

# Under Armour Senior Bowl



Visit  
*Jacksonville*  
Where Florida Begins.  
[visitjacksonville.com](http://visitjacksonville.com)



Learn how at [visitjacksonville.com/meetings](http://visitjacksonville.com/meetings)



# Economic Impact



Visit  
*Jacksonville*  
Where Florida Begins.

- Close to \$20 million is driven back to city, based on 2007 Mobile report
- Moving to Jacksonville, Economic Impact will increase:
  - Larger stadium for increased ticket sales
  - Jacksonville is a more attractive destination
  - We offer ability to package beaches, St. Augustine and Amelia Island
  - Additional Marketing opportunities thru Visit Jacksonville to help increase visitors to city





# Media Exposure



- 60 Print/Wire Service Media outlets
- National & Regional TV Networks/Shows:

CSS

ESPN Outside the Lines

NFL Network

ESPN

TSN Canada

The Football Network

- NFL Network is the most prominent media outlet during the week with:
  - 34 hours of live coverage during the week
    - Including 3-hour live broadcast of game
    - Minimum of 1 hour of coverage per day at practice sessions
    - Nightly hour programs during prime time Monday-Thursday of Senior Bowl week
    - Pre-game show
    - Daily reports on NFL.com
    - Several mobile links

# Jacksonville Impact



- Estimated over 12,000 room nights during week long stay (Minimum 10,000 room nights guaranteed)
  - 900+ NFL personnel including head coaches, general managers, owners, scouts, agents and other office personnel
  - 1500+ people representing media, agents NCAA coaches, financial planners, corporate sponsors, and other professional leagues
- Average length of stay is 4 nights

# Jacksonville Impact



- 60 year history in Mobile
- Looking to create a long history in Jacksonville starting with a 5 year contract:
  - January 22-30, 2011
  - January 28-February 5, 2012
  - January 26-February 3, 2013
  - January 25-February 2, 2014
  - January 31-February 8, 2015
- Hyatt Regency committed as “Host Hotel”
- Opportunity for more than 50 additional hotels to benefit



# Jacksonville Impact



Visit  
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- City needs to replace groups lost in January:
  - State Cheer & Dance
  - FL Fire & Emergency Service Foundation
- Need business during difficult economic times
  - Will produce more jobs
  - Drive business to our restaurants, shops and attractions
- Add to Jacksonville's name as a sports destination



# Community Support



Visit  
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- Visit Jacksonville:
  - \$150,000
  - Sales and Services support
  - Marketing support
- Community Support:
  - Jacksonville Jaguars
  - City
  - JEDC
  - Hotels
  - Venues



# Request



Visit  
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Where Florida Begins.

- \$350,000 annually for 5 year contract
  - January 22-30, 2011
  - January 28-February 5, 2012
  - January 26-February 3, 2013
  - January 25-February 2, 2014
  - January 31-February 8, 2015
- Create another Football Tradition in Jacksonville!

