



## Burdick BMW makes a big splash with Fun Pass Sponsorship

- Website Ad
- Vehicle Displays
- Floor Stickers
- Sponsorship
- LED Digital Spectacular
- Digital Ad Screen
- Fun Passes

Burdick BMW, the premiere BMW dealership in Central New York, was looking for greater visibility in Syracuse and the surrounding markets. Destiny USA which, which dominates the market, was the perfect opportunity. Burdick BMW chose to sponsor the popular Summer Fun Pass program, which offers admission to Destiny USA and Syracuse attractions.

Burdick BMW used a mix of car placements and digital ads, including Destiny's LED Digital Spectacular display.