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Wake Forest University's BB&T Field Naming Rights



SPI, the Wake Forest Athletic Department, and ISP Sports, collaborated on naming rights sales that resulted in the recent announcement of BB&T Corporation as the title sponsor of Wake Forest University's football field. BB&T Field marks only the second time in Atlantic Coast Conference history and the third time among NCAA universities

nationally where a corporate naming rights sponsor has been secured for a school's football field.

Deacon Tower—a new addition to the stadium which will include club seats, box suites, and a signature entry area—is currently under construction. The start of this project happened to coincide with the Demon Deacon's outstanding 2006 season in which they won the ACC Championship and the Orange Bowl.

Marketing Plan for Visit Fairfax Sports Marketing



SPI recently completed a major Sports Marketing plan for the sports marketing department of the Fairfax County Convention & Visitors Corporation. Included in the plan was a prospect list of sporting events matched to the facilities of Fairfax County and surrounding areas. SPI, together with the assistance of Dr. Lisa Neirotti of the

George Washington University, also completed an extensive inventory of sports facilities within a 90-mile radius of Fairfax, Virginia. This is believed to be the largest such inventory in the country.

US Olympic Festival - '87 20th Anniversary Celebration

20 years ago this summer, the Triangle region of North Carolina played host to the US Olympic Festival, the largest ever held in North Carolina. SPI CEO Hill Carrow served as President and Executive Director of the Festival, and recently led the organization of the 20th Anniversary Celebration of the event. Festivities included a volunteer celebration at a Durham Bulls game, a barbeque for former staff members, and a banquet celebrating Olympic and amateur sports in the Triangle.



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USA Baseball National Training Center



The USA Baseball National Training Center at Thomas Brooks Park in Cary, North Carolina, held its Grand Opening in June and began hosting its first events. The Tournament of Stars, a week-long showcase of the best high school baseball players in the country, began immediately after the Grand Opening. In July, the National Training Center hosted its first international games featuring the US National Team vs. Norway, followed by the US vs. Russia.

SPI CEO Hill Carrow led the recruitment of USA Baseball to North Carolina beginning in 2002. The Triangle prevailed with the help of \$13 million in local sponsorships and funding support. Following the bid award, SPI continued to assist USA Baseball in securing additional longer-term sponsorships.