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Sports & Properties, Inc.

News Release



WINSTON-SALEM, NC: The City of Winston-Salem has selected Sports & Properties, Inc. (SPI) to perform a naming rights study for the City's Entertainment and Sports Complex.

The Winston-Salem Entertainment and Sports Complex consists of the 15,000-seat Lawrence Joel Veterans Memorial Coliseum (home of the Wake Forest University Men's and Women's Basketball Teams), the 4500-seat Coliseum Annex, the 6200-seat Ernie Shore Field (home of the Winston-Salem Warthogs), and the Dixie Classic Fairgrounds. Also included in the study will be Bowman-Gray Stadium, a 17,000-seat venue that is home to Winston-Salem State University football and the NASCAR Weekly Racing Series.

"We have been talking about doing this type of analysis for quite some time, so we are pleased to be moving ahead with this facilities review," said Bucky Dame, Director of the Entertainment and Sports Complex. "The timing is good since we just rebranded many of our major destination facilities under the 'Sports and Entertainment Center' banner. The study will show us whether there is the potential for additional revenues by considering naming rights for our facilities individually or as a whole."

"It's an honor for us to be working with the City, the Winston-Salem Public Facilities Commission—chaired by Bob Northington, and Bucky Dame and his team," said Hill Carrow, CEO of Sports & Properties. "Winston-Salem and the ESC have an outstanding reputation both for a great entertainment and strong management. We look forward to analyzing the possibility of new revenue streams for the complex."

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The Entertainment and Sports Complex is a multi-venue destination located at the intersection of University Parkway and Deacon Boulevard in Winston-Salem, NC. The Complex features two arenas (including a 5800-seat Coliseum theater), 2 exhibit halls, and a minor league stadium. The ESC attracts over 1,050,000 people per year.

Sports & Properties, Inc. is a sports and entertainment marketing and development firm located in Raleigh, NC. The company represents major corporate clients such as RBC Centura Bank and Capitol Broadcasting Company and consults with cities and community organizations on sports and entertainment economic development projects. SPI is also a specialist and innovator in naming rights sponsorships with projects currently underway for Wake Forest University, the City of Durham, and the Carolina Crossroads Music & Entertainment District in Roanoke Rapids.

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