



# DigAlert Updates

February 10-11, 2025

*Presented by:*

DigAlert – Ann Diamond

# Outreach Updates

**6X MLS CUP**

**CHAMPIONS**

'24 '14 '12 '11 '05 '02

The LA Galaxy claimed their league-record sixth MLS Cup following the 2-1 win over the New York Red Bulls before a sell-out crowd of 26,812 fans at Dignity Health Sports Park on Saturday night, completing a full season of undefeated home games. Joseph Paintsil and Dejan Joveljić each recorded a goal, while Gastón Brugman recorded an assist and was named MLS Cup MVP. In addition, the LA Galaxy set an MLS Cup Playoffs record for the most goals scored (18) in a single postseason campaign.

**IN-STADIUM ELEMENTS**

Signage inside the stadium gives DigAlert's brand a national platform to reach LA Galaxy and MLS fans around the country. Fans inside the stadium are surrounded by your brand while fans at home see DigAlert integrated into the broadcast as part of the game. A mix of digital and static signage helps fans recognize DigAlert and quickly communicates DigAlert's brand messages throughout the season.

QTY.	ASSET	IMPRESSIONS
1MIN	LED Fieldboard Rotations	2,956,385
2MIN	LED Ribbon Board Rotations (40 Bonus Pre/Post-game Rotations)	440,016
2MIN	Upper East Scoreboard Rotations	168,736
1	Pre-Game/Halftime 30-Second Commercial Spot at 17 Games	281,226

**OVERALL BRAND EXPOSURE**

ASSET	EXPOSURES	IMPRESSIONS
Branded Content	90	780,950
Field-Level LED	94	2,956,385
Ribbon Board LED	32	440,016
Scoreboard Commercial	17	281,226
Upper East Scoreboard Graphic	17	168,736
Additional Social Exposure	65	627,328

★ KEY INSIGHTS ★

- LA Galaxy won their MLS record 6th MLS Cup!
- LA Galaxy received record breaking attendance for home matches during the 2024 season with 444,321 attending Galaxy games.
- LA Galaxy went undefeated at Dignity Health Sports Park during the 2024 regular season.

# General Updates

- 1/1/2025 - Started Sending Auto No Responses to only those members that have NOT provided an EPR.
- Members that receive No Response notices MUST provide EPR.



Underground Service Alert  
of Southern California®

Have you noticed that you have been receiving a lot of No Response tickets since the fires broke out earlier this week?

Remember that as of January 1, 2025, if you have not provided an electronic positive response (EPR) through the DigaAlert system by the legal start date and time, the system will automatically send a No Response to those members that have not completed an EPR. During these extraordinary times there is a code that can be used to satisfy the EPR requirement - code 80.

If you have any questions about EPR, please visit this link <https://docs.digalert.org/epr>.

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