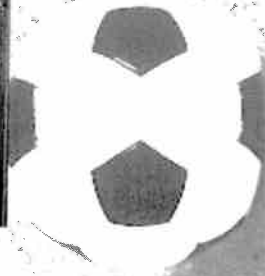
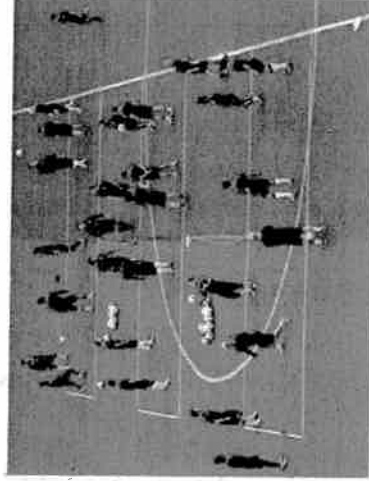


- Game to be aired live June 7th at 6pm on ESPN.
- One minute ad from the sideline LED Board at each game (San Francisco, New York, and Jacksonville).
- Tremendous opportunity for Jacksonville messaging on a national and international stage.



Media Attention

Media outlets from across the country and the world will be on hand the week leading up to the game as the US team will be here training and making final preparations for the World Cup.



Economic Impact:

- \$8 – \$10 million dollars
- 60,000+ expected attendance
- 20,000 of those from outside Jacksonville

