



Partnerships with ASU for Game Days 2019

Hello! My name is Akshat Mehta. I am the Director of Game Day for the Programming and Activities Board at Arizona State University. Our committee hosts Devils on Mill which occurs every home football game. Devils on Mill is ASU's official tailgate block party for students and families. This year we are looking forward to hosting six Devils on Mill tailgates. Last year we averaged 6,500 attendees at each tailgate! Our hope is to create the best tailgate experience possible while engaging our vibrant Tempe community, and to do so, we invite your business to partner with us! Below you will find partnership opportunities that invites your business to play an active role in ASU's Game Day experience. We welcome any combination of opportunities that you see below. Please note that each of these partnership options are available to your business at no cost.

Devils on Mill will occur on the following dates during the 2019 football season: 8/29 (Thursday), 9/6 (Friday), 9/21 (Saturday), 10/12 (Saturday), 11/9 (Saturday), 11/30 (Saturday). All events will take place at 6th Street Park in Tempe (6th street between Mill Ave and Forest Ave).

- **Flyer/Coupon Exchange**

- We pass out your coupons at Devils on Mill and in return, you allow us to hang a poster in the window of your business. The flyers we hang in your business will be specialized to your establishment and a member of our team will switch them out a week before each game.

- **Coaster/Coupon Exchange**
 - We pass out your coupons at Devils on Mill and in return, you allow us to provide Devils on Mill branded drink coasters for your business. The coasters will help your business to show off the ASU partnership and will help highlight the event on Game Days.
- **Social Media Exchange**
 - We promote your business once on our social media outlets (Facebook, Twitter, and/or Instagram) and in return, you promote Devils on Mill once on your business's social media outlets (Facebook, Instagram) with graphics from our team while using the hashtags #DevilsonMill and #GameDayStartsHere.
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- **Social Media - Food Specialty Item**
 - We promote an exclusive ASU themed food item created by the staff at your business on our social media outlets (Facebook, Twitter, and/or Instagram) three times the week of game day. Additionally, we will invite our followers to purchase an item on game day. In return, you promote your food item and Devils on Mill on your business's social media outlets (Facebook, Instagram) with graphics from our team while using the hashtags #DevilsonMill and #GameDayStartsHere. This is a great option for merchants that thrive on creativity!
- **Booth at Devils on Mill**
 - We provide you a booth space (Includes a 10x10 canopy, tables and chairs) for the duration of the event for you to promote your business. This requires at least one employee on site for the event (set-up, three-hour event, and tear-down). Businesses will gain the most from this partnership by bringing promotional activities to engage fans. Activities should reflect your unique business. Outside vendors pay \$1,000 per game for this booth space. However, this is free to Downtown Tempe Businesses. This is a great option for those that are looking to gain exposure!

We look forward to building a relationship with you as we serve the ASU community. **If any of these partnership opportunities interest you, please send any questions and confirm your intent to participate by emailing Akshat Mehta at amehta29@asu.edu.**