



THE SPORTS ARENA

# 2025 SUPER BOWL PACKAGES

SUPER BOWL





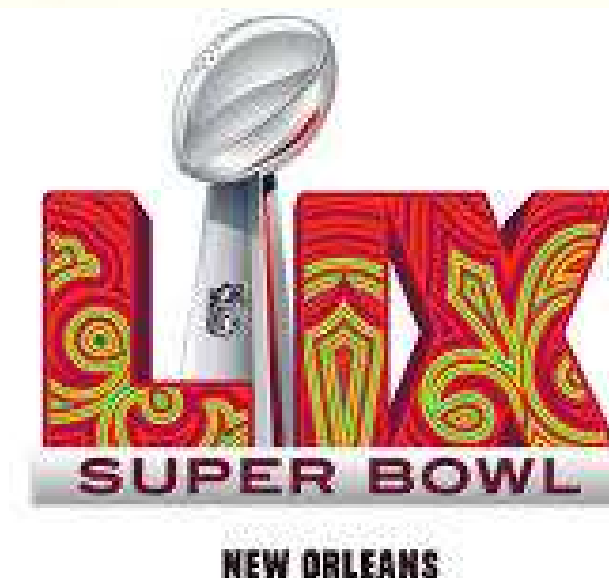
# THE EVENT:

THE SPORTS ARENA HAS BEEN  
SELECTED TO COVER SEVERAL  
EVENTS ACROSS NEW ORLEANS  
FOR THE 2025 SUPER BOWL  
WEEK



# ABOUT:

THE SPORTS ARENA IS A GAME-CHANGING  
PLATFORM THAT EMPOWERS ATHLETES AND  
SPORTS PROFESSIONALS TO ENHANCE THEIR  
VISIBILITY ACROSS SOCIAL MEDIA PLATFORMS.

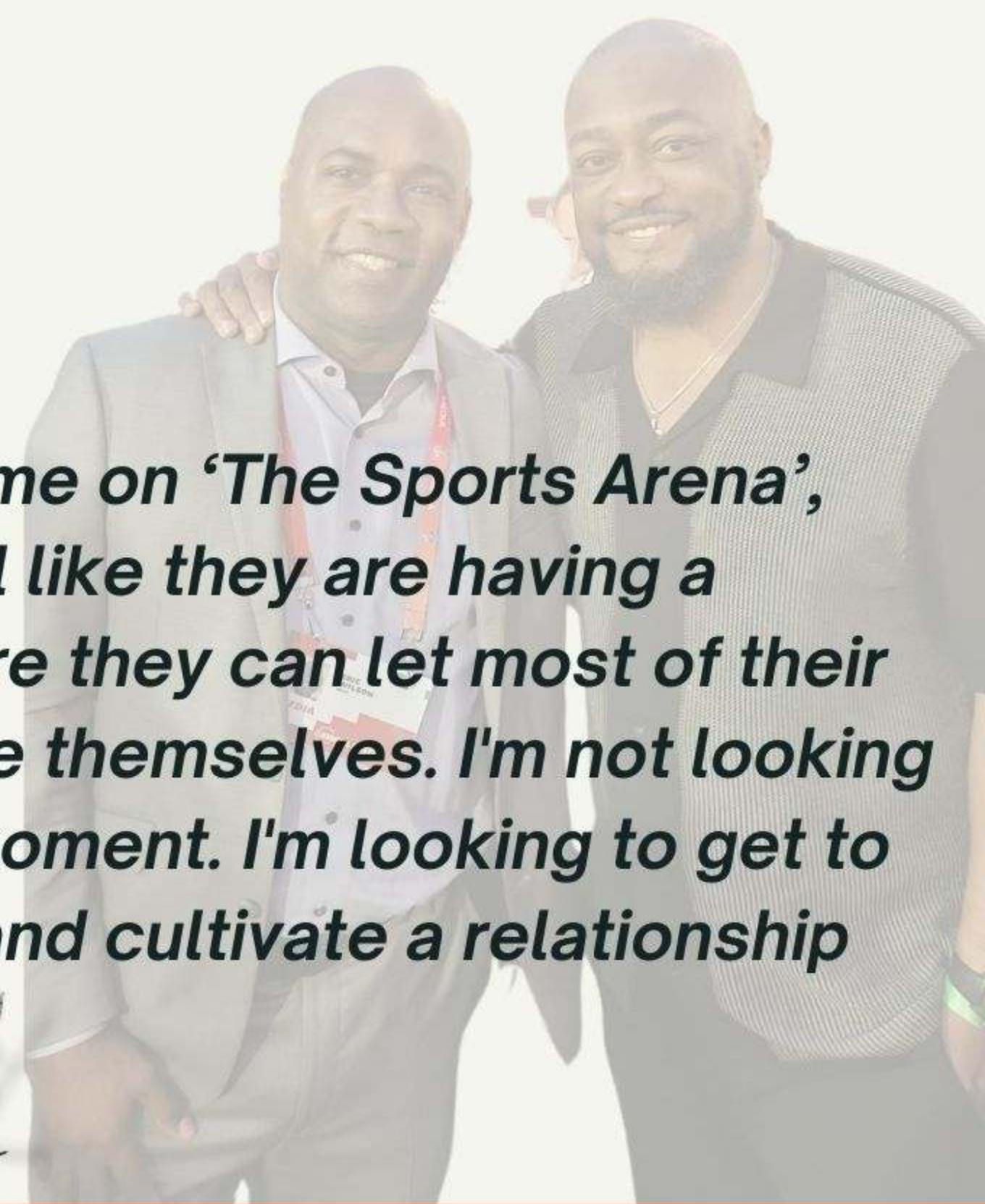






***“When people come on ‘The Sports Arena’, I want them to feel like they are having a conversation where they can let most of their guard down and be themselves. I’m not looking for the “Gotcha” moment. I’m looking to get to know the person and cultivate a relationship with them.”***

A handwritten signature in black ink, likely belonging to Mike Tomlin.



**MIKE TOMLIN**  
PITTSBURGH STEELERS HEAD COACH





# MISSION:



The Sports Arena has spirited, transparent conversations within the sports world. We dive into topics with thoughtfulness and empathy striving to be a voice for positivity. By having uncomfortable conversations, we use our grassroots platform to push for the advancement of all who have been undervalued.



**TONY DUNGY**  
NFL HALL OF FAME COACH



**WALT FRAZIER**  
NBA HALL OF FAME PLAYER



**JASON GARRETT**  
NFL PLAYER & COACH



# EVENTS COVERED:

- NFL COMBINE 2022
- NFL DRAFT 2022, 2016-2019
- SUPER BOWL LV – 2021
- WNBA FINALS - 2021
- NBA PLAYOFFS – 2019



**DIANA RUSSINI**  
AMERICAN  
SPORTS REPORTER

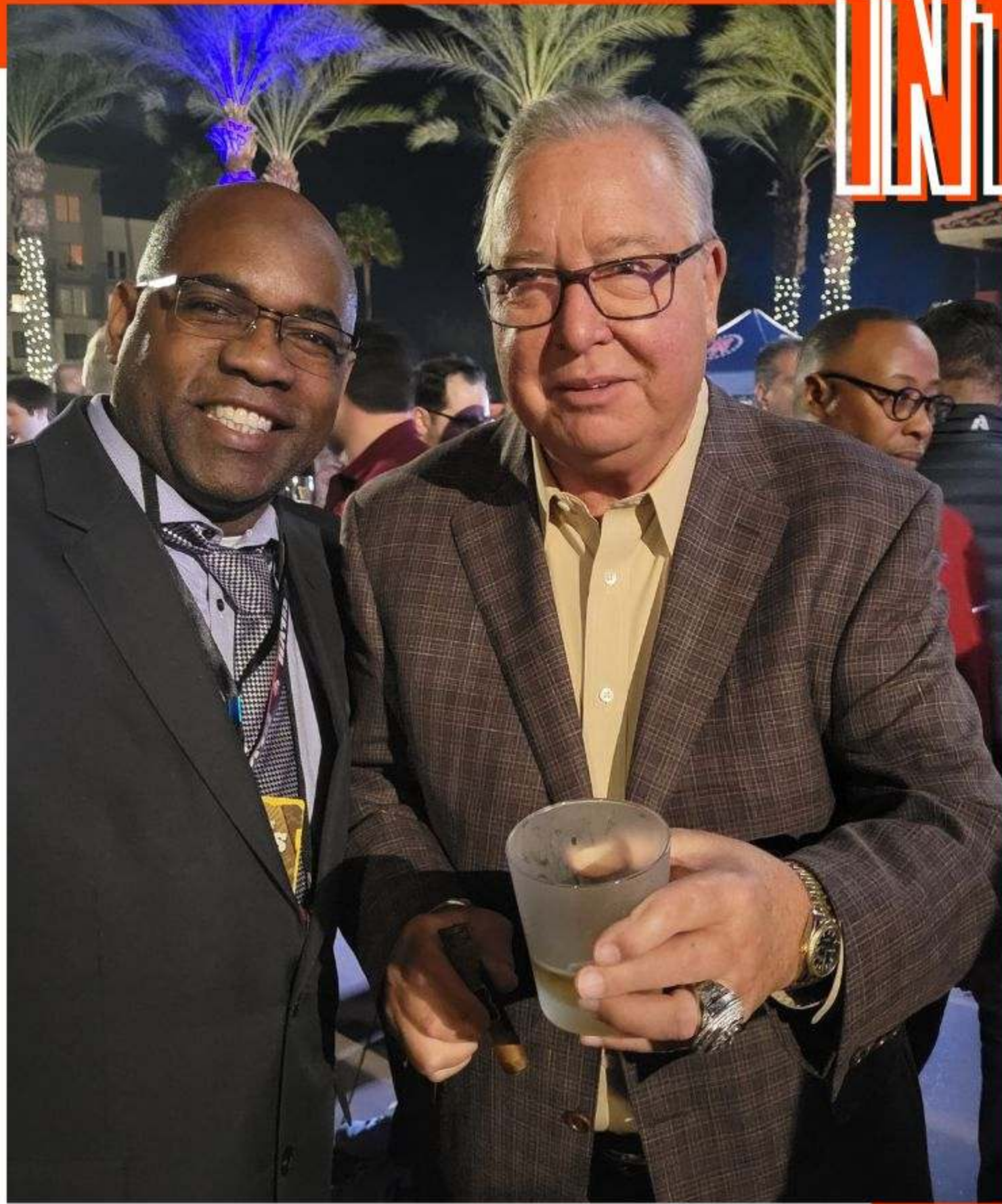
**RASHAD JENNINGS**  
FORMER  
NFL RUNNING BACK



**SETH ROLLINS**  
PROFESSIONAL WRESTLER







**RON JAWORSKI**  
HALL OF FAME QUARTERBACK

# INTERVIEWS:

- ESPN - MICHAEL SMITH | FORMER JOURNALIST
- JIMMY KIBBLE - CEO OF NATIONAL SCOUTING COMBINE
- LYNN LASHBROOK - PRESIDENT AND CEO OF SMWW
- NFL - RASHAD JENNINGS | FORMER PLAYER
- NFL - KARAN HIGDON | RUNNING BACK
- NFL - MERRILL REESE - VOICE OF THE PHILADELPHIA EAGLES
- NFL - ROB MADDI | WRITER & INSIDER
- TAYLOR BISCIOTTI - SPORTS COMMENTATOR
- WNBA - ALLIE QUIGLEY | PLAYER
- WNBA - COURTNEY VANDERSLOOT | PLAYER
- WNBA - JAMES WADE | CHICAGO SKY HEAD COACH
- WNBA - SYDNEY COLSON | PLAYER



# FEATURED ON:



# ERIC WILSON

## CREDENTIALLED MEDIA:

*NFL / NBA / WNBA / MLB / NASCAR*

Eric C. Wilson is the Producer and Host of The Sports Arena. Eric grew up near Philadelphia, where his love for sports was ingrained in his soul from a young age. As a dedicated and successful member of the NFL, NBA, WNBA, MLB and NASCAR media, Eric has interviewed some of the top names in the sports world.

Eric is passionate about sports news and committed to delivering top-notch media productions. His extensive background includes on-air production, live reporting, and multimedia content creation.

As result of his success and accomplishments, Eric has mastered the tools and skills necessary to contribute to the success of any show both in front and behind the camera.



**ADAM SCHEFTER**

*NFL INSIDER & TV PERSONALITY*



# OPPORTUNITY:

- GAIN CELEBRITY PRODUCT/BRAND SHOUT OUTS
- CELEBRITY MARKETING
- FEATURED ON OUR SUPER BOWL MEDIA & WEEKLY SHOW
- HAVE ERIC COVER YOUR EVENT



**PHOEBE SCHECTER**  
NFL ANALYST





# SPONSORSHIP PACKAGES



HALL OF FAME

\$25,000



ALLSTAR

\$10,000



RED ZONE

\$5,000



# EXTENDED PARTNERSHIPS :



## SHOW TIME - \$800 1 MONTH MARKETING

- (4) 30-second commercials per week (16 total per month)
- Segment Sponsorship
- Optional prize/certificate giveaways during the broadcast (*sponsor to provide items*)

**SHOW TIME LIMITED - \$600**  
**\*IF MEDIA IS PROVIDED**



## PRIME TIME - \$1400 2 MONTHS MARKETING

- (4) 30-second commercials per week (32 total over 8wks)
- Segment sponsorship
- Logo will be displayed during segment as well as commercial read
- Running ticker during show
- Optional prize/certificate giveaways during the broadcast (*sponsor to provide items*)



## VIP - \$2500 3 MONTHS MARKETING

### Opening Show Sponsor

- (4) 60-second commercials per week (16 per month over 3mo)
- (8) 30-second commercials per week (2 per wk over 12wks)
- Segment Sponsorship
- Opening and Closing Billboards every show





**MINA KIMES**  
**SPORTS REPORTER**



# HALL OF FAME \$25,000



- OPENING SHOW SPONSOR
- CELEBRITY MARKETING OF PRODUCT OR SERVICE \*COPY OF MEDIA FOR YOUR USE
- 1YR PODCAST/SHOW ADS - OPENING & CLOSING BILLBOARDS
- SEGMENT SPONSORSHIP
- DIGITAL & SOCIAL MEDIA BRANDING & MARKETING ON ALL SUPER BOWL MEDIA
- 6MO DIGITAL & SOCIAL MEDIA MARKETING ON SPORTS ARENA CHANNELS
- [8] SPORTS ARENA/CHAMPION GEAR GIFT PACKAGES

## VIP PACKAGE INCLUDED



# ALLSTAR \$10,000



**MIKE FLORIO**  
**SPORTS REPORTER**

- CELEBRITY MARKETING OF PRODUCT OR SERVICE \*COPY OF MEDIA FOR YOUR USE
- 6MO PODCAST/SHOW ADS
- DIGITAL & SOCIAL MEDIA BRANDING & MARKETING ON ALL SUPER BOWL MEDIA
- 3MO DIGITAL & SOCIAL MEDIA MARKETING ON SPORTS ARENA CHANNELS
- (4) SPORTS ARENA/CHAMPION GEAR GIFT PACKAGES

## PRIME TIME PACKAGE INCLUDED

### RED ZONE - \$5,000

- CELEBRITY MARKETING OF PRODUCT OR SERVICE \*COPY OF MEDIA FOR YOUR USE
- 6MO PODCAST/SHOW ADS
- DIGITAL & SOCIAL MEDIA BRANDING & MARKETING ON ALL SUPER BOWL MEDIA
- 3MO DIGITAL & SOCIAL MEDIA MARKETING ON SPORTS ARENA CHANNELS
- (2) SPORTS ARENA/CHAMPION GEAR GIFT PACKAGES

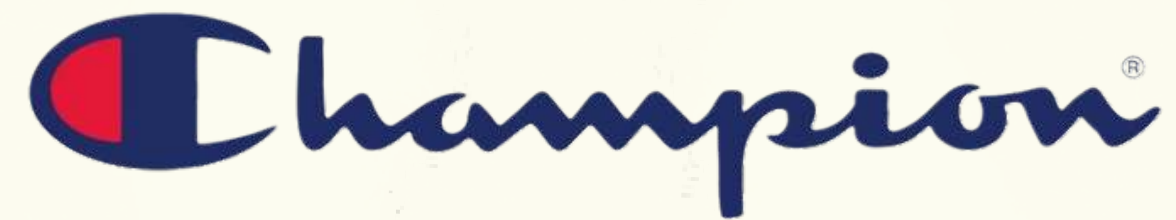
## SHOW TIME PACKAGE INCLUDED



ADD YOUR  
NAME TO OUR



PARTNERS





# WORK WITH ERIC



**RESUME**

**NICHOLE LEE | PUBLICIST  
LEE JOHNSON GLOBAL PR**

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