



New Case Study

Walgreens and Ad Partners take the Field to Reach NFL Fans

Avanti has developed and managed a campaign for Walgreens and national brands reaching NFL Fans, 18-44, this season. The package includes popular internet web sites visited by football fans and football feature magazines published by Scout.com division of Fox Sports.

For more details go to: www.avanti-intl-marketing.com/Avanti_Case_Studies_WebDL.pdf.

New Opportunities

Avanti is currently marketing similar sports marketing packages coinciding with:

- College Football Bowl Season
- 2010 College Basketball National Championship Tournament
- 2010 Fantasy Baseball and Football

Click here to request information: <http://avanti-intl-marketing.com/contactus.html>

Fast Facts: Sports and the Internet

More than 27.7 million U.S. Fantasy Sports Game players spend up to nine hours a week planning and plotting their strategies for weekly matchups in 70 million free and paid leagues (the average player belongs to 2.5 leagues).

Source: *Fantasy Sports Trade Association*

Sponsorship Milestones

By the end of this year's MLB season, American Family Insurance will have honored its Thirteen Hundredth Family Member as part of the *American Family Insurance, Cubs Family of the Game* sponsorship. Thirteen Million Cubs fans have witnessed the on-field presentation including PA announcements and banner displays prior to all Cubs home games since April, 2006. Avanti developed and managed the sponsorship including contracting with the Cubs for rights and execution of multi-faceted game-day promotions.

Learn more at: www.avanti-intl-marketing.com/Avanti_Case_Studies_WebDL.pdf

About Us

Avanti provides marketing communications solutions for retail category managers and



buyers; brand managers and sales representatives. We specialize in sports ad placement and design, sponsorship and promotional customer entertainment. Email Mark Rose at mrose@avanti-intl-marketing.com or call (847) 462-6041 to discuss our experience and how we can help you build your business. Learn more at: www.avanti-intl-marketing.com

Affiliate Marketing Services

Avanti International is pleased to participate in leading ticket exchange affiliate programs as a convenience service to our clients. Simply click on these links to locate tickets or promotional merchandise. If you prefer you can enroll in our *ON Demand Merchandising Program*, and we will manage your promotional entertainment needs for you. Call or email for more information on this time and money saving program.

See more at: www.avanti-intl-marketing.com/Links.html

Note: Avanti International is an independent intermediary entity and has provided independent strategic marketing communications services, as summarized herein to *Walgreens, American Family Insurance, Scout.com with Fox Sports, Chicago Cubs, and to many other industry leading companies*. Avanti provides advertising for *TicketsNow* through their affiliate marketing program, and is not a ticket broker, agent. *TicketsNow* is a division of *TicketMaster*.