

2023 FINAL FOUR, JOIN US IN HOUSTON

3/31/23 - 4/3/23 | DOWNTOWN & NRG Park

This is Houston's fourth time hosting and as an easily accessible cosmopolitan destination with over 7.3 M. residents, 2023 is slated for record setting attendance. Mere days after the Houston Rodeo wraps at NRG Park, the NCAA Final Four 2023 will take over!

COVERAGE:

- **WALLSCAPE - GSW1**
GreenStreet Lifestyle Center
Downtown
- **LARGE FORMAT STATIC BULLETINS**
across Houston's commuter driven metro
Downtown, NRG, Airport



**2016 HOUSTON
FINAL FOUR**

370K

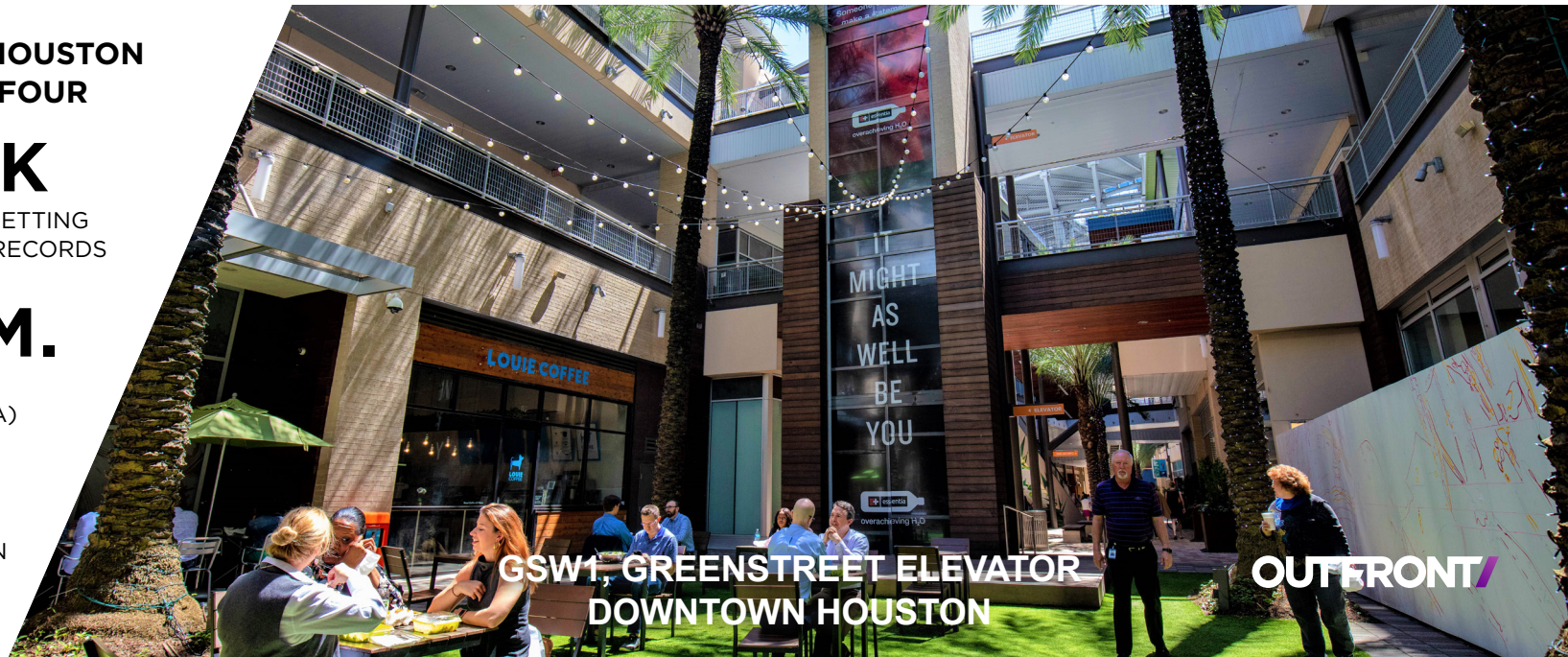
ATTENDEES, SETTING
ATTENDANCE RECORDS

\$250M.

ECONOMIC IMPACT
\$168M. IN 2022 (NOLA)

70K

ESTIMATED OUT-OF-TOWN
BASKETBALL FANS



**GSW1. GREENSTREET ELEVATOR
DOWNTOWN HOUSTON**

OUTFRONT