



AGGANIS ARENA

AT BOSTON UNIVERSITY

Marketing Assets



Agganis Arena is a 290,000 square foot premier venue that can accommodate up to 8,000 seats for concerts, sporting, and family entertainment events.

The Arena can expertly assist in promoting each event that comes to the building by utilizing in-house opportunities, implementing cross promotions, and managing marketing and advertising campaigns based on your needs.

Please note: Some marketing assets are subject to availability.



Media Buys

- Development, negotiation and implementation of show advertising strategy across all traditional and digital mediums per promoter's request



Social Media

- Daily social media engagement on Facebook, Twitter & Instagram, including event announcements & on sales, news, and ticket giveaways/contests
- Promoted social media advertisements per promoter's request



Grassroots Marketing

- Collaboration with businesses to include events in local signage, online advertisements, social media engagement and e-blasts



Email & Website Marketing

- Promotional & informational e-blasts including presale, on sale, news and/or special offers (More than 100,000 subscribers)
- Event listing & featured spotlight on home page of agganisarena.com



Media Relations

- Coordination of broadcasts, appearances and interviews
- Photography / media escorting on event day



On-Site Marketing

- Elevator and Box Office signage for upcoming events
- Video board advertising during BU Men's Hockey games
- Display event / character standees throughout the Arena
- Opportunity to utilize concourse signage space