



CAESARS
ENTERTAINMENT®

CAESARS PALACE RACE & SPORTS BOOK NAMING RIGHTS



ACTION BROUGHT TO YOU BY CAESARS ENTERTAINMENT

FOR MORE DETAILS CONTACT [PENNY TRUTTMANN](#) & [CHRIS CECCARELLI](#)



OUR EMPIRE

SPANS THE **GLOBE**

Caesars Entertainment is the world's leading hospitality company with a dominant presence across the US and four continents under the global brand names of Caesars, Harrah's and Horseshoe.

As we transform the travel experience for our guests, Caesars Entertainment continues to seek out and align with leading global brand partners to enrich and enhance our customer experience.

This is your marketing trifecta - the ability to deliver physically, digitally, and experientially to millions of lifestyle consumers. Live and uninterrupted, disruptive, surrounding your consumer with multiple touch points, it's time add Caesars Entertainment to your marketing mix.

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ICONS DON'T ONLY **RENOVATE** THEY **INNOVATE**

Be the first to name Caesars Palace's **newest** innovation, a custom built 143' LED curved video wall, the **largest** on the Las Vegas Strip, as it transforms guests' experiences.

The gigantic screen coupled with state-of-the-art four zone directional sound and "Listen WiFi" through wireless devices- all perfectly compliment the recently upgraded Sports Book Bar.

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DON'T MISS YOUR CHANCE

MARKET TO **MILLIONS**

- Sports Book Naming Rights
- Digital And Static Logo Placement At Sports Book
- VIP Hospitality Bank
- Property Wide Media Look On 45+ Screens Across Property - :15 Video
- Two Minute Spot On In-room Channel
- Caesars Palace Marquee - :15 Spot On A 15 Minute Loop
- Caesars Palace Blog Posting
- WiFi Landing Page
- Pre/Post Stay Emails
- Social Media Integration And Weekly Push Outs
- Sports Book Website Integration
- Product Sampling In-room & Casino Floor
- Press Release

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Thank You

As a global partner, Caesars Entertainment offers corporate brand partners the opportunity to capitalize on mass scale customer engagement. We are leaders in lifestyle marketing, consistently delivering top entertainment, dining, and shopping touch points across the globe.

Whether your objectives are acquisition marketing, database capture, sampling, events or retail activation, we deliver the audience. Thank you and we look forward to finding new growth opportunities and partnership programs together.

For details, please contact:

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