

# SPI Holiday Newsletter

Happy Holidays to you, your family, and associates! We send you greetings of the season and the latest news from our Sports & Properties, Inc. team in Cary, NC.

## What's In A Name?

Sports & Properties, Inc. (SPI) has been called on for a follow-up naming rights project on the Cobb Energy Performing Arts Centre (CEPAC) in Atlanta. Located at the intersection Interstates 75 and 285 in Cobb County, the CEPAC is one of the top performing arts venues in the U.S. The CEPAC hosts 167 performances per year and is the home of the Atlanta Ballet and Atlanta Opera.

SPI assisted the Cobb-Marietta Convention & Exhibit Hall Authority (CMCEHA), Cobb Energy Centre owner/operator, in landing the initial naming rights sponsorship of the CEPAC during the pre-construction phase. The naming rights secured by Cobb Energy for \$20 million over 20 years set a new national record for performing arts center naming rights at the time of the deal. Even today the Cobb Energy Performing Arts Centre title sponsorship is among the largest performing arts center naming rights partnerships in the country.

SPI has now performed a valuation analysis and provided prioritized target prospects for a multi-million dollar, secondary naming rights sponsorship at the CEPAC. SPI is also assisting with sponsorship terms and negotiations. Given the success of the CEPAC, its high profile location, and the surrounding Cobb County market (where the Atlanta Braves moved to a new stadium just across the highway), there is significant value and a tremendous attraction for an additional major naming rights sponsorship for the center.



Cobb Energy Performing Arts Centre



CEPAC Marquee Sign

# SPI Captures Another Event "Oscar"

For the third time in as many years, Sports & Properties, Inc. captured a World's Best Sports Events Award, considered to be the "Oscars" of the sports tourism industry. SPI won for its creation and production of the USA Masters Games, a multi-sport, Olympic-style event for athletes aged 21 and over. SPI is one of a very limited number of organizations in the country to win multiple World's Best Sports Event Awards.

The USA Masters Games features 24 sports ranging from Archery to Weightlifting, Opening and Closing Ceremonies, and social and entertainment events. The Games have included over 4,000 athletes from 10 countries and six continents. The 2016 USAMG was held in Greensboro, NC, while the 2017 USA Masters Games were held in San Diego, CA. To date the Games have included 16 World Records, 28 American Records, 6 Zone Records, and 47 State Records.

Last month the 2016 USA Masters Games were recognized as the World's Best New Event. "It was a total team effort," said Hill Carrow, SPI CEO and Chairman of the Games. "Our marvelous staff, combined with the volunteers and professionals of the local organizing committee - particularly Team Greensboro, yielded strong results. The athletes have enjoyed the USAMG and have given it very positive reviews."



Brian Ambuehl (left) of the Greensboro Convention and Visitor's Bureau, Hill Carrow (center) of SPI, and Kim Strable (right) of the Greensboro Sports Commission at the 2017 Sports Travel Awards.

## Ultimate NASC Member

Hill Carrow has become the first person in history to become a three-way member of the National Association of Sports Commissions (NASC). Hill is now officially a member in all three membership categories of the NASC - simultaneously! Hill serves as Volunteer CEO of the Triangle Sports Commission, a long-time Active Member of the NASC. He is also the CEO of the USA Masters Games, a major multi-sport event Rights Holder Member of NASC. And Hill heads up Sports & Properties, Inc., a National Association of Sports Commissions Allied Member.

"It's totally appropriate that Hill should be NASC's first 'Ultimate Member'," said Al Kidd, NASC CEO. "Hill founded the NASC and has been very active in, and highly supportive of, the organization since it was first starting to get off the ground more than 27 years ago. As a NASC Hall of Famer Hill has often led the way on many NASC initiatives and his triple membership is just one more example. I am hoping that other NASC members can follow suit and hold more than one membership in the organization. Multi-category membership provides additional benefits to members while helping to grow and strengthen the organization - a winning proposition for everyone!"



## Gymnastics Championships Make Their Return to NC

The USA Gymnastics Championships, the national championships for Acrobatic, Rhythmic, Trampoline and Tumbling Gymnastics, make their return to Greensboro in 2018 and SPI will be helping to produce this major multi-discipline event. The Championships will be held July 3-8, 2018, at the Greensboro Coliseum Complex, where the event is so large it fills virtually every corner of the Greensboro Coliseum and Special Events Center, over 600,000 square feet of venue space! The USA Gymnastics Championships were previously held in Greensboro during June of 2015.

SPI will focus on fundraising and operational aspects of the Championships including sponsorships, marketing, advertising, catering, fanfest/entertainment, VIP and athlete services, venue décor, and more. The return of one of USA Gymnastics' largest championship events to Greensboro in three years is quite a tribute to the excellent host committee that is a collaborative effort among the Greensboro Coliseum Complex, the Greensboro Convention & Visitors Bureau, the Greensboro Sports Commission, and Sports & Properties, Inc.



2015 USA Gymnastics Championships at the Greensboro Coliseum

## Best Wishes!

Thank you for following Sports & Properties, Inc. We wish you all the best for the holidays

and a wonderful and prosperous 2018!



SPI is a sports and entertainment development and marketing firm specializing in sports tourism, facility analysis and planning, naming rights and major sponsorships, and major event management.

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