

# MOHEGAN SUN ARENA AT CASEY PLAZA

VENUE ASSETS AND MARKETING OVERVIEW





## INTRODUCTION

# MOHEGAN SUN ARENA AT CASEY PLAZA

The ASM Global managed Mohegan Sun Arena at Casey Plaza is an 8,500 seat sports and entertainment facility located in Wilkes-Barre, PA with a center stage capacity nearing 10,000. Built in 1999, Mohegan Sun Arena has hosted legendary performances from the likes of AC/DC, Cher, Elton John, Bon Jovi, Kenny Chesney, Prince, Sebastian Maniscalco and more.

Home to the American Hockey League's Wilkes-Barre/Scranton Penguins and located in the heart of Northeast Pennsylvania, Mohegan Sun Arena at Casey Plaza has become the sports/entertainment mecca of the region.

Our venue has consistently been ranked amongst the top venues in its category for event attendance since opening our doors.





# AMPLIFYING THE SHOW IN OUR MARKET

We're ready to ensure your event succeeds at our venue. The ASM Global Wilkes-Barre marketing team is dedicated to creating immersive campaigns throughout our community utilizing a variety of traditional (and non-traditional) marketing mediums to help promote each show at our venue.

## EXAMPLES

- PR stunts including renaming of venue streets/billboard campaigns/welcome banners/lucky fan contests
- Venue provided added value time on billboards, radio and network TV
- Social media placement and targeting to past/similar event purchasers



# MARKET HISTORY

Since 1999, our venue has hosted some of the biggest names in country, rock, pop, comedy and family entertainment including:

- **ELTON JOHN (2016)**
  - 9,071
  - \$1,059,402
- **SEBASTIAN MANISCALCO (2021)**
  - 8,876
  - \$901,526
- **THE EAGLES (2005)**
  - 9,141
  - \$957,575
- **ACDC (2008)**
  - 8,637
  - \$794,604
- **KENNY CHESNEY (2023)**
  - 8,438
  - \$1,496,723
- **ZACH BRYAN (2023)**
  - 9,132
  - \$957,603
- **ROD STEWART (2007)**
  - 8,915
  - \$786,645
- **CARRIE UNDERWOOD (2010)**
  - 6,694
  - \$329,760







VENUE ASSETS

# OUTSIDE VENUE OPPORTUNITIES

## EXTERIOR SIGNAGE

- Double-sided LED marquee along venue entrance measuring approximately 21' wide x 8' high
- 30'x40' banner on venue exterior (*additional cost*)
- Banner signs above Box office exterior (*additional cost*)
- Double-sided LED board outside Visitors Bureau office measuring 3'x7'

## FLYER DISTRIBUTION

Exterior flyer distribution before or after event if approved by show promoter

## VENUE ASSETS

# INSIDE VENUE OPPORTUNITIES

## INTERIOR TELEVISIONS

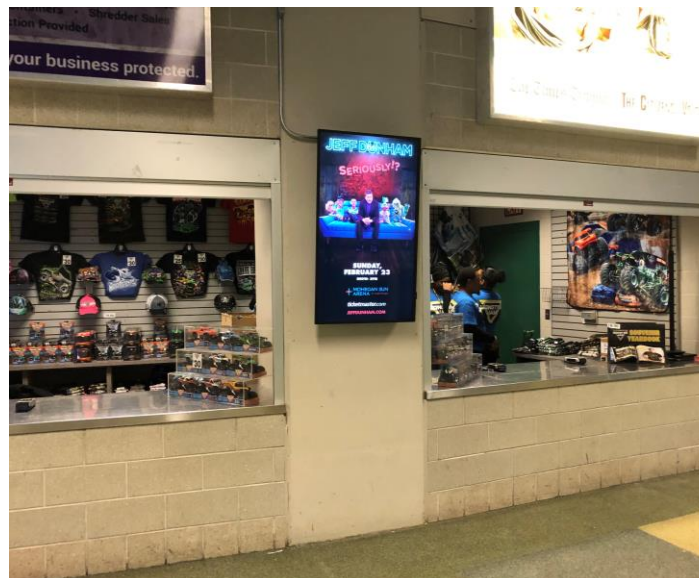
- Still image advertising upcoming events rotates on monitors through the Concourse and Suites including concessions menu boards
- :30 commercial spot played during ingress of events

## LED BOARDS

- Upcoming events promoted on LED Ribbon board and ring
- Upcoming events promoted on HD Centerhung when applicable

## INDOOR SIGNAGE

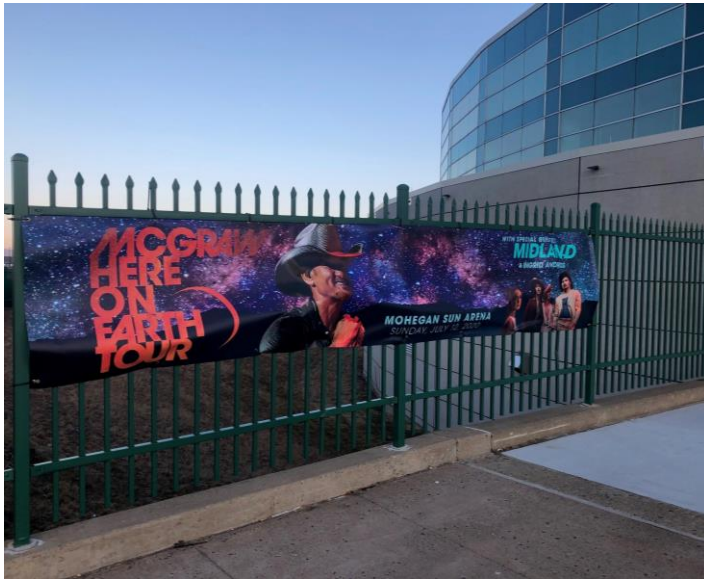
- Upcoming event signage located on suite level and concourse restrooms and poster displays on venue concourse
- Standees/pop-up poster displays





VENUE ASSETS

# PREMIUM ACTIVATION OPPORTUNITIES



## EXTERIOR FENCE WRAP

Mesh wrap along the fence at our main gates and sidewalk areas



## EXTERIOR WALLSCAPE BANNER

30'x'40' mesh banner located on the venue exterior facing major artery.



## CONCOURSE BACKLITS

Fixed, backlit signs located on the venue concourse measuring up to 7' wide x 5' high (as available)

# THIRD PARTY ACTIVATIONS

## PRE-SALE / DISCOUNT TICKET / GROUP SALES

Wilkes-Barre/Scranton Penguins, Discover NEPA and Mohegan Pennsylvania email databases and social media pages – can be potentially used in conjunction with special ticket offer or discount

## CONTESTING

Potential to tie into a third-party partner to create value added items for giveaways and marketing, which has included:

- Overnight stay at Mohegan Pennsylvania
- Food & Beverage Packages
- Tour/event merchandise
- VIP Transportation and Parking





# IN-MARKET MEDIA OPPORTUNITIES

## TV STATIONS

- WNEP (ABC), WBRE (NBC), WYOU (CBS), WOLF (FOX)
- Cable news affiliates WYLN, SSPTV, Blue Ridge
- Cable advertising (Comcast & Viamedia)

## RADIO STATIONS

- Audacy – WKRZ (Top 40), WGGY (Country), WDMT (Classic Rock), WILK (News/Talk)
- Cumulus – WMGS (AC), WBHT (Hot AC), WBSX (Active Rock), WSJR (Country)
- Times Shamrock – WEZX (Classic Rock), WFUZ (AC), WEJL (ESPN)
- Other outlets include: Bold Gold Media, Seven Mountains Media, Gem 104, Backyard Broadcasting, I Heart Media

## INFLUENCERS

- Ryan Leckey Media (former news personality/social guru)
- Mom Bloggers (Macaroni Kid/Scranton Mom)
- Discover NEPA (online community ambassador)
- Wilkes-Barre/Scranton Penguins events and promos





# VENUE REACH & MARKETING IMPACT



**5,400** INSTAGRAM FOLLOWERS



**5,500** TWITTER FOLLOWERS



**42,000** FACEBOOK FANS



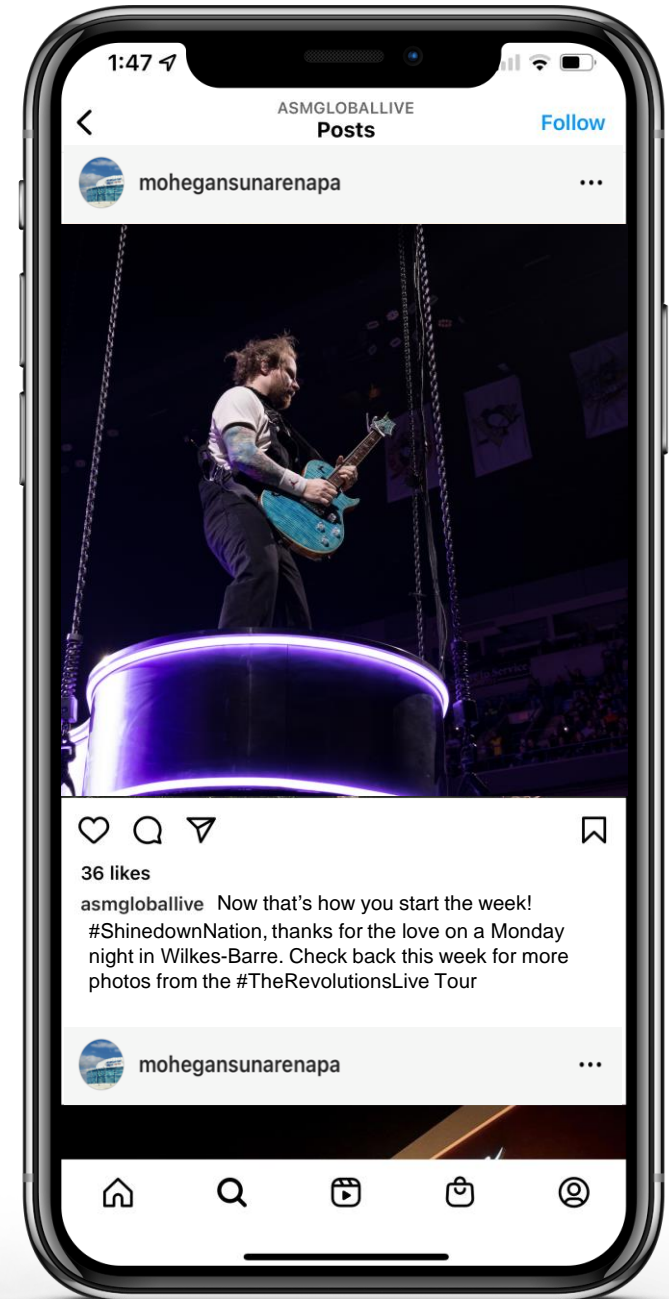
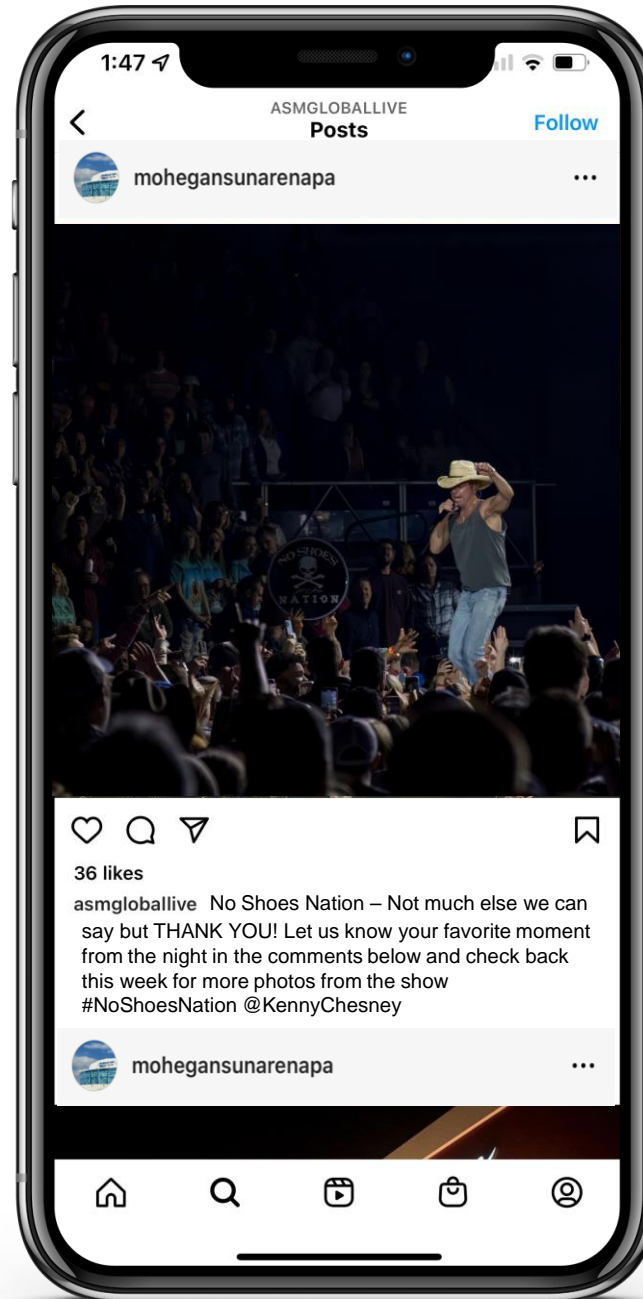
**162,000** EMAIL SUBSCRIBERS



**100,000** WEBSITE VIEWS MONTHLY

TOTAL REACH:

**314,900**

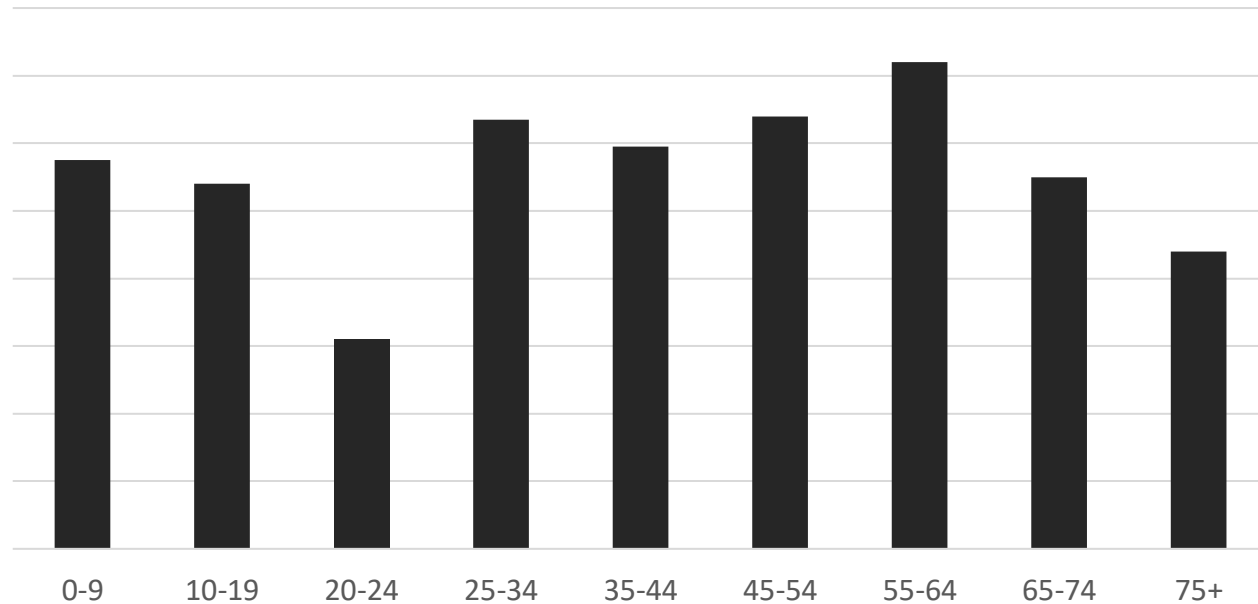




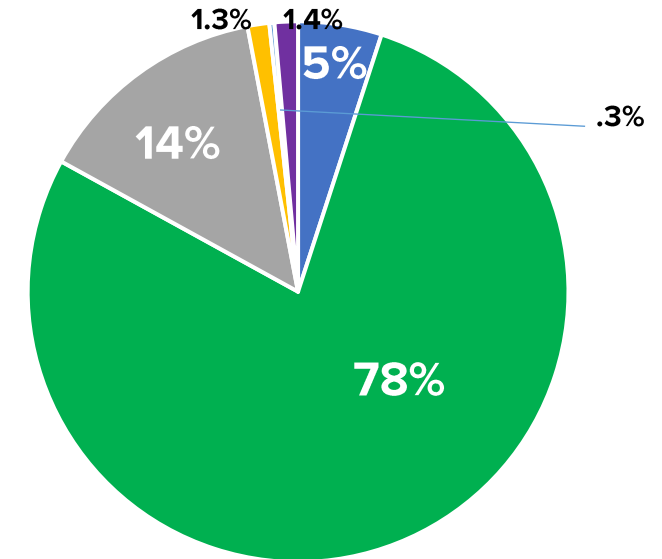
# ABOUT THE MARKET

The Wilkes-Barre/Scranton/Hazleton DMA is ranked 56<sup>th</sup> in the nation in population and covers 17 counties. Major cities like New York City and Philadelphia are within a 2-hour drive, providing easy-access via major arteries to over 12 million people. Nearly 45,000 students are enrolled in 13 colleges/universities all within an hour drive of the venue. Top occupations are office and administrative support; transportation and material moving; and sales and related occupations.

## AGE RANGE – Wilkes-Barre/Scranton/Hazleton



## ETHNICITY – Northeast Pennsylvania



- AFRICAN AMERICAN
- HISPANIC
- NATIVE AMERICAN
- WHITE
- ASIAN
- OTHER



AVERAGE HOUSEHOLD INCOME

**\$54,000**



POPULATION

**550,000+**



# EXTERNAL PARTNERS



**MOHEGAN**  
PENNSYLVANIA

## Mohegan PA

- Pre-sale/special offer e-blasts to subscriber lists
- Ticketing promotions partnered with casino assets (hotel/restaurant gift cards) to run on casino social media channels
- Digital and fixed signage opportunities available throughout casino property



## LT Verrastro

- Local beer distributor that represents major national brands such as Miller Lite and Coors
- Distribution of marketing collateral, such as posters/coasters to local bars for ticket promotions
- Develop signage for events to be placed at community events (must be co-branded with distributor product)



## Discover NEPA

- Discover NEPA is a regional marketing initiative designed to promote Northeast PA as one of the country's best places to live.
- Social posts/email blasts about upcoming events to combined social database over 200,000 followers.
- Featured enter to win ticket posts on social pages along with ticket discount opportunities to web traffic