



2019 MEDIA KIT



BIRDGANG
Travel Club
#WERISE



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ABOUT US

Birdgang Travel Club was designed by a group of fans, that not only attend home games in Glendale, but also attend games each season on the road. After many failed attempts of trying to get together with other fans on the road, we realized there had to be a better way to get fans together on the road and at home. That's where we come in!



SINCE 2016

Birdgang Travel Club has been your number one choice for safe and fun transportation to home games with the Birdgang Travel Bus, events such as Tailgate 101, Birdgang Bingo, & Birdgang Trivia Night and coordinated away game trips!





OUR MARKET

- The Arizona Cardinals are the most popular sports franchise in Arizona
- The Cardinals have over 2.5M social media followers.
- The NFL has over 50M social media followers.

Birdgang Travel Club has over **4,400** members – representing 17 states and 10 countries (74% of members are located in the Metropolitan area and another 10% of members are located in the outlying areas)

Birdgang Travel Club members spent over \$175K in away game trips and events in 2018 and are on pace to spend over **\$350K** in 2019.



#WERISE

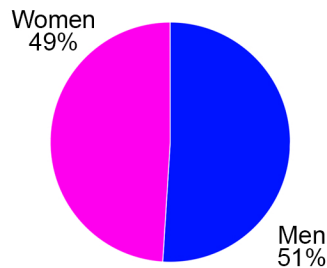




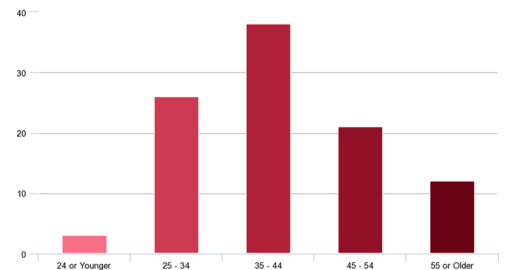
OUR AUDIENCE

All of our audience, at their core, are Arizona Cardinals fans. Some might be diehards; others might be your casual Sunday Funday fan, but when game day comes, they don their Red and White, while cheering on their favorite team loud and proud. **#WeRise**

GENDER



AGE



67% Household income over \$100k a year

70% Season Ticket Holders



MONTHLY REACH

(August 2019)

 19,500

 27,500

 48,800



PARTNERSHIP OPPORTUNITIES

Our brand partners have a unique opportunity to create custom advertising campaigns that consist of both in-person activations and digital media offerings. No two campaigns are alike.

We tailor each program to suit your specific needs and budget to ensure maximum exposure to our highly engaged audience.

IN PERSON

T-Shirt Branding

Away Game Trips
(Events and Registration)

Home Travel Bus Presence

Watch Parties

Experiential Engagement

Live Events
(Tailgate 101 Class,
Birdgang Bingo,
Birdgang Trivia, Draft Party)

DIGITAL

Social Media Sponsorship

Content Sponsorship

Banner Advertising

Video Content

Email Marketing

Photo Galleries

Logo Integration

PARTNERS



"It's All About You"



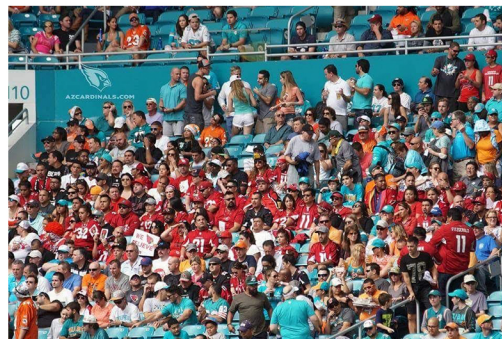
vee quiva • wild horse pass • lone butte



Two Fisted Drinker®



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JOIN US

Visit Our Website

Birdgangtravel.com



Contact Us

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