



Jessica Cashin

Infographic



JESSICA'S GAME WEEK PROJECTS

144 HOURS UNTIL KICKOFF

TUNE IN MESSAGING

- Request and traffic creative for game day tune in messaging on all paid digital out of home:

- Billboards
- Transit

Owned and operated:

- Building
- Web
- app

4 HOURS UNTIL KICKOFF

TAILGATE PODS

- Planning and execution of tailgate pods

- Golf carts and custom helmet carts that deploy into the parking lots for alumni giveaway
 - Create tailgate pod routes
 - 11th street parade
 - Coordinate security for the entertainment groups
 - Order all giveaways

30 MINUTES UNTIL KICKOFF

ON-FIELD FLAG EXPERIENCE

- Game to hold the American Flag and black Eagles flags during pre-game/national anthem.
- Our marketing team prepares the flags, gives a tutorial to all the season ticket members 30 minutes prior to kickoff
- Deploys/manages the flags/season ticket members on field

48 HOURS UNTIL KICKOFF

SPECIAL REQUESTS & VIP GUESTS

- Coordinate & execute any special requests
 - Paint the city green requests for buildings
 - Boathouse Row turn green
 - plane banners
 - Drone show
- Assist in arranging and escort VIP guest experiences
 - Alumni
 - celebrity appearances working with marketing
 - film crews
 - influencers

1 HOUR UNTIL KICKOFF

RADIO PARTNER ONE SHEETS

- Visit the radio booths of our Spanish Radio Partner & WIP to provide them with a one sheet of talking points for upcoming/current Eagles marketing initiatives should they wish to fill airtime. events/promotions include:

- Upcoming fan engagement events
- Kids club
- New content series information

HALFTIME

- Work on the game production team to assist with halftime entertainment

- Setup
- On field assist
- Clearing field