



Italian Bowl XLII was a success! Its ability as a first time event to mobilize key local stakeholders and garner public support from NW Ohio and beyond exceeded all expectations.

ATTENDANCE

Thousands of fans from 23 US states and Ontario attended the Italian Bowl, far exceeding the anticipated geographical reach of the inaugural event. All suites and club seating sold out early.

SPONSORSHIP

The event attracted dozens of paid sponsorships including the City of Toledo, Lucas County,



Destination Toledo, and many local and national businesses. In-kind sponsorships totaled an estimated \$200,000.

EVENTS

The Mayors Cup, Taste of Italy restaurant week, celebrity golf outing, youth camp featuring NFL players, and more allowed people of all ages and tastes to join the fun of this electrifying project.



Leoluca Orlando: “Idea folle e vincente giocare la finale-scudetto del nostro football negli Usa, non era mai successo prima”

di Giovanni Marino



Intervista all'ex sindaco della Primavera antimafia di Palermo che guida la Fidaf: “Il successo dell’Italian Bowl, l’incontro con John Grisham, lo stupore di Bill e Hilary Clinton e il mio progetto: portare il gioco dei touchdown alle Olimpiadi, vi racconto tutto...”

- More than 80% of survey respondents said they were at least somewhat likely to attend a future Italian Bowl
- More than 50% were at least very likely to recommend that a friend purchase tickets to a future Italian Bowl.

ATTENDEE FEEDBACK



PRESS / ADVERTISING

The Italian Bowl was covered extensively in the region; total estimated advertising placement value was nearly \$300,000. Opportunities for growth are abundant.

Print/Newspaper

Newspaper coverage dominated the Toledo Blade and other regional and suburban papers.

Press coverage in Italy was significant including in La Repubblica, one of the most prestigious Italian papers. Billboards prominently advertised the event for three months prior to game day.

Radio

iHeart Media ran almost 2000 commercials, plus weekly interviews with game principals and officials, on stations in northwest and central Ohio.

Television

Network television commercials, interviews, and auxiliary event coverage were aired by local ABC and CBS affiliates as well as Buckeye Cable.

On game day, BCSN viewers saw 150,000 minutes of coverage.

The game was also streamed in Italy. BCSN also covered Italian league games throughout the season to heighten excitement and viewership.