

FYI

Bob Bedinghaus

[REDACTED]
[REDACTED]

Bob Bedinghaus
Director of Business Development
CINCINNATI BENGALS
1 Paul Brown Stadium, Cincinnati, OH 45202

[REDACTED]
[REDACTED]

Begin forwarded message:

From: Sara Winter <[REDACTED]@messinatouring.com>
Date: November 10, 2022 at 8:21:43 PM EST
To: "Tanner, Seth" <[REDACTED]@bengals.nfl.net>, "Bedinghaus, Bob" <[REDACTED]@bengals.nfl.net>
Cc: "Parker, Emily" <[REDACTED]@bengals.nfl.net>
Subject: TS - Added Show

Howdy –

Just circling here to let you know that Taylor will be announcing the added Cincinnati date at 8am ET tomorrow. We are working on updated assets, and will have to you once she announces. Very exciting stuff!!

Confirming that added date to be: Friday, June 30th

Thank you!!

From: Tanner, Seth <[REDACTED]@Bengals.nfl.net>
Sent: Thursday, October 27, 2022 4:25 PM
To: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net>; Sara Winter <[REDACTED]@messinatouring.com>
Cc: Parker, Emily <[REDACTED]@Bengals.nfl.net>
Subject: Re: Tour Date Info - Cincinnati :)

EXTERNAL

My team has stated that the default sizes that are being provided will work for us. I don't believe we'll need any additional sizes.

Get Outlook for

Android<<https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Faka.ms%2FAAb9ysg&data=05%7C01%7Csara%40messinatouring.com%7Ce73457af5eab4fe6b51c08dab861b2cc%7Ccaece8130c4849238c628676bc93605f%7C0%7C0%7C638025027006110413%7CUnknown%7CTWFPbGZsb3d8eyJWljoimC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6ik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C&sdata=reXSHScO6%2FB2aT3FoBboa%2Bh06RibYL8RAv9gYyDilyc%3D&reserved=0>>

From: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Sent: Thursday, October 27, 2022, 5:00 PM

To: Tanner, Seth <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>; Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Cc: Parker, Emily <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>
Subject: Re: Tour Date Info - Cincinnati :)

Let's connect tomorrow. I have included Seth Tanner on this email since he will be executing the details.

Bob Bedinghaus
[REDACTED]

On Oct 27, 2022, at 4:20 PM, Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>> wrote:

[Logo]<https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.bengals.com%2F&data=05%7C01%7Csara%40messinatouring.com%7Ce73457af5eab4fe6b51c08dab861b2cc%7Ccaece8130c4849238c628676bc93605f%7C0%7C0%7C638025027006110413%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLjBjTil6Ik1haWwILCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=9cZSULQOEnpJgntMqY%2B%2Fahs4ywDj0%2BxpZTfvSP%2Fv00%3D&reserved=0>

Seth Tanner
Director of Content
CINCINNATI BENGALS
PLEASE NOTE NEW ADDRESS:
1 Paycor Stadium, Cincinnati, OH 45202
[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>

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icon]<https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffacebook.com%2Fbengals&data=05%7C01%7Csara%40messinatouring.com%7Ce73457af5eab4fe6b51c08dab861b2cc%7Ccaece8130c4849238c628676bc93605f%7C0%7C0%7C638025027006110413%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLjBjTil6Ik1haWwILCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=nUMXacsl%2Fp%2FNyG%2BxQurla2HNU00RfsFI2%2BCV2v1o%2F%2BQ%3D&reserved=0>

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So sorry, the contact gird we were sent had Brian's info for marketing. You will be the one handling marketing assets? Let's try to connect tomorrow.

From: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Sent: Thursday, October 27, 2022 11:47 AM
To: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Subject: RE: Tour Date Info - Cincinnati :)

EXTERNAL

Sara,

Your email got routed to the wrong person, so I am following up on the two emails, my apologies for the delay. Can we schedule a time to talk so I can get everything together that you guys are looking for? I am available all day today at [REDACTED]

Look forward to connecting.

Bob Bedinghaus
Cincinnati Bengals
Director, Business Development
1 Paul Brown Stadium
Cincinnati, Ohio 45202



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Director of Business Development
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=P8vAVtjUMc5tUtl1K4qXkPRvxZVB7YLu95nxxvub4%3D&reserved=0>

From: Sells, Brian <Brian.Sells@bengals.nfl.net<mailto:Brian.Sells@bengals.nfl.net>>
Sent: Thursday, October 27, 2022 12:23 PM
To: Bedinghaus, Bob <Bob.Bedinghaus@bengals.nfl.net<mailto:Bob.Bedinghaus@bengals.nfl.net>>
Subject: FW: Tour Date Info - Cincinnati :)
Importance: High

From: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Sent: Wednesday, October 26, 2022 11:06 AM
To: Sells, Brian <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Cc: Kelly, Tim <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Subject: RE: Tour Date Info - Cincinnati :)
Importance: High

Morning!

Following-up on my first email + additional information. Please acknowledge you've received a read my first email from 10/20. Thank you!

Update here to confirm that in fact I will not be able to provide you the artwork or the press release until the tour has been officially announced. I will circle back with exact timing on that, but expecting that to be between 8:30 am – 8:45 am ET. Will confirm when I know. For planning purposes, please be prepared for early in the morning ET on Tuesday, 11/1.

I'm now asked to get a list from you on the priority needs and to remind you below of the standard assets we will have prepared for you to send over once Taylor has announced the tour.

Lauren on my team would love for you to just send the list of asset IDs (i.e. A979: Taylor Swift Arlington, TX 700x525) that you'll need on the morning of 11/1. Anything else will be created the day of 11/1 & 11/2 when we are able to bring more designers into the fold. You should have all your needed assets by 11/4 at the latest.

I only have one person authorized to create the graphics, so please do let us know by this deadline on priority assets so we have time to turnaround.

We will need all asset requests submitted and named priorities by 10/27.

For your reference, here is what you'll have from our standard style guide on the morning of 11/1:

* Display Banners - localized

- * 160x600
- * 300x250
- * 300x600
- * 320x50
- * 728x90
- * 970x250
- * 640x640

* Email - localized

- * 600x800

* Outdoor - localized

- * 720x208
- * 1080x1920
- * 1400x400
- * 1920x1080

* Print - localized

- * 8.5x11
- * 11x17

* Socials - localized

- * 1080x1080 (1:1)
- * 1080x1350 (4:5)
- * 1080x1920 (9:16)

* Webtiles (Art Only) – not localized

- * 134x79
- * 564x564
- * 678x399
- * 1200x628
- * 2426x1365

* Webtiles (Art+Logo) – not localized

- * 290x390
- * 640x360

- * 1200x628
- * 1600x1068
- * 1920x1080
- * 2426x1365

Thank you!!

From: Sara Winter
Sent: Thursday, October 20, 2022 6:21 PM
To: b[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>
Cc: Kelly, Tim [REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Subject: Tour Date Info - Cincinnati :)

Hi Brian -

LeeAnn on my team is reaching out to box offices today, regarding our Sparkle date ;), but a little info on the big tour date we'll be working on together below for your knowledge.

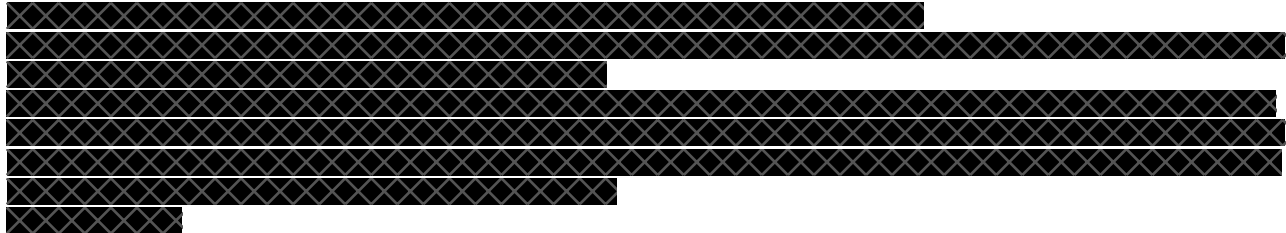
Details I can give you currently:

Show Date: Saturday, July 1, 2023

Announce Date: Nov 1 (morning – exact time TBD)

Public On-Sale Date: Nov 18th 10am local

We will create all your assets in-house. Please fill out this form and provide the different CTAs needed. You can upload your one-sheet of specs as well.

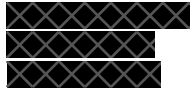


I believe it's likely that the assets will be provided to you once the announcement has occurred, as well as the press release. Can you tell me the lag time on uploading things if this is the delivery timing?

I will be in touch soon for a budget for some help pulling together OOH and TV, that will be done in advance without an artist name OR after the announcement. We are handling all radio on the MTG side, once the tour has been announced. We are handling digital on our end as well.

Thank you!!

Sara Winter-Banks
Messina Touring Group, LLC



[image001.jpg]

----- End Of Message -----

Message # 12

Message Key: 000007E655178019873BF50B247D806302986E7449A269AE15CCBC12A3AA5D076
9BC3BBD

From: "Feldkamp, Joe (Stadiums & Parking)" <[REDACTED]@hamiltoncountyohio.gov>

To: "Aluotto, Jeff" <[REDACTED]@hamilton-co.org>

Addressed To: [REDACTED]@hamilton-co.org

Subject: FW: Tour Date Info - Cincinnati :)

Date: Tuesday, November 01, 2022 06:34 GMT-05:00

Attachments: image001.jpg (11.8 KB), image002.png (30.5 KB)



FYI, for BOCC notification.

[Logo Description automatically generated] Joe Feldkamp
Director of Stadia & Parking
Paycor Stadium | Great American Ball Park | HC Parking Properties
Three Paul Brown Stadium, Cincinnati, OH 45202

[REDACTED]
[REDACTED]
<https://www.hamiltoncountyohio.gov><<https://www.hamiltoncountyohio.gov>>

From: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net>
Sent: Tuesday, November 01, 2022 4:44 AM
To: Feldkamp, Joe (Stadiums & Parking) <[REDACTED]@hamiltoncountyohio.gov>
Subject: Fwd: Tour Date Info - Cincinnati :)

Just a reminder that the Taylor Swift announcement will be Tuesday morning (today) at 8:15am(ish), just in case you want to let folks up the street aware.

Bob

Begin forwarded message:

From: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Date: October 31, 2022 at 9:36:11 PM EDT
To: "Tanner, Seth" <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>, "Bedinghaus, Bob" <[REDACTED]@bengals.nfl.net>
Cc: "Parker, Emily" <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Subject: RE: Tour Date Info - Cincinnati :)

Just checking in to let you know as soon as Taylor makes her official announcement on socials then I'll clear you to post and will have the necessary assets and press release. The dates are going live on her site at 8:15 am ET and looks like her actual social pushes may be closer to 8:30 am ET. You'll hear from me bright and early once she's announced :)

From: Tanner, Seth <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>
Sent: Thursday, October 27, 2022 4:25 PM
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Cc: Parker, Emily <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>
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To: Tanner, Seth <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>; Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Cc: Parker, Emily <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>
Subject: Re: Tour Date Info - Cincinnati :)

Let's connect tomorrow. I have included Seth Tanner on this email since he will be executing the details.

Bob Bedinghaus
[REDACTED]
[REDACTED]

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Director of Business Development
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1 Paycor Stadium, Cincinnati, OH 45202

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[REDACTED]

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On Oct 27, 2022, at 4:20 PM, Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>> wrote:

[Logo]<<https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.bengals.com%2F&data=05%7C01%7Csara%40messinatouring.com%7Ce73457af5eab4fe6b51c08dab861b2cc%7Ccaece8130c4849238c628676bc93605f%7C0%7C0%7C638025027006110413%7CUnknown%7CTWFpbGZsb3d8eyJWljoimC4wLjAwMDAilCJQljoiv2luMzliLjBtIl6k1haWwllCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9cZSULQOEnpJggntMqY%2B%2Fahs4ywdj0%2BxpZTfvSP%2Fv00%3D&reserved=0->>

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Director of Content
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[REDACTED]
[REDACTED]

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So sorry, the contact gird we were sent had Brian's info for marketing. You will be the one handling marketing assets? Let's try to connect tomorrow.

From: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Sent: Thursday, October 27, 2022 11:47 AM
To: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Subject: RE: Tour Date Info - Cincinnati :)

EXTERNAL

Sara,

Your email got routed to the wrong person, so I am following up on the two emails, my apologies for the delay. Can we schedule a time to talk so I can get everything together that you guys are looking for? I am available all day today at [REDACTED]

Look forward to connecting.

Bob Bedinghaus
Cincinnati Bengals
Director, Business Development
1 Paul Brown Stadium
Cincinnati, Ohio 45202
[REDACTED]
[REDACTED]

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Bob Bedinghaus
Director of Business Development
CINCINNATI BENGALS
PLEASE NOTE NEW ADDRESS:
1 Paycor Stadium, Cincinnati, OH 45202
[REDACTED]
[REDACTED]

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From: Sells, Brian <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Sent: Thursday, October 27, 2022 12:23 PM

To: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Subject: FW: Tour Date Info - Cincinnati :)

Importance: High

From: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>

Sent: Wednesday, October 26, 2022 11:06 AM

To: Sells, Brian <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Cc: Kelly, Tim <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Subject: RE: Tour Date Info - Cincinnati :)

Importance: High

Morning!

Following-up on my first email + additional information. Please acknowledge you've received a read my first email from 10/20. Thank you!

Update here to confirm that in fact I will not be able to provide you the artwork or the press release until the tour has been officially announced. I will circle back with exact timing on that, but expecting that to be between 8:30 am – 8:45 am ET. Will confirm when I know. For planning purposes, please be prepared for early in the morning ET on Tuesday, 11/1.

I'm now asked to get a list from you on the priority needs and to remind you below of the standard assets we will have prepared for you to send over once Taylor has announced the tour.

Lauren on my team would love for you to just send the list of asset IDs (i.e. A979: Taylor Swift Arlington, TX 700x525) that you'll need on the morning of 11/1. Anything else will be created the day of 11/1 & 11/2 when we are able to bring more designers into the fold. You should have all your needed assets by 11/4 at the latest.

I only have one person authorized to create the graphics, so please do let us know by this deadline on priority assets so we have time to turnaround.

We will need all asset requests submitted and named priorities by 10/27.

For your reference, here is what you'll have from our standard style guide on the morning of 11/1:

1. Display Banners - localized

- * 160x600
- * 300x250
- * 300x600
- * 320x50
- * 728x90
- * 970x250
- * 640x640

1. Email - localized

* 600x800

1. Outdoor - localized

- * 720x208
- * 1080x1920
- * 1400x400
- * 1920x1080

1. Print - localized

- * 8.5x11
- * 11x17

1. Socials - localized

- * 1080x1080 (1:1)
- * 1080x1350 (4:5)
- * 1080x1920 (9:16)

1. Webtiles (Art Only) – not localized

- * 134x79
- * 564x564
- * 678x399
- * 1200x628
- * 2426x1365

1. Webtiles (Art+Logo) – not localized

- * 290x390
- * 640x360
- * 1200x628
- * 1600x1068
- * 1920x1080
- * 2426x1365

Thank you!!

From: Sara Winter

Sent: Thursday, October 20, 2022 6:21 PM

To: [REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>

Cc: Kelly, Tim <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Subject: Tour Date Info - Cincinnati :)

Hi Brian -

LeeAnn on my team is reaching out to box offices today, regarding our Sparkle date ;), but a little info on the big tour date we'll be working on together below for your knowledge.

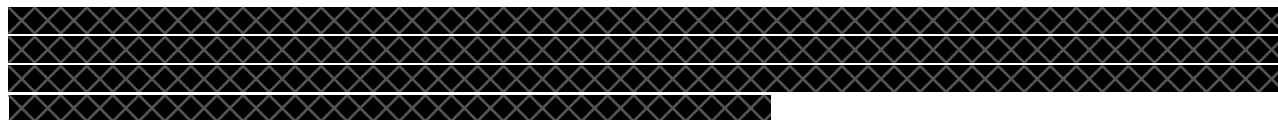
Details I can give you currently:

Show Date: Saturday, July 1, 2023

Announce Date: Nov 1 (morning – exact time TBD)

Public On-Sale Date: Nov 18th 10am local

We will create all your assets in-house. Please fill out this form and provide the different CTAs needed. You can upload your one-sheet of specs as well.



[REDACTED]

I believe it's likely that the assets will be provided to you once the announcement has occurred, as well as the press release. Can you tell me the lag time on uploading things if this is the delivery timing?

I will be in touch soon for a budget for some help pulling together OOH and TV, that will be done in advance without an artist name OR after the announcement. We are handling all radio on the MTG side, once the tour has been announced. We are handling digital on our end as well.

Thank you!!


Sara Winter-Banks
Messina Touring Group, LLC

[REDACTED]

[image001.jpg]

----- End Of Message -----

Message # 13

Message Key:	000007E61137D7B2081E5A8AAB46C355F87C52B4D6091FB6AC565C921B89778F1 B012271	
From:	"Bedinghaus, Bob" <[REDACTED]@bengals.nfl.net>	
To:	Joe Feldkamp <[REDACTED]@hamiltoncountyohio.gov>	
Addressed To:	[REDACTED]@hamiltoncountyohio.gov	
Subject:	Fwd: Tour Date Info - Cincinnati :)	
Date:	Tuesday, November 01, 2022 03:44 GMT-05:00	
Attachments:	image001.jpg (11.8 KB)	

Just a reminder that the Taylor Swift announcement will be Tuesday morning (today) at 8:15am(ish), just in case you want to let folks up the street aware.

Bob

Bob Bedinghaus
Director of Business Development
CINCINNATI BENGALS
1 Paul Brown Stadium, Cincinnati, OH 45202

[REDACTED]

Begin forwarded message:

From: Sara Winter <[REDACTED]@messinatouring.com>
 Date: October 31, 2022 at 9:36:11 PM EDT
 To: "Tanner, Seth" <[REDACTED]@bengals.nfl.net>, "Bedinghaus, Bob" <[REDACTED]@bengals.nfl.net>
 Cc: "Parker, Emily" <[REDACTED]@bengals.nfl.net>
 Subject: RE: Tour Date Info - Cincinnati :)

Just checking in to let you know as soon as Taylor makes her official announcement on socials then I'll clear you to post and will have the necessary assets and press release. The dates are going live on her site at 8:15 am ET and looks like her actual social pushes may be closer to 8:30 am ET. You'll hear from me bright and early once she's announced :)

From: Tanner, Seth <[REDACTED]@Bengals.nfl.net>
Sent: Thursday, October 27, 2022 4:25 PM
To: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net>; Sara Winter <[REDACTED]@messinatouring.com>
Cc: Parker, Emily <[REDACTED]@Bengals.nfl.net>
Subject: Re: Tour Date Info - Cincinnati :)

EXTERNAL

My team has stated that the default sizes that are being provided will work for us. I don't believe we'll need any additional sizes.

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From: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>
Sent: Thursday, October 27, 2022, 5:00 PM
To: Tanner, Seth <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>; Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>
Cc: Parker, Emily <[REDACTED]@Bengals.nfl.net<mailto:[REDACTED]@Bengals.nfl.net>>
Subject: Re: Tour Date Info - Cincinnati :)

Let's connect tomorrow. I have included Seth Tanner on this email since he will be executing the details.

Bob Bedinghaus

[REDACTED]

On Oct 27, 2022, at 4:20 PM, Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>> wrote:

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Seth Tanner

Director of Content

CINCINNATI BENGALS

PLEASE NOTE NEW ADDRESS:

1 Paycor Stadium, Cincinnati, OH 45202

[REDACTED]

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=63WSa99%2B3bl7B2hUBDgeaCOJhCyU3rhxzMbHOTOZ0v8%3D&reserved=0>

So sorry, the contact gird we were sent had Brian's info for marketing. You will be the one handling marketing assets? Let's try to connect tomorrow.

From: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Sent: Thursday, October 27, 2022 11:47 AM

To: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>

Subject: RE: Tour Date Info - Cincinnati :)

EXTERNAL

Sara,

Your email got routed to the wrong person, so I am following up on the two emails, my apologies for the delay. Can we schedule a time to talk so I
can get everything together that you guys are looking for? I am available all day today a [REDACTED]

Look forward to connecting.

Bob Bedinghaus
Cincinnati Bengals
Director, Business Development
1 Paul Brown Stadium
Cincinnati, Ohio 45202
[REDACTED]
[REDACTED]

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Bob Bedinghaus
Director of Business Development
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=P8vVAvtjJUMc5tUtl1K4qXkPRvxZVB7YLu95nxxvub4%3D&reserved=0>

From: Sells, Brian <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Sent: Thursday, October 27, 2022 12:23 PM

To: Bedinghaus, Bob <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Subject: FW: Tour Date Info - Cincinnati :)

Importance: High

From: Sara Winter <[REDACTED]@messinatouring.com<mailto:[REDACTED]@messinatouring.com>>

Sent: Wednesday, October 26, 2022 11:06 AM

To: Sells, Brian <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Cc: Kelly, Tim <[REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>>

Subject: RE: Tour Date Info - Cincinnati :)

Importance: High

Morning!

Following-up on my first email + additional information. Please acknowledge you've received an read my first email from 10/20. Thank you!

Update here to confirm that in fact I will not be able to provide you the artwork or the press release until the tour has been officially announced. I will circle back with exact timing on that, but expecting that to be between 8:30 am – 8:45 am ET. Will confirm when I know. For planning purposes, please be prepared for early in the morning ET on Tuesday, 11/1.

I'm now asked to get a list from you on the priority needs and to remind you below of the standard assets we will have prepared for you to send over once Taylor has announced the tour.

Lauren on my team would love for you to just send the list of asset IDs (i.e. A979: Taylor Swift Arlington, TX 700x525) that you'll need on the morning of 11/1. Anything else will be created the day of 11/1 & 11/2 when we are able to bring more designers into the fold. You should have all your needed assets by 11/4 at the latest.

I only have one person authorized to create the graphics, so please do let us know by this deadline on priority assets so we have time to turnaround.

We will need all asset requests submitted and named priorities by 10/27.

For your reference, here is what you'll have from our standard style guide on the morning of 11/1:

* Display Banners - localized

- * 160x600
- * 300x250
- * 300x600
- * 320x50
- * 728x90
- * 970x250
- * 640x640

* Email - localized

- * 600x800

* Outdoor - localized

- * 720x208
- * 1080x1920

- * 1400x400
- * 1920x1080

* Print - localized

- * 8.5x11
- * 11x17

* Socials - localized

- * 1080x1080 (1:1)
- * 1080x1350 (4:5)
- * 1080x1920 (9:16)

* Webtiles (Art Only) – not localized

- * 134x79
- * 564x564
- * 678x399
- * 1200x628
- * 2426x1365

* Webtiles (Art+Logo) – not localized

- * 290x390
- * 640x360
- * 1200x628
- * 1600x1068
- * 1920x1080
- * 2426x1365

Thank you!!

From: Sara Winter
Sent: Thursday, October 20, 2022 6:21 PM
To: [REDACTED]@bengals.nfl.net<mailto:[REDACTED]@bengals.nfl.net>
Cc: Kelly, Tim <[REDACTED]@bengals.nfl.net<mailto:T[REDACTED]@bengals.nfl.net>>
Subject: Tour Date Info - Cincinnati :)

Hi Brian -

LeeAnn on my team is reaching out to box offices today, regarding our Sparkle date ;), but a little info on the big tour date we'll be working on together below for your knowledge.

Details I can give you currently:

Show Date: Saturday, July 1, 2023

Announce Date: Nov 1 (morning – exact time TBD)

Public On-Sale Date: Nov 18th 10am local

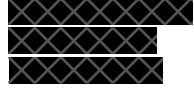
We will create all your assets in-house. Please fill out this form and provide the different CTAs needed. You can upload your one-sheet of specs as well.

[I believe it's likely that the assets will be provided to you once the announcement has occurred, as well as the press release. Can you tell me the lag time on uploading things if this is the delivery timing?](https://linklock.titanhq.com/analyse?url=https%3A%2F%2Fbit.ly%2FMTGAssets&data=eJx1jEEKgzAQAF9jbg3WiuAhByNY9iC99ANZ3ZjUmJXupuDv6wKc5jDMKNpzq5qAVtX1ghqMt6uIQqlkXKSXwgPdNXraZs7s_hRA_sr6DYAIEGnEKavc1c1CVgmm1knVzUCUV9zJtQO4zTYfftCP6cs_EiGxeXrqj6Awii437i8Lp1zCj8A5j1OZ0%<https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbit.ly%2FMTGAssets&data=05%7C01%7C%7Csara%40messinatouring.com%7Ce73457af5eab4fe6b51c08dab861b2cc%7Ccaece8130c4849238c628676bc93605f%7C0%7C0%7C638025027006266642%7CUnknown%7CTWFpbGZsb3d8eyJWljoimc4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikk1haWwiiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=IQ5xs0ERwnSLYLfaKauSQo5oTvgr1HDon%2F10PN%2FJsPA%3D&reserved=0>mtg atx! (password)</p></div><div data-bbox=)

I will be in touch soon for a budget for some help pulling together OOH and TV, that will be done in advance without an artist name OR after the announcement. We are handling all radio on the MTG side, once the tour has been announced. We are handling digital on our end as well.

Thank you!!

Sara Winter-Banks
Messina Touring Group, LLC



[image001.jpg]

----- End Of Message -----

Summary

PDF export issued by Privileged user todd_coriell (Todd.Coriell@hamiltoncountyohio.gov)
Export to PDF done from case folder
Export Started at : 18 Nov 2022 14:35
Export terminated at : 18 Nov 2022 14:36
Export Count : 13
Time Taken: 2 Sec

Case Folder Details:

Name : Swift
Creation Date : 18-Nov-2022
Updated On : 18-Nov-2022
Description :
Queries : [18-Nov-2022 09:10:11]
Search parameters (email) are:
Search Type: Standard
Keywords: "bid books"
Start Date : 01 Aug 2022 05:00:00 UTC
End Date : 19 Nov 2022 04:59:59 UTC
[18-Nov-2022 09:13:40]
Search parameters (email) are:
Search Type: Standard
Keywords: "ticket holds","Taylor Swift Touring","Messina Touring Group"
Start Date : 01 Aug 2022 05:00:00 UTC
End Date : 19 Nov 2022 04:59:59 UTC
Summary Message : 1 to 10 of 13 messages