

SUPER BASH V

PRESENTED BY *Coors Light*



ITCH: NFL SUPERBASH

History

The National Football League (NFL) known as the leading organization within international sports. The task of the NFL is to develop a truly global brand through a program of live events, official matches and marketing activities within the UK and Europe.

Loud & Proud

Six years ago our brief was very simple. Working closely with the NFL, ITCH shaped a vision for a new proprietary entertainment event that showcases the annual Superbowl and allows for long-term brand development in the UK.

Legacy

Every February, ITCH develops, innovates and produces the annual NFL Superbash. The event now attracts 3,000 people for one night of show stopping music and entertainment, the screening of the annual NFL Superbowl and attracts Reebok, Coors Beer, XBOX and SKY Sports as sponsors.



ITCH AGENCY LIMITED CREATING ENGAGING IDEAS FOR BRANDS

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