

# Your Company Name

# E-News!

ADDRESSING THE NEEDS OF MARKETING AND HR PROFESSIONALS  
AND PLANTING THE SEEDS FOR A PROSPEROUS FUTURE.

*"I think people pay a lot of lip service to what is partnership marketing and we are really trying to do the opposite. It is very important to us to partner with great brands...."* Mike Stevens, NY Giants Sr. VP & CMO



## Super Bowl XLII Champions

***If your organization has clients willing to wait 30 years for your product on a waiting list that numbers over 140,000, then you have a sense of the popularity of the 2008 Super Bowl winning New York Giants.***

According to CMO Mike Stevens, the New York Giants do a lot with business partners, "The core of our proposition starts with the fact that you can't touch a Giants' ticket in the marketplace. So whether we run a consumer program or a B2B program anything to do with tickets is a guaranteed promotional or marketing success. Giants' fans have the highest economic profile of any team in the market place... we have the crème de la crème and because of the size of the market you could probably go so far as to claim that we have the largest and most affluent fan basis in the marketplace in both mass and class. We can get that scale because their markets aren't as big or as rich with businesses. We have over 80 of the Fortune 500 companies and a lot of mid-size businesses that don't hit the Fortune 500 that we still have a strong relationship with. People really feel like they have a lifelong relationship with us... a highly trusted and valued relation that I don't think other teams can match."

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## Your Company Information

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