

# ALLSTATE SOCCER TOUR

Allstate's goal was to bring their sponsorship investment to life through onsite displays at grassroots events through a multi-city tour. EventLink designed and developed a series of mobile displays used for MLS Gold Cup, MLS playoffs, the MLS All-Star game, and the Mexican National Team's tour events.

## SERVICES

- Concept development
- Mobile display design
- Onsite set-up
- Staffing
- Lead generation
- Overall event oversight

