

Proud Partner of the Minnesota Super Bowl LII Host Committee



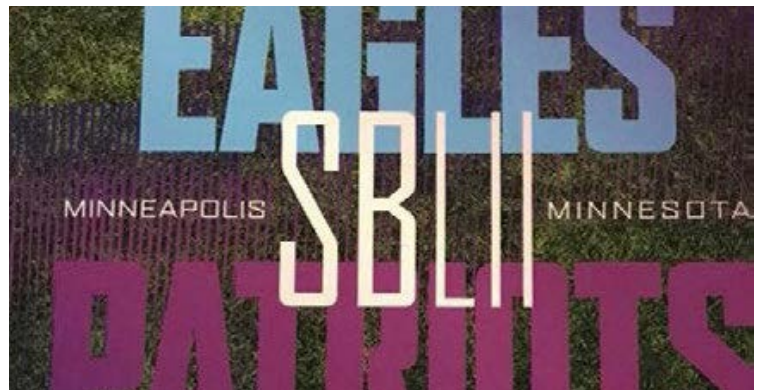
The Challenge

As plans came together for the 10 days of events leading up to Super Bowl LII, the Minnesota Super Bowl Host Committee invited Vomela to be their exclusive specialty graphics print partner. Vomela, headquartered in St. Paul, joined the Host Committee as an in-kind sponsor to transform Minneapolis into a Bold North landscape.

To meet the challenge of design, production, installation, and removal of temporary graphics and signage using various substrates such as vinyl and fabric, Vomela engaged its nationwide network of affiliates to help meet the tight production deadlines.



The Transformation

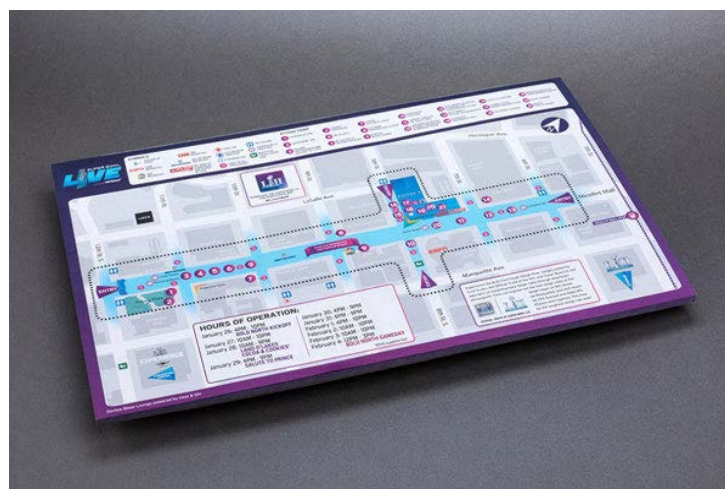
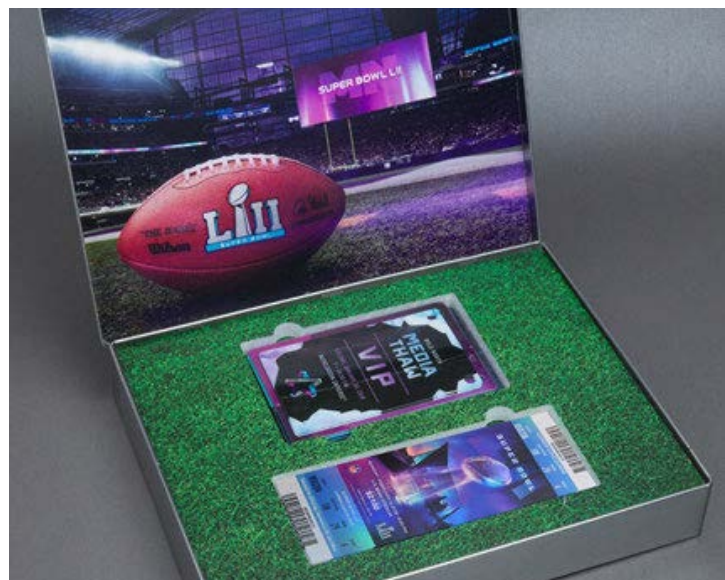




The Solution

Most of the design and printing took place in the three weeks prior to game day. Projects included:

- Producing more than 15,000 personalized credentials with QR codes and photos for 10 different events
- Welcoming visitors with signage at the Twin Cities' three regional airports
- Outfitting the Media Lounge at Mall of America, which was host to more than 5,800 credentialed media members
- Printing 200,000 maps to help visitors navigate the city
- Creating window, wall graphics, and murals for the Host House—a special VIP area for players and their families
- Transforming an empty retail space into part of the exciting Super Bowl Live experience
- Designing and wrapping the 100-foot zip line towers with branded graphics
- Developing a custom ticket and credential tin for 150 partners/sponsors, as well as 750 guest ticket envelopes



More than 15,000 Personalized Credentials with QR Codes & Photos for 10 Different events



The Result

Vomela's previous work with local sports teams, including the Wild and the Timberwolves, demonstrated a commitment to quality that proved we were the right partner to assist the Minnesota Host Committee with the Big Game.

Experience with other large-scale events, such as the NYC Marathon and Major League Baseball's All-Star Game, formed the basis for jumping into this project without hesitation. A well-established relationship with the Minnesota Vikings, which included printing and installation of more than 30 large-scale printed murals in the newly built U.S. Bank Stadium, was added proof of our capabilities.



By The Numbers:

- 250,000** printed pieces
- 20,000** badges
- 12,000** sq. ft. of fabric
- 2,800** ft. of confetti strands
- 200+** hours of press time

