

# OPEN Media Liverpool Eurovision 2023 Spectacular Banner Opportunities



Opportunity A



Opportunity B

The biggest party in the world, the Eurovision Song Contest, is landing in Liverpool this May as the city is hosting the 67th Eurovision contest for 2023. Expect hundreds of events taking place with a huge amount of visitors descending on the city to join in the fun.

Liverpool's Waterfront is set to be at the heart of the action with the official fanzone for the event. **Eurovision Village**, being located here is set to draw in thousands of fans looking to soak up the atmosphere from 5th May, with semi finals Tuesday 9 and Thursday 11 May, and the final on Sat 13th May.

**OPEN's two unique and extra special banner opportunities gives brands the chance to target fans in key Eurovision sites with these high impact banner sites. These sites were a media first in 2022 for Nike when they used both for the LFC parade day. They offer a brand an amazing opportunity to dominate these locations for the events.**



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MAP

MAP LEGEND

- ..... M&S Bank Arena (*venue*)
- ..... Pier Head (*fan village*)
- ..... OPEN Media Banners

**M&S Bank Arena** - the official venue of all Eurovision quarter, semi and finals

**Pier Head** - the official fan village, Euro Village, the place to be for all things Eurovision.

COSTS

**SPECS**

Production specs, artwork deadline, and live dates available upon request.

- To enquire about availability and costs, please email [team@openmedia.uk.com](mailto:team@openmedia.uk.com) or call 0151 372 0217