





# Advertising for our Destination

- ❖ Festivities televised to over 215 countries in over 45 languages around the world
  
- ❖ ESPN live coverage for four straight days
  - Jam session from Convention Center
  - Coverage of all events
  
- ❖ TNT live coverage of events from Amway Center
  
- ❖ NBA TV (50 million homes)
  - Around the clock coverage
  
- ❖ Over 1000 members of the media in attendance
  - 300 international media from 31 countries

# NBA All-Star 2012: Schedule of Events



THURSDAY, FEBRUARY 23		
4:00 p.m. - 10:00 p.m.	NBA All-Star Jam Session	Orange County Convention Center North Hall
<b>TBD</b>	Rookie / Sophomore Team Meetings	Hilton Orlando Orange Ballroom B
5:00 p.m - 6:30 p.m.	NBA / WNBA FIT All-Star Youth Celebration	Jam Session Center Court & Various Courts
6:30 p.m - 7:30 p.m.	NBA / NWBA All-Star Wheelchair Classic	Jam Session Center Court
6:00 p.m. - 8:00 p.m.	Tech Summit Tip-Off Reception	Waldorf Astoria Orlando Grand Ballroom
7:45 p.m. - 8:45 p.m.	NBA / NWBA Wheelchair Basketball Clinic	Jam Session NBA FIT Court

# NBA All-Star 2012: Schedule of Events



FRIDAY, FEBRUARY 24		
8:30 a.m. - 12:30 p.m.	NBA All-Star Technology Summit	Waldorf Astoria Orlando Floridian Ballroom
9:30 a.m.	USAB Press Conference	Hilton Orlando
10:00 a.m. - 11:00 a.m.	NBA Cares Hospital Visit	Florida Hospital for Children
<b>10:00 a.m. - 11:30 a.m.</b> <b>10:00 a.m. - 10:45 a.m.</b> <b>10:20 a.m.</b> <b>10:45 a.m.</b> <b>10:45 a.m. - 11:30 a.m.</b>	<b>Rising Stars Practice &amp; Media Availability</b> Team A Practice Team B Media Availability Team A Media Availability Team B Practice <i>Televised on NBA TV</i>	Jam Session Center Court
11:30 a.m. - 12:00 p.m.	Hall of Fame	Hilton Orlando Orange Ballroom E
TBD	All-Star Participant Meetings	Hilton Orlando Orange Ballroom B
12:00 p.m. - 1:30 p.m.	All-Star Media Availability	Hilton Orlando Orange Ballroom D
12:00 p.m. - 4:30 p.m.	NBA Cares All-Star Day of Service	"Live" - Tangelo Park Neighborhood "Learn" - Coalition for the Homeless "Play" - Children's Safety Village
TBD	Lunch Competition Committee Meeting	The Peabody Orlando Ballroom

# NBA All-Star 2012: Schedule of Events



FRIDAY, FEBRUARY 24 (CONTINUED)		
4:00 p.m. - 10:00 p.m.	NBA All-Star Jam Session	Orange County Convention Center North Hall
4:30 p.m. - 6:00 p.m.	Sprite Slam Dunk Showdown	Jam Session Center Court
<b>7:00 p.m.</b>	<b>Sprint NBA All-Star Celebrity Game</b> <i>Televised on ESPN</i>	<b>Jam Session</b> <b>Center Court</b>
8:00 p.m. - 11:00 p.m.	NBA All-Star Tip-Off	Epcot
8:00 p.m. - 11:00 p.m.	Partner Welcome Reception	Jernigan's Amway Center
<b>9:00 p.m.</b>	<b>NBA Rising Stars Challenge</b> <i>Televised on TNT</i>	<b>Amway Center</b>

# NBA All-Star 2012: Schedule of Events



SATURDAY, FEBRUARY 25		
7:00 a.m.	Open Gym	Amway Center
8:00 a.m.	Partner Shoot-Around	Jam Session Center Court
8:00 a.m.	NBA All-Star FIT Run, Walk & Dribble	Lake Eola
8:45 a.m. - 11:00 a.m.	Newsmaker Breakfast Featuring Brian Greene	Waldorf Astoria Orlando Floridian Ballroom
9:00 a.m. - 10:00 p.m.	NBA All-Star Jam Session	Orange County Convention Center North Hall
9:00 a.m. - 12:00 p.m.	Physician's Meeting	The Peabody Plaza International Ballroom I
10:45 a.m. - 11:15 a.m. 11:15 a.m. - 12:30 p.m.	All-Star East & West Media Availability <b>All-Star East &amp; West Practice</b> <i>Televised on NBA TV</i>	Jam Session Center Court
2:00 p.m. - 4:00 p.m.	<b>NBA Development League All-Star Game</b> <i>Televised on NBA TV</i>	Jam Session Center Court
4:00 p.m. - 5:30 p.m.	NBA D-League Dream Factory Friday Night presented by Haier	Jam Session Center Court
7:00 p.m.	David Stern Media Availability	Amway Center

# NBA All-Star 2012: Schedule of Events



SATURDAY, FEBRUARY 25 (CONTINUED)		
8:00 p.m.	<b>NBA All-Star Saturday Night presented by State Farm</b> Haier Shooting Stars Taco Bell Skills Challenge Foot Locker Three-Point Contest Sprite Slam Dunk <i>Televised on TNT</i>	<b>Amway Center</b>
Immediately following All-Star Saturday Night	Commissioner's Reception	Mercedes-Benz Star Lounge Amway Center
Immediately following All-Star Saturday Night	NBA on TNT All-Star Celebration	House of Blues
Immediately following All-Star Saturday Night	NBA China Reception	Hilton Bonnet Creek
Immediately following All-Star Saturday Night	National Basketball Player's Association Gala	Hilton Orlando Orlando Ballroom

# NBA All-Star 2012: Schedule of Events



SUNDAY, FEBRUARY 26		
8:00 a.m.	Youth Clinic	Jam Session Center Court
8:30 a.m.	Chapel Service	Walt Disney World Swan Resort Swan Ballroom 6
9:00 a.m. - 5:00 p.m.	NBA All-Star Jam Session	Orange County Convention Center North Hall
10:00 a.m. - 1:00 p.m.	13th Annual NBA Legends Brunch	Hilton Bonnet Creek Bonnet Creek Ballroom
1:00 p.m.	NBA Cares / Special Olympics Unity Sports Basketball Game	Jam Session Center Court
4:30 p.m. - 6:30 p.m.	NBA All-Star Pregame Party	Church Street Station
5:30 p.m.	Board of Governors Pregame Reception	Chairman's Suite Amway Center
5:00 p.m. - 7:15 p.m.	<b>Sprint Pregame Concert at NBA All-Star</b> <i>Televised on NBA TV</i>	Church Street
7:00 p.m.	<b>61st NBA All-Star Game</b> <i>Televised on TNT</i>	<b>Amway Center</b>





## Event Metrics

- ❖ 23,000 room night block
- ❖ 1,000 - 3,000 additional ancillary room night potential
- ❖ Total of 40,000 visitors expected
- ❖ Impact not just to hotels
  - Restaurants
  - Meeting space
  - Service providers
  - Theme Parks



# NBA All-Star 2012 Hotel Room Block

<u>Hotel</u>	<u>Total Room Nights</u>
<b><i>Orange County Properties</i></b>	
Hilton Orlando Bonnet Creek	5350
Waldorf Astoria Orlando	1635
The Hilton Orlando	4880
Orlando World Center Marriott	2220
The Peabody Orlando	3012
Reunion Resort and Club	495
Rosen Centre Hotel	1665
The Walt Disney World Swan Resort	3020
The Westin Imagine Orlando	1110
Disney's Yacht Club Resort	2057
<b><i>City of Orlando Properties</i></b>	
DoubleTree by Hilton Orlando Downtown	1100
Embassy Suites Orlando - Downtown	175
Grand Bohemian Hotel - Orlando	1134
The Sheraton Orlando Downtown Hotel	750
<b>Total</b>	<b>25,444</b>



# Event Metrics

Estimated Number of Out-of-Town Visitors  
**50,000**

Projected Attendance at NBA All-Star Jam Session  
**100,000**

Events televised to over **215 countries** around the world

**Estimated Economic Impact**  
**\$100 million**



# Community Investment

- ❖ Orlando Magic guaranteed \$750,000 for host fee
- ❖ Orange County Convention Center  
500,000 Square feet to be provided for Jam Session.

## **CITY OF ORLANDO**

- Use of Amway Center for nine days
- Waive permitting costs
- Ability to decorate with All Star materials in key City locations
- “Clean zone” ordinances to prohibit ambush marketing

**TOTAL COMMUNITY INVESTMENT:**

**\$4 MILLION**



**THANK YOU**

**Q & A**