



# 2026 PARTNERSHIP OPPORTUNITIES AT THE BANKS

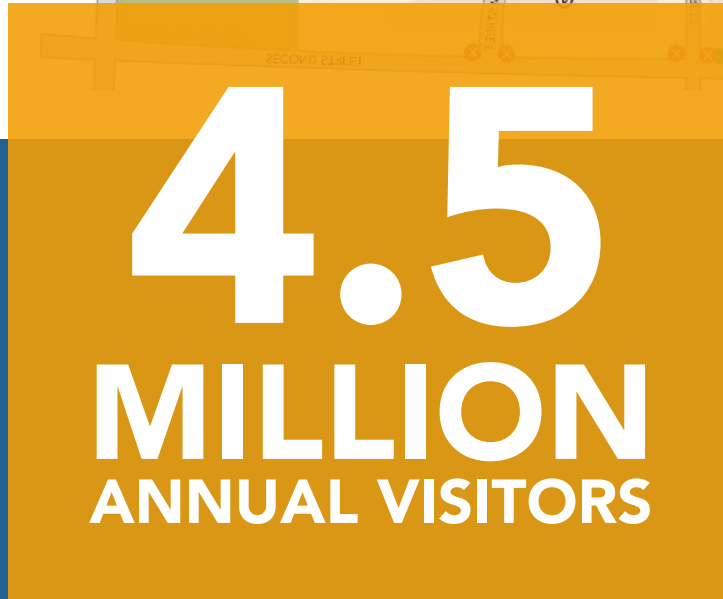
*WHERE CINCINNATI CONNECTS*

PLAY

SHOP + DINE

LIVE + STAY

WORK



The Banks offers a rare opportunity to connect with audiences in a concentrated, walkable district tied to moments people plan around. From Reds and Bengals games to concerts, festivals, watch parties, and seasonal events, partnership opportunities are flexible and scalable, ranging from district-wide sponsorships and branded experiences to DORA and Official Cup integrations, live programming, and digital amplification.

The Banks provides a turnkey environment with built-in foot traffic, established infrastructure, and collaborative venue partners, offering authentic engagement, repeat visibility, and partnership with Cincinnati's most celebrated gathering place.

# Nielsen Scarborough

## DATA DRIVEN IMPACT



### HIGH-VALUE DEMOGRAPHICS FOR SPONSORS

Scarborough provides the demographic proof points sponsors expect before committing dollars. For The Banks, the most compelling include:

**Age and life stage:** Clear visibility into Millennials, Gen X, and Baby Boomers, along with Empty Nesters, Young Professionals, Parents, and Grandparents.

**Income, net worth, and homeownership:** Household income, Acxiom Net Worth Gold, and home value indicators support premium brand positioning.

**Education and employment:** Full-time employment, professional occupations, senior executives, small business owners, and business decision makers.

**Geography:** DMA, county of residence and employment, and ZIP-level insights that validate The Banks as a regional draw, not just a downtown audience.

**Why this sells sponsorships:** It allows brands to justify spend by proving they are reaching affluent, employed, decision-making consumers at scale.

### SPORTS, ENTERTAINMENT, AND EVENT ALIGNMENT

Scarborough's Activities, Events, and Sports sections directly mirror what happens at The Banks:

**Live sports engagement:** Strong interest in NFL, MLB, NBA, NHL, college sports, soccer, motorsports, UFC, and women's sports.

**Event attendance:** High participation in concerts, festivals, nightlife, museums, fairs, and cultural events.

**Planned experiences:** Intent to attend music festivals, food and beverage tastings, business networking events, bachelor and bachelorette parties, and immersive entertainment.

**Why this sells sponsorships:** Sponsors can activate around predictable moments such as game days, concerts, festivals, and watch parties, with data backing audience relevance.



# Nielsen Scarborough

## DATA DRIVEN IMPACT

### BEVERAGE, DINING, AND HOSPITALITY INSIGHTS

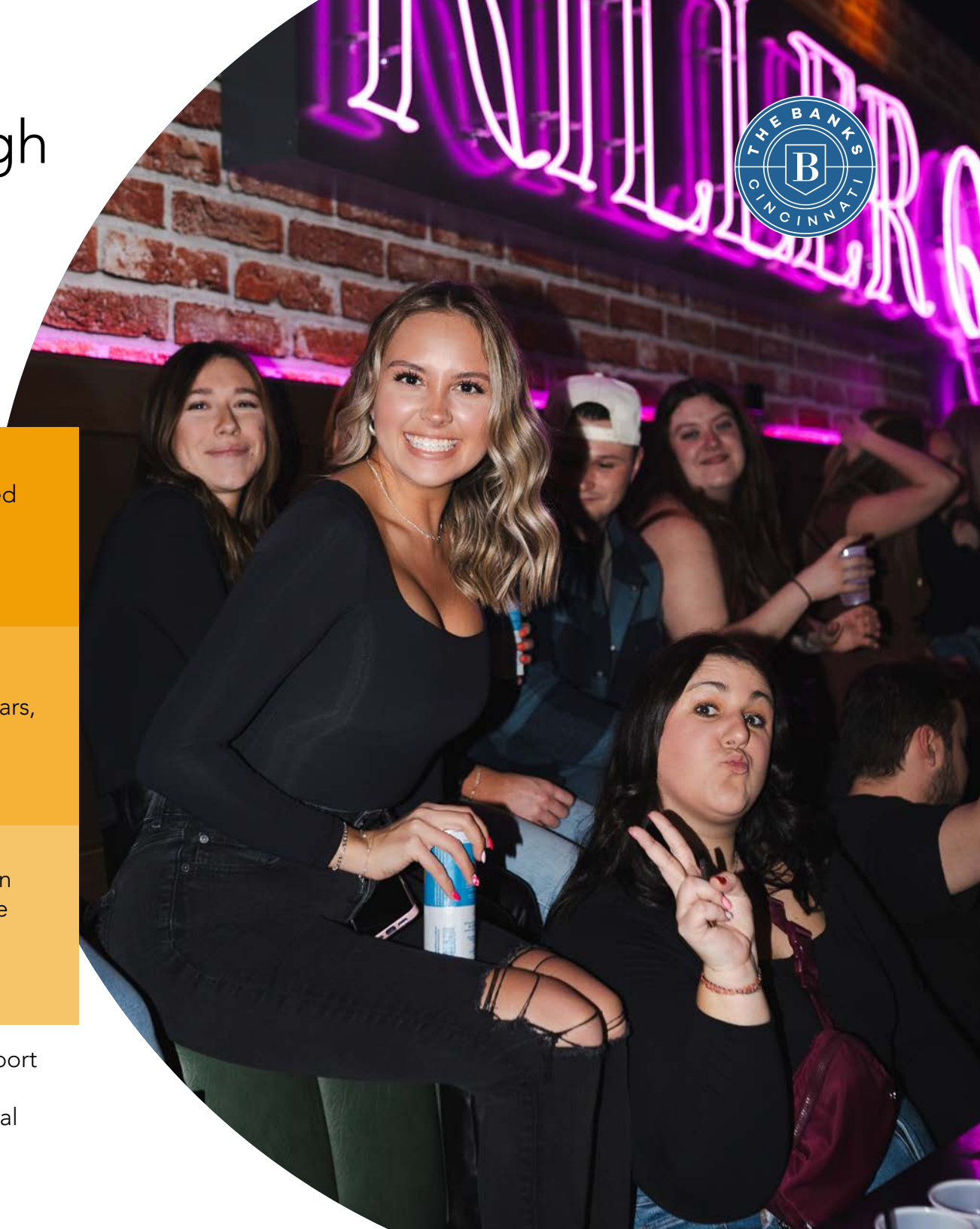
One of the strongest sponsorship categories for The Banks:

**Alcohol consumption:** Beer, craft beer, canned cocktails, spirits, wine, hard seltzers, and non-alcoholic options.

**On-premise purchase behavior:** Stadiums, bars, sit-down restaurants, nightclubs.

**Restaurant usage:** High frequency of sit-down restaurants, sports bars, upscale dining, coffee houses, and quick-service restaurants.

**Why this sells sponsorships:** These insights support beverage sponsors, restaurant partners, DORA activations, Official Cup branding, and experiential sampling programs.





# Nielsen Scarborough

## DATA DRIVEN IMPACT



### MEDIA, DIGITAL, AND ADVERTISING RESPONSIVENESS

Scarborough excels at showing how audiences consume and respond to media:

**Heavy social media usage:** Facebook, Instagram, TikTok, LinkedIn, X, Snapchat, Reddit.

**Streaming and audio:** Spotify, iHeartRadio, podcasts, YouTube, streaming TV services.

**Ad responsiveness:** Proven actions taken after seeing ads, including visiting locations, making purchases, following brands, and recommending to others.

**QR code scanning:** High relevance for on-cup, signage, and experiential activations.

**Why this sells sponsorships:** Brands can confidently layer digital amplification, social sharing, and measurable call-to-action into physical activations at The Banks.

# Nielsen Scarborough

## DATA DRIVEN IMPACT



### SPENDING POWER AND PURCHASE INTENT

Scarborough connects presence to purchasing behavior:

**Retail and e-commerce spending:** Apparel, sports gear, tickets, electronics, home goods.

**Travel and leisure:** Airline travel, hotels, weekend getaways, entertainment spending.

**Financial services:** Credit cards, mobile payments, investments, banking products.

**Why this sells sponsorships:** It demonstrates that The Banks audience is not just present but actively spending across categories sponsors care about.

### SPORTS, ENTERTAINMENT, AND EVENT ALIGNMENT

Scarborough's Activities, Events, and Sports sections directly mirror what happens at The Banks:

Business Decision Makers

Affluent Consumers

Sports Bettors and Online Sports Bettors

Active Lifestyle and Cultured Adults

Frequent Restaurant and QSR Visitors

Charitable Donors and Philanthropists

Remote and Hybrid Workers

Millennials and Gen X Professionals

**Why this sells sponsorships:** These segments allow for precise storytelling in sponsorship proposals without over complicating the pitch.



# 2026 Major Events at The Banks

## ATTRACTIONS FOR EVERYONE

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

**February 20** Cincinnati Coffee Festival Espresso Martini Tasting

**March 7** Bockfest 5K

**March 13** Cincinnati Coffee Festival Irish Coffee Tasting

**March 14** Guinness St. Patrick's Parade

**March 21** Special Olympics Polar Plunge

**March 26** Reds Opening Day & Reds Community Fund Block Party

**May** Rockin' the Roebling Music Series begins

**May 1-3** Flying Pig Marathon Weekend

**June 12** FIFA World Cup Viewing Village begins

**June 19-21** Savannah Bananas Baseball

**July 23-25** Cincinnati Music Festival presented by P&G

**October 8-11** BLINK

**November 7** DAV 5K





**1,000,000  
OFFICIAL  
DORA CUPS  
DISTRIBUTED  
ANNUALLY**



## The DORA Effect

### 365 DAYS OF ENGAGEMENT

The Banks Designated Outdoor Refreshment Area (DORA) is one of Cincinnati's most successful place making and economic development initiatives, serving as a cornerstone of the Banks Entertainment District experience. With more than 4.5 million visitors annually and active engagement approximately 250 days per year, the program enhances the way residents and visitors experience Cincinnati's premier sports and entertainment destination while delivering measurable economic value to local businesses.

The DORA program generates an estimated \$5 million in annual economic impact with 18 locally operated businesses who participate, supported by strong collaboration with major stakeholders including professional sports venues and large event operators. Annual distribution of approximately 875,000 to 1 million official DORA cups.

Designed to align with the unique operational rhythm of The Banks, the DORA operates 365 days a year from 11 a.m. to 1 a.m., seamlessly supporting Reds and Bengals games, arena events, and year-round programming.





# Brand Activation Opportunities

## FRONT ROW FOR EVERY MOMENT

From 81 home Cincinnati Reds games to eight home Cincinnati Bengals games and dozens of events at Heritage Bank Center, Andrew J. Brady Music Center and the National Underground Railroad Freedom Center, The Banks welcomes 4.5 million visitors each year.

Successful brand activation opportunities include: Product sampling, special events, live events and more. Custom opportunities are available.

### CHARITY PARTNERS

Each year, the business at The Banks support the following charities, hosting their signature events:

- Special Olympic Polar Plunge, March
- Bockfest 5K, March
- The Cincinnati Pride Parade, June
- DAV (Disabled American Veterans) 5K, November

### GUINNESS ST. PATRICK'S DAY FESTIVITIES AT THE BANKS

- Friday, March 13, Irish Coffee Tasting
- Saturday, March 14, Guinness St. Patrick's Day Parade at The Banks & St. Patrick's Day Block Party
- Sunday, March 15, St. Patrick's Day Block Party
- Tuesday, March 17, St. Patrick's Day at The Banks

### PUB CRAWLS

- Mardi Gras, February 13, 2026
- Halloween, October 31, 2026
- Ugly Christmas Sweater, December 2026



# 2026 FIFA World Cup Viewing Village at The Banks

## CINCINNATI'S BIGGEST WATCH PARTY OF THE SUMMER

This summer, USA becomes a global football capital. The Banks will transform into the 2026 FIFA World Cup Viewing Village, a free, fan-friendly destination packed with energy, a giant screen, food, beverage, and supporters cheering together from kickoff through the final whistle.

Experience every moment of the world's biggest tournament in the heart of downtown as we showcase the most exciting matches featuring the top national teams including the United States, Spain, England, France, Brazil, and Argentina. From opening day to the knockouts, the Viewing Village brings the world's game to the riverfront with festival-style excitement and unforgettable fan moments.

### FANS CAN ENJOY:

- Live match broadcasts on the giant outdoor screen
- Food and beverage from local favorites at The Banks
- Supporter-driven atmosphere
- Evening and weekend watch parties for the most popular matchups

Whether you are cheering for Team USA or celebrating global soccer culture, the Viewing Village is the place to be. Bring your friends, your flags, your jerseys, and your passion as Cincinnati joins the world in celebrating the 2026 FIFA World Cup.

**Free admission. Open to all ages.**

**Join the crowd. Feel the energy. Celebrate the world's game at The Banks.**



**FIFA WORLD CUP 26™**  
**WINNER'S TROPHY**



# 2026 FIFA World Cup Viewing Village at The Banks

CINCINNATI'S BIGGEST WATCH PARTY OF THE SUMMER

## TOP 10 MUST-SEE MATCHES

Match	Date	Time
USA vs. Paraguay	June 12	9 PM
Brazil vs. Morocco	June 13	6 PM
France vs. Senegal	June 16	3 PM
Argentina vs. Algeria	June 16	9 PM
England vs. Croatia	June 17	4 PM
USA vs. Australia	June 19	3 PM
Brazil vs. Haiti	June 19	9 PM
Spain vs. Saudi Arabia	June 21	12 PM
Spain vs. Uruguay	June 26	8 PM
England vs. Panama	June 27	5 PM

## IMPORTANT WORLD CUP DATES

- Round of 32: June 28 – July 3, 2026
- Round of 16: July 4 – July 7, 2026
- Quarterfinals: July 9 – July 11, 2026
- Semifinals: July 14 – July 15, 2026
- Third-Place Match: July 18, 2026
- Final: July 19, 2026





**CONTACT: JACKIE REAU | GAME DAY | (513) 708-5822 | [JREAU@GAMEDAYPR.COM](mailto:JREAU@GAMEDAYPR.COM).**