



All photos by Nathan Bell



North Charleston Coliseum & Performing Arts Center

# TAKE CENTER STAGE

sponsorship packages  
tailored to fit  
your brand



City of  
**NORTH  
CHARLESTON**





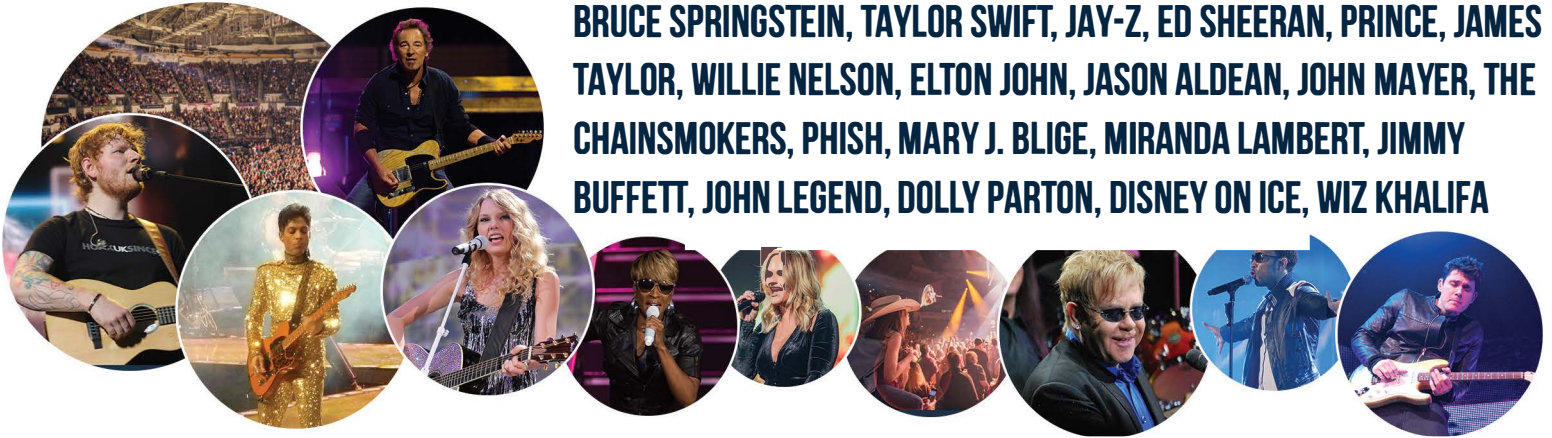
# LET'S TAKE A TOUR...

We've got a lot going on. Boasting three state-of-the-art, full-service event facilities, the North Charleston Coliseum, Performing Arts Center, and Charleston Area Convention Center is the Lowcountry's stage--hosting sold-out arena concerts, the hottest titles direct-from-Broadway, big-brand expos, and beyond! Our mission is simple--we create a fun and safe space where people from all walks of life can come together to create memories that last a lifetime.

## 13,000 SEAT COLISEUM

Founded in 1993, our Coliseum is the largest arena in South Carolina's Lowcountry, hosting the hottest names in live entertainment. It is also the proud home of our South Carolina Stingrays ECHL ice hockey team. For 27 years, the Coliseum has entertained millions and beckoned booming business throughout North Charleston.

**BRUCE SPRINGSTEIN, TAYLOR SWIFT, JAY-Z, ED SHEERAN, PRINCE, JAMES TAYLOR, WILLIE NELSON, ELTON JOHN, JASON ALDEAN, JOHN MAYER, THE CHAINSMOKERS, PHISH, MARY J. BLIGE, MIRANDA LAMBERT, JIMMY BUFFETT, JOHN LEGEND, DOLLY PARTON, DISNEY ON ICE, WIZ KHALIFA**



## 2,300 SEAT PERFORMING ARTS CENTER

The PAC is an intimate, seamlessly sound-engineered proscenium theater, presenting concerts, comedy, ballet, family shows, and our Best of Broadway and North Charleston POPS! orchestra series.

**SANTANA, DARIUS RUCKER, STEVE MARTIN, CARRIE UNDERWOOD, BECK, THE BOOK OF MORMON, WICKED, JERSEY BOYS, FANTASIA, JERRY SEINFELD, DAVID BYRNE, AVETT BROTHERS, YO GOTTI, LYLE LOVETT, ALABAMA SHAKES, PIXIES**



## 77,000 SQUARE FOOT CONVENTION CENTER

Possibly our most diverse venue, the Charleston Area Convention Center provides space for international and cutting-edge expos, meetings, and special events.

**GOOGLE RESEARCH ROOM, CNN REPUBLICAN NATIONAL DEBATE, CHARLESTON BOAT SHOW, SOUTHERN WOMEN'S SHOW, NORTH CHARLESTON BUSINESS EXPO**

**THE NORTH CHARLESTON COLISEUM, PERFORMING ARTS CENTER, AND CHARLESTON AREA CONVENTION CENTER ARE OWNED BY THE CITY OF NORTH CHARLESTON AND MANAGED BY ASM.**





# WE KNOW OUR TICKET BUYERS. ALL 18,000,000 OF THEM.

LET US SHOW THEM YOUR BRAND.

over 1.5 MILLION guests per year...

**500,000+**  
AT THE COLISEUM

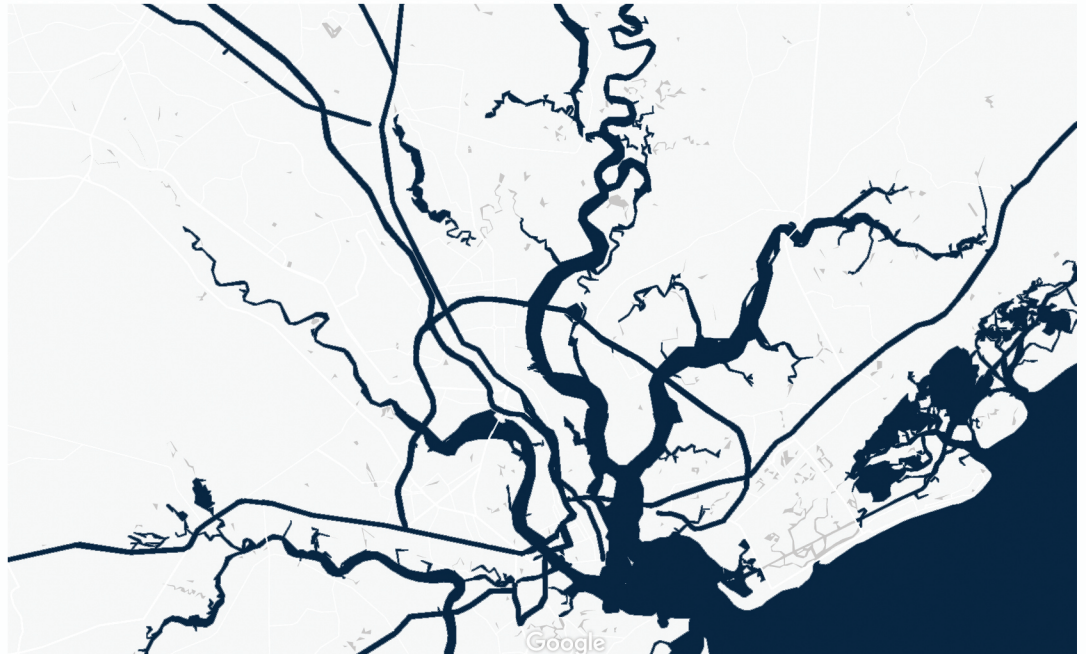
**200,000+**  
AT THE PAC

**800,000+**  
AT THE CONVENTION CENTER

“It is with great pride that I call the spectacular City of North Charleston home. We are proud to foster a safe, thriving, and community-driven environment. The North Charleston Coliseum, PAC, and Charleston Area Convention Center is our space to celebrate--one of the Lowcountry's most treasured traditions!”

- NORTH CHARLESTON MAYOR

*Keith Summey*



## GENDER

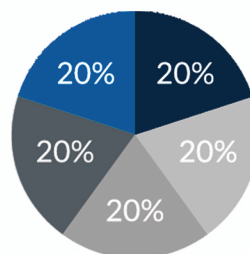


**53.2%**  
**FEMALE**

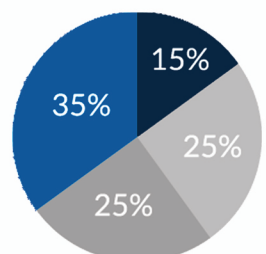


**46.8%**  
**MALE**

## AGE



## INCOME





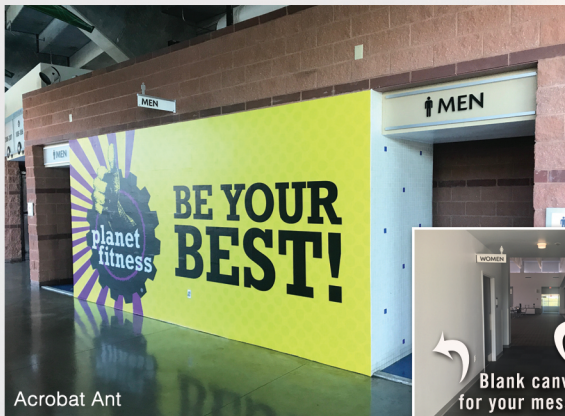
# WE'LL MAKE YOU LOOK GOOD.



**SIGNAGE** Showcase your brand to our million+ annual patrons. The options are endless!

## Branded Installations

Let us show you off! Using adhesive signage and other special materials, we can wrap windows, walls, stairs, chairs, floors, booths, columns, vehicles--the sky is the limit (or, the ceiling, in this case). We can also install other cool stuff. Take a look...!

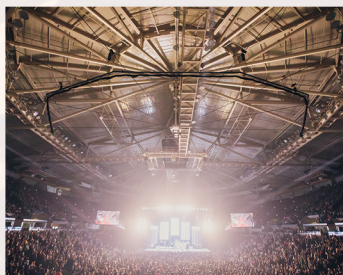
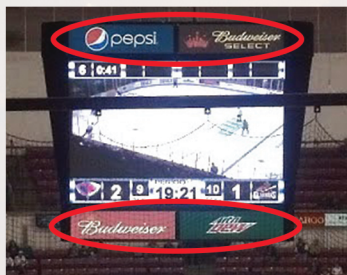


Acrobat Ant



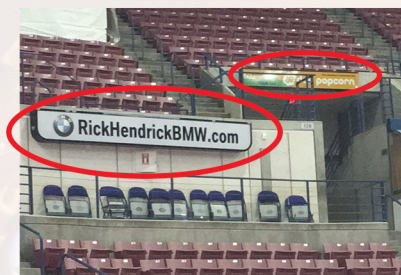
## Scoreboard Signage

Backlit signage on arena scoreboard.



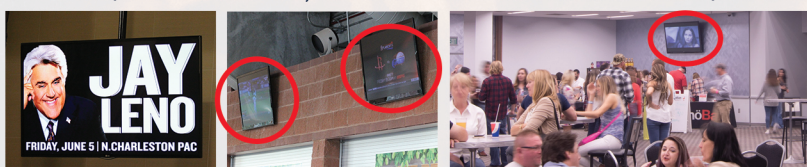
## Arena Bowl/Stairwell Signage

Backlit signage in arena bowl and over section entrances.



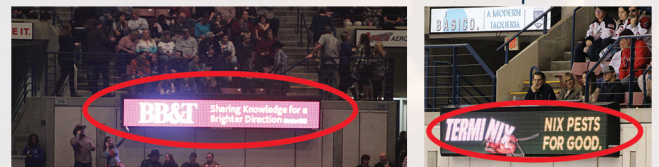
## IPTVs

Full-screen rotating ads on TVs in Coliseum and PAC lobbies/concessions, and in Coliseum concourse/suites.



## Proad LEDs

4 rotating LED signs, each in a corner of the arena bowl. 30 seconds in each loop.







# DIGITAL

By harnessing the power of our ever-expanding digital world and our gigantic digital networks, we will put your brand at the forefront, providing vast visibility and unparalleled presentation.



**FACEBOOK**  
40,000+ likes



**TWITTER**  
9,000+ followers



**INSTAGRAM**  
7,000+ followers



**SNAPCHAT**  
backstage action

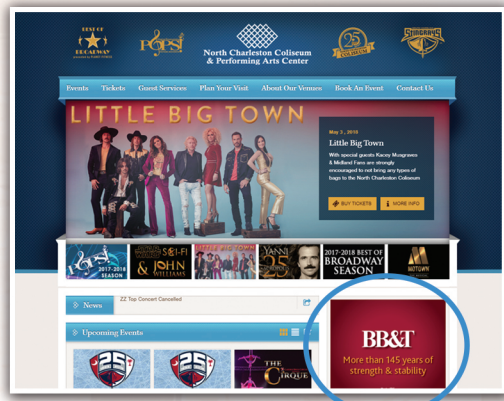


**YOUTUBE**  
video updates



## WEBSITE ADS

1,500 unique daily visitors  
10,000 during large events



## E-BLAST ADS

200,000 subscribers  
can target specific groups



# NAMING RIGHTS

The big cheese--put your name in lights! Things you can stamp your name on include (but are not limited to) our Best of Broadway series, buildings, box office, terraces, parking lots, lobbies, entrances, booths, charging stations, and transportation services. Just imagine--everything the light touches is YOURS!







# EXPERIENTIAL

Here's where it gets fun. We will collaborate with you to create a partnership that reaches far beyond the typical. This is your chance to touch each of the million+ patrons we see every year. Here are just a few examples of this one-of-a-kind partnership...!

## Green Partner

Becoming the Official Green Partner of our venues is a great way to expand your marketing reach and position your brand in a human and charitable light.



## Pre and After Party Spot

Our guests like to party. Take advantage of the pre-show jitters and the post-show high by inviting fans to hang out at your establishment.



## Interactive Installations (powered by YOUR BRAND)

A whole new way to reach live event attendees. Create immersive content that leaves a lasting impact, beyond when the show is over. Bonus: people these days really like taking pictures of themselves; your brand could be a part of the memories they share with their digital network.



## OUTREACH

Our community is special to us. The more helping hands we can find to get involved, the better! Let's discuss how we can include your brand in our outreach and charity efforts.



We love working with our incredible partners to support things that matter. From raising funds for the Miracle League for kids with exceptionalities to feeding 5,000 people in need on Thanksgiving, we are committed to our community. Our goal is to join forces with brands and organizations that are too.