



Detroit's Super Bowl XL

Challenge

The Detroit Super Bowl XL Host Committee (DSBXLHC) and the NFL hired Avance to assist in managing the NFL Experience, the media center and work with all 32 teams as the local agency-of-record prior to the February 5, 2006 NFL Super Bowl XL in Detroit. The DSBXLHC also wanted to include Detroit residents into non-game day activities, provide opportunities to local businesses, foster relationships, specifically with minority media, and implement and/or communicate the DSBXLHC's Community Relations Program to Detroit-based ethnic markets.

Solution

Avance coordinated events; provided information on how to get involved in non-game day activities and events; highlighted available business opportunities and promoted the success of the DSCXLHC. Avance also managed numerous events for the NFL, most notably the NFL Experience; and the 3,000 international journalists in the media center. Avance had responsibilities for the NFL Children's Day activities for approximately 2,000 Detroit area children, promoting Football 101 – "How to Talk Football" to non-football fans. Some of the other activities Avance had significant responsibilities for included Charter One Bank's love of reading initiative entitled "Super Reading" and the logistics of communicating transportation information such as DDOT's bus schedules and event venue parking. Avance built and/or strengthened relationships with businesses, community leaders, and residents of Detroit. The participation of more than 700 minority- and women-owned businesses illustrated Super Bowl was a good business partner. The 3,000 international journalists praised the city and the media center was well organized. All of the Super Bowl events, especially the NFL Experience, had record ticket sales. As a result of Avance's efforts, local and regional media coverage of Super Bowl activities/events increased beyond the occasional story and Detroit's Super Bowl was deemed seamless and stellar, internationally.

