



Parlay Audience Profiles into Powerful Presentation Points

160 Million Reasons To Sponsor

FAN Market Potential Profile for American Express
Card Members


	FAN INDEX	TOTAL HAWKS FANS	Annualized ESTIMATED PROFIT FROM FANS
Already Gold Card Holders:	190	28,000	\$ 14,000,000
Likely to become Gold Card Holders:	210	78,000	\$ 39,000,000
Already Blue Card Holders:	254	7,000	\$ 5,600,000
Likely to become Blue Card Holders:	199	23,400	\$ 18,720,000
Already Corporate Card Holders:	188	21,000	\$ 10,500,000
Likely to become Corporate Card Holders:	232	52,000	\$ 26,000,000
Already Green Card Holders:	144	35,000	\$ 5,250,000
Likely to become Green Card Holders:	165	41,600	\$ 6,240,000
Already Platinum Card Holders:	223	12,600	\$ 6,300,000
Likely to become Platnum Card Holders:	265	59,800	\$ 29,900,000

Current Customer (retention) Revenue Value: \$ 41,650,000
Future Customer (acquisition) Revenue Value: \$ 119,860,000
Atlanta Hawks game attendees who are also AMEX card holders:

- Represent 103,000 existing card accounts
- Account for \$41.6 million of est. annual profit to AMEX

Atlanta Hawks game attendees likely to become card holders:

- Potential of 254,000 new card accounts
- \$119.8 million of est. untapped annual profit to AMEX

Illustration

Sources: Experian, SIMMONS, TGI, MMG3, CentraForce, Demonstration product for Atlanta Hawks