

# LVCVA STREET TEAM ACTIVATION

FEBRUARY 2022

## OBJECTIVE

To activate across local stadiums during sporting events to bring awareness to LVCVA and add excitement to everyone passing by.

## STRATEGY

At each activation, Brand Ambassadors assisted guests and took their pictures in front of the branded trap to post on Social Media.

#ONLYVEGAS

## LOCATIONS

### Allegiant Stadium

East/West Shrine Bowl & Pro Bowl  
2/3/22 & 2/6/22 (8.5 Total Hours)  
Two Brand Ambassadors per day

### Las Vegas Convention Center

NHL Fan Fair  
2/3/22 - 2/6/22 (28 Total Hours)  
Two Brand Ambassadors per day

### T-Mobile Arena

NHL All-Star  
2/4/22 & 2/5/22 (8 Total Hours)  
Two Brand Ambassadors per day

