

DALLAS OOH

Watters Creek Auto Sponsorship



Opportunity for exclusive Auto Sponsor at Watters Creek in Allen.

Sponsorship includes:

Two vehicle displays 24/7/365:

- Vehicle display at pavilion next to Market Street
- Vehicle display across from "The Green" park in the center of Watters Creek

Two 8 second spots in 64 second loop on 14'h x 48'w digital bulletin located at Central s/o Bethany. One north face and one south face. Weekly impressions: 3.6 Million.

Wall scape at entry of Watters Creek on Market Street. Size: 11'h x 39'w. Illuminated.

Watters Creek Website listing and link.

Access to all events and other sponsorship opportunities

Annual Sponsorship \$10,000 per month.

At a Glance: Allen

Population :	98,143
Median Age :	35
Median Household Income :	\$101,636
Median Home Value :	\$265,000
Adults with High School Diploma :	95.7%
Adults with Bachelor's Degree or Higher :	52%

Dallas: Covered in 14x48 bulletins. 50 Digital Billboard permits granted for existing locations. No new billboards have been allowed since 2000.

Richardson: 6 miles of heavy commuter traffic along Central Expressway (75) and a 2020 population of 127,257 has never allowed billboards.

Frisco: A 2020 population of 215,060 with a 10 year growth rate of 71.1%, outpacing all US cities, has never allowed billboards.

Plano: 4.6 miles of Central Expressway (75) and a 2020 population of 288,539 has static bulletins restricted to 10 x 30.

McKinney: 8.8 miles of Central Expressway (75) with a 2020 population of 195,342 very few static bulletins and they are restricted to 10 x 28.

