Our 5th Annual OVALumination will be coming up sooner than you think! This year we are working hard to ensure sponsors for ALL 300 live trees that surround the OVAL. ***WHY?*** Because 2018 Super Bowl LII broadcasters will be in town looking for unique areas and color commentary on the host city before and during the actual event to highlight the host city. Since the bid was brought on behalf of the entire Minneapolis, Bloomington and Saint Paul areas we intend to capitalize on Saint Paul’s proposed Ice Palace with Ice at the OVAL and OVALumination. We could receive 5 and 10 second shots without paying up to $5 million for the privilege.

We will be producing a drone video the night we light in November and will be working with the city on contacting media outlets to make sure they all are aware of our dynamic facility and the fact we will complement the proposed 2018 Ice Palace at the MN State Capitol.

You have been a great sponsor in the past and with trees starting at low as $250.00 we hope you will sponsor again this year and, perhaps, even increase the number of trees you light!

***Super Bowl LII BY THE NUMBERS***

A look at numbers, projected and otherwise, related to Super Bowl LII scheduled for Sunday, Feb. 4, 2018, at U.S. Bank Stadium:

**1,000,000 -** Projected attendees over the 10-day event

**125,000 -** Visitors to Twin Cities from 130 countries

***60,000 -*** *Visitors to Twin Cities for Super Bowl XXVI at Metrodome in January 1992*

**$625 -** Amount of money each visitor is expected to spend per day in 2018 on food, beverage, entertainment and retail

**10,000 -** Volunteers recruited by the Minnesota Super Bowl Host Committee

**5,000 -** Media credentialed to cover game

***3,000 -*** Media credentialed for Super Bowl XXVI at Metrodome in *January 1992*

**41,000 -** Twin Cities hotel rooms projected to be booked over the 10-day event – *8 of Roseville’s 11 hotels contracted through Super Bowl committee for 3-day period. All hotels, however, should see 100% occupancy for 1 – 3 or longer days.*

**ACTUAL - 111.9 million -** Television viewers for Super Bowl L between the Denver Broncos-Carolina Panthers

***$5,000,000 -*** *Cost of a 30-second television ad during Sunday’s Super Bowl LI*

We have attached a price list for your review. We do hope you will join us in this community filled event by sponsoring a tree/s!

Questions? Please send an e mail to Julie Wearn at [jwearn@visitroseivlle.com](mailto:jwearn@visitroseivlle.com) or call 651-633-3002.

Thank you!