



Super Bowl XXX
— Half-time Show.



Inset: Florida Citrus Bowl — Half-time Show.

JacobDavis Productions, the world's largest producer of Card Stunts, outlines how they work with venues to enhance fans' game-day experience.

FAN-TASTIC

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The game matters, of course: fans care deeply about who wins and who loses; about the perfect pass, a 30ft jumper, and the double in the corner that gives the home team the lead. But there are plenty of other ways in which to turn a sporting event into a memorable day for every fan that walks through the door of the stadium, no matter whether the home team wins or loses. Companies worldwide are working behind the scenes with professional teams to enhance the experience for fans everywhere. Some coordinate halftime and pre-game shows, others create collectible items for fans to take home, and others provide in-game entertainment. Each company, working quietly with every professional league, does its work with one goal in mind: to enhance the fan experience.

Joe Kivett has never seen a card stunt he couldn't pull off. Kivett is the President of JacobDavis Productions (visit: www.cardstunts.com), the world's biggest producer of Card Stunts — the stadium-sized images and messages created when thousands of fans hold up coloured cards all at once.

Card Stunts at Super Bowl

The company has successfully executed card stunts for hundreds of events, including three Super Bowl Half-time Shows, two World Series games, the United States Treasury Department, ten Dallas Cowboys' Thanksgiving Day Half-time Shows, and in 2001 they created seven card stunts for the World Athletic Championships held in Edmonton, Alberta.

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“Card stunts are one of the great spectacles associated with sporting events and they are rarely performed,” said Kivett. “We work on about ten projects per year.”

The rarity of the stunts does not take away from their sheer visual strength. “Nowhere else in the world can you present an image as big as with a card stunt,” Kivett said. “No billboard is that large.”

World’s Largest Card Stunt at Sharpie 500 NASCAR Race

In 2007, JacobDavis Productions created the world’s largest card stunt for the Sharpie 500 NASCAR Race at Bristol Motor Speedway. The stunt involved 130,000 fans and it was sponsored by ‘Sprint’, whose logo was included in one of the card stunt designs and was also printed on each card. In addition, Sprint had a promotional item placed inside all of the plastic bags that protected the cards.

“Watching 130,000 NASCAR fans hold up their cards on cue was an amazing site,” Kivett commented. “Around 99% of the fans remain in their seats during a card stunt; people love to do card stunts, because they like to be part of the show.”

Card stunts create several opportunities for sponsors: sponsor messages can be printed on each individual card; and product samples, coupons or brochures can be inserted into the plastic bags that protect each card. Some sponsors pay a nominal fee to have their logo printed on the outside of the bags that protect the cards: this creates an amazing visual impact for fans entering the venue, as the sponsor’s logo appears on every seat, and the bags, with promotional items inside, can be taken home as a souvenir.

It takes about two months to plan a successful card stunt. JacobDavis works with the client to design the card stunts, and then builds a computer model of the stadium where the stunt is to be executed. The design and the stadium model are then combined so that the company

Bristol Motor Speedway Sharpie 500 NASCAR Race.

BRISTOL MOTOR
SPEEDWAY



JacobDavis Productions has developed the technology to execute a 'Black Light' Card Stunt that would be conducted in the dark, using florescent cards and ultraviolet (UV) lights.

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can determine exactly what colour card should be placed in each seat.

Enhanced Fan Experience & Sponsor Opportunities

After being placed inside protective plastic bags, the cards are pre-sorted by row and section, placed in boxes, and then shipped to the venue. The individual cards are taped to each fan's seat before game time, with instructions printed on them, and announcements are made to guide fans through the stunt before it occurs.

At show time, the audience receives their cue from JacobDavis Productions' personnel, who hold up large cue cards at the base of each section. Cues can also be displayed on video screens.

JacobDavis Productions makes adding a Stadium Card Stunt to a sporting event as easy as possible by offering a turnkey programme, as Kivett explained: "From design to implementation, we do all the

work, so the team and sponsor can focus on other priorities." Local fundraising groups are hired to place the cards in the seats.

Kivett explained how at a recent NASCAR race, fans turned nearly 20,000 cards into a perfect image of the American flag: "When the flag appeared in the stands and the audience roared it was a moment in time that I will never forget."

Kivett is still looking for a client to take him up on what he thinks will be the most exciting card stunt ever. His company has developed the technology, he said, to execute a 'Black Light' Card Stunt that would be conducted in the dark, using florescent cards and ultraviolet (UV) lights. The stunt has been tested, but has yet to be debuted at a major event. Kivett confirmed: "It will be the incredible glowing card stunt and I know it will be great if we get a chance to try it."

Another concept Kivett and his team are promoting is the idea of a live 'card stunt television commercial' during a major sporting event. Instead of a traditional television commercial, the advertiser would have the fans hold up cards to display the sponsor message, as Kivett explained: "A live card stunt commercial would not only command excellent brand recall when it happens, but it would also generate a great deal of exposure afterwards due to the uniqueness of the concept."

No doubt it won't be too long until these card stunts are performed at a venue near you. 🌟

2001 World Athletic Championships in Edmonton, Alberta.

