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# VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

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## Quote of the Week

*"We challenge any person in the world to eat as many [hot dog] buns in 12 minutes as our elephants. It sets a new standard for bun eating."*

— Kenneth Feld on a promotion for his new circus enterprise on New York's Coney Island.

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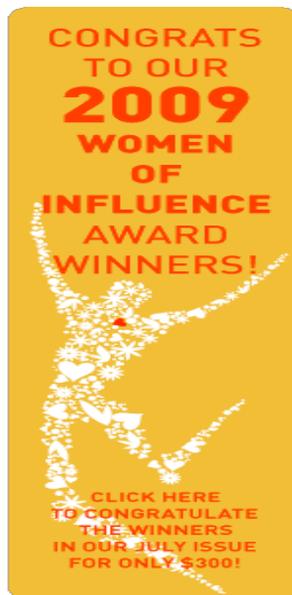
### THE BEAT

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Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." There will be no VT Pulse next week as we finalize the July Issue. The VT Pulse will resume on July 8.



Congratulations to Nicole Feld, Sandie Aaron and Patti-Anne Tarlton!

Use our special offer text ads (see above) to congratulate and thank these fine women for their contributions to the industry.

These text ads are \$300 and will run in the special Women of Influence tribute section.

[On The Menu: Stanley Cup Finals](#)

**DEPARTMENTS**  
Short Takes

HELP WANTED

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### SHORT TAKES

>> **LIVE NATION PARTNERS WITH BIG** —Live Nation has entered into a strategic alliance with South Africa's leading live entertainment company, BIG Concerts. BIG Concerts will serve as Live Nation's exclusive promotion partner for all tours in South Africa, where BIG Concerts currently sells more than 400,000 tickets annually.  
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### VT NEWS

#### **BOOKINGS**

#### **CONEY ISLAND TENT CIRCUS CHARTS NEW TERRITORY FOR FELD**

*New York Mayor Michael Bloomberg (left) and Kenneth Feld get friendly with a circus elephant at the site of Ringling Brothers and Barnum & Bailey Presents Boomerang at Coney Island, New York.*



Ringling Brothers and Barnum & Bailey Presents Boomerang at Coney Island, Feld Entertainment's newest attraction, is off to a rousing first week of its 12-week stand in New York. As a result, Kenneth Feld, CEO, is seriously considering more circuses under tent for extended stays at other resort destinations and, if not that, at least certainly a return to Coney Island next summer.

The circus under tent opened June 18 and will play 132 performances there through Labor Day before being packed up and shipped to Europe for an 18-week tour. The European run will open in Rome, where in November 1967, Feld and his father, Irving, bought Ringling Bros. and Barnum & Bailey.

The Coney Island stand was conceived because New York Mayor Michael Bloomberg's agenda includes revitalization of Coney Island, bringing it back to the glory and grandeur of the 1920s through the 1950s. Major redevelopment is underway and Bloomberg approached Feld Entertainment about participating, Feld said.

Feld found a dirt lot three blocks from the subway station, on the boardwalk, next to Keyspan Stadium minor league baseball park. He is leasing it from a development group called Taconic. He declined to

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name production costs but said it was “expensive. We had to bring the tent in and pave the lot and then there’s drainage, waste removal, air conditioning in the tent. This was not a small investment, but one we think will pay off and create a new business for us every summer in Coney Island.”

The show is basically Ringling’s Gold Unit, Boomerang, but customized to be under tent, said Nicole Feld, Exec. VP, who produced Boomerang a year and a half ago. “It’s a big tent, 2,500 seats,” she said. “It’s a three-sided tent so it feels like an arena. It has a reception area that feels like a concourse in an arena. It has a little more intimacy and you can control the environment a little more than in an arena, but it’s the same show.”

Nicole Feld, who works in Feld’s New York office, described it as an attraction inside an attraction. “People who are spending the summer in Coney Island or near Coney Island in Brooklyn are able to just pop in, take a break from the beach. It’s a little bit of a different kind of experience and mentality. Particularly in this economy when people are scaling back on their vacations, and particularly everyone is feeling the effects of the economy in New York because it’s so close to Wall Street. People really aren’t taking a big summer share and going away for the summer the way they did in the past. Coney Island is the closest beach to Manhattan. I think it will be a big draw.”

Ticket prices range from \$10 to \$65, with the average somewhere north of \$25. With 132 shows in a 2,500-seat tent, the potential audience is 330,000. If Kenneth Feld’s projections of playing to 85 percent capacity play out, this will be a \$7 million summer on Coney Island for Feld Entertainment.

The location has been themed beyond the circus performances to encourage foot traffic throughout the day. There is an animal open house, trucks on display from Feld Motorsports and picnic tables and lounging areas for those seeking a break from the beach. Feld is also serving food and beverage throughout the day. “We’ve become part of the community and landscape of Coney Island for the summer,” Kenneth Feld said.

It is still not a slam-dunk. “The risk was this - that maybe people don’t come,” Kenneth Feld said. Unlike the traveling circus, this is a casual purchase choice made by families on the beach. “No one is really buying a ticket today for Aug. 15. So it’s walkup. And the first weekend was the worst weather you could imagine. And we did huge business. I believe on Father’s Day we basically sold out the two shows and it was a huge amount of walkup.”

One new promotion is the Hot Dog Bun Eating Contest set for July 4. It plays off a Coney Island tradition, Nathan’s Hot Dog Eating Contest, which is televised on ESPN. The circus version will pit people against elephants. “We challenge any person in the world to eat as many buns in 12 minutes as our elephants. It sets a new standard for bun eating,” Kenneth Feld said.

He has been surprised somewhat by the clientele. The first weekend, it looked like a stroller convention he said of the mothers with kids in attendance.

“It’s going to build. The word of mouth has been extraordinary. And the community has adopted us as a new member of the family there,”

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Vee Corporation, MN -Marketing Director

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Royal Agricultural Society of NSW (Australia) - Senior Manager Communications

Blue Cross Arena and the CMAC Amphitheater, Rochester, N.Y. - Box Office Manager

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Kenneth Feld said.

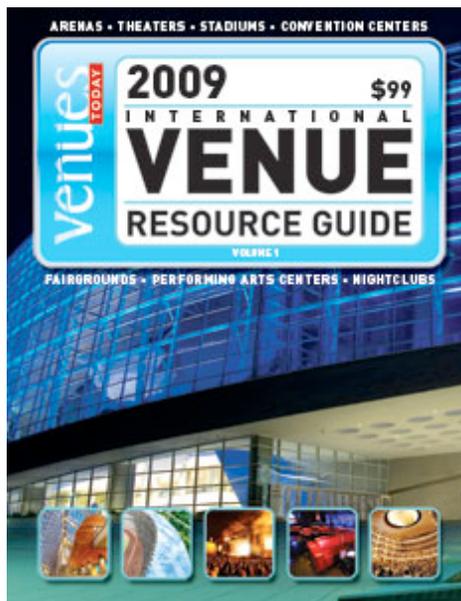
Asked if it is a one-year deal, Feld replied, only “If it doesn’t work. But I think we’ll do it every summer and I think we’ll increase the programming. Based on what it has done so far, it has exceeded my expectations, but it’s only a week old. By mid-July, we’ll really know what it’s going to be and what we can do.”

In fact, he thinks “it is becoming so popular there that it may be something we’ll do elsewhere.”

There will still be a Gold Unit playing small arenas. A new one will be in production this winter. And it does not impact the circus dates at Madison Square Garden, New York; Prudential Center, Newark, N.J.; Nassau Coliseum, Uniondale, N.Y., and Izod Center, East Rutherford, N.J., Feld said. “This is really geared for the 2.5 million people that live in Brooklyn.”— Linda Deckard

*Interviewed for this story: Kenneth and Nicole Feld, (703) 448-4000*

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*Linkin Park*



L.A. is a rock star town and needs to be treated accordingly.

“Outside of Coachella, there is a big missing link for a great, energy-driven rock festival in Southern California,” said Gary Spivack, one-half of the duo that makes up Right Arm Entertainment based in Santa Monica, Calif.

In hopes of delivering some rock relief to his So Cal brethren, Spivack and partner Del Williams have launched the Epicenter Rock Festival at the Fairplex in Pomona, Calif. Tool, Linkin Park and Alice in Chains will headline the 12-hour festival on Aug. 22. The pair hope to draw about 40,000 attendees to the racetrack at the fairgrounds (home to the L.A. County Fair) with a gate gross potential near \$3 million.

“We chose the Fairplex because it was a neutral site that was a bit off the radar as a rock venue,” said Spivack, who got his start in the music business as a former record company promotions executive with stints at Atlantic, Capital and Geffen. He met his partner Williams at Electra, and Williams later went on to found Alternative Music Marketing Strategies Division (ARMS Division for short). Spivack joined Williams in 2001 and ARMS Division eventually morphed into Right Arm Entertainment.

The pair specializes in hosting radio concerts and promote 24 different radio festivals around North America, including the Inland Invasion for KROQ in Los Angeles, BFD for Live 105.1 in the San Francisco Bay Area and the Dallas EdgeFest.

The pair currently promotes the independent Rock of the Range concert series. The first was held in Mid-May at Crew Stadium on the Ohio State Fairgrounds in Columbus, and headlined by Motley Crue and Slipknot. The 2009 outing grossed \$2.4 million with 54,000 tickets sold (about 1,000 under capacity), while the 2008 concert pulled \$2.7 million with a sellout of 48,829. AEG Live was listed as a co-promoter for the Columbus concerts.

Right Arm’s next big concert will be the Rock the Range show this Saturday and Sunday at the Canad Inns Stadium in Winnipeg, Manitoba, and is headlined by Billy Talent with Rancid, Rise Against and Shinedown

supporting.

“Canada is not as niched as it is in America where a band like Rise Against and Shinedown can coexist together. Canada is a little more flexible and their music fans have a wider variety of tastes,” Spivack said.

Right Arm Entertainment is the sole promoter of the Epicenter Festival, while Ticketmaster oversees ticket sales at \$69.95 GA and \$125 VIP. The Mitch Schneider Organization is the head publicist for the festival. KROQ is the radio partner for the festival, while Monster Energy Drink is the main corporate sponsor.

Spivack wouldn't say how much Right Arm invested to launch Epicenter.

“When you're dealing with Tool and Linkin Park in Southern California, they deserve and get headliner money,” he quipped

For Linkin Park, the festival is the only North American stop scheduled for 2009 – the band will wrap a Japan tour before heading to Pomona. Tool is slated for a string of headlining gigs this summer including Lollapalooza in Chicago, All Points West Fest in Liberty Island, N.J., and the Mile High Fest in Denver. Also on the bill is Australian band Wolfmother, who has re-formed with a new drummer and bassist under Andrew Stockdale. Epicenter is the only concert the band had scheduled through the end of the year.

“We've heard some new music and it is fantastic,” Spivack said of the psychedelic, heavy-metal triage which scheduled to release their second album in October. “They are going to come back in a big way.” – Dave Brooks

*Interviewed for this article: Andrew Spivack, (310) 458-1501, ext. 101*

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## CAROLINA ON MY MIND



Our August issue will include our second annual look at [Carolina venues](#), updates on Green Buildings in our industry and the first Venues Today [Top Picks in green design for architects, venues and advocates](#).

We're also including our Publisher's Pick of the year- the [Leiweke legacy](#) and their influential power.

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**Advertising deadline: July 29th**

### CONVENTION CENTERS

#### MELBOURNE OPENS DOORS TO EAGER AUSSIES

*The foyer of the Melbourne Convention Center*



Melbourne is emerging as a new business hub of the Australian continent with the opening Monday of the Melbourne Convention Centre, the biggest meeting facility in the country.

The new center is being integrated with the current Melbourne Exhibition Centre and has already announced plans to host 50 major international and 190 national conventions through 2015, bringing in 270,000 delegates to the city. The building's first two events are the Foodservice infocus Expo and the Clubs & Hotels 2009 event, both of which run from June 23-25.

The \$1 billion development was built using a private/public financing vehicle split between multiple government entities and private development groups. The state government of Victoria kicked in \$370 million for convention center costs, while developers Multiplex and the Plenary group have invested nearly \$600 million in commercial and hotel development around the space. The city of Melbourne invested an additional \$43 million to create pedestrian infrastructure to link the center and build a bridge across the Yarra River. Additions to the facility include a 5,000-capacity auditorium and an expanded foyer to host parties of up to 8,000 people.

“It was a very complex bidding process and for us to ultimately be successful, we deemed it necessary to partner with another developer as a means of both sharing resources and hedging our own risks,” explained Glenn Hay, executive director of Operations and Asset Management for the Plenary Group. Hay’s statements were made during a panel at the 2009 Venue Management Association’s meeting on the Gold Coast, Queensland.

The new facility will be self-managed by the Melbourne Convention and Exhibition Trust, with food operations kept in-house. Leigh Harry will manage the facility, while Executive Chef Shaun Bowles will oversee the facility’s large kitchen and nine-chef staff, which will focus its menu on locally grown, organic cuisine.

A large focus for the kitchen operations, and the convention center overall, will be environmental stewardship.

“The new Melbourne Convention Centre is the first convention centre in the world to achieve a 6 Star Green Star environmental rating,” said the facility’s communications coordinator Penny France. “We take environmental issues seriously, and are proud to have received this prestigious recognition from the Green Building Council of Australia.”

The opening of the convention center has sparked a small development war in Australia’s meeting market. The Gold Coast (Queensland) Convention Center just completed a \$40 million expansion that doubled its meeting capacity; while the Brisbane (Queensland) Convention Centre recently committed \$130 million to expanding its own facility.

“At an international level, competition and marketing funding levels have increased dramatically particularly from the Middle East region, Singapore and India,” wrote Robert Anellis, chairperson of the Melbourne Convention and Exhibition Trust in his annual report. — Dave Brooks

*Interviewed for this article: Glenn Hay, +61 3 8888 7700; Penny France, +61 3 9235 8205*

## HOTTickets

HOT TICKETS is a weekly summary of the top acts and ticket sales as reported to VT PULSE. Following are the top 20 concerts and events, the top 5 in each seating capacity category, which took place since June 2.

### MIDLER STILL A SURE 'BETTE' AT COLOSSEUM

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) <b>Simon &amp; Garfunkel</b> Gross Sales: \$5,696,016; Venue: <b>AcerArena, Sydney</b>; Attendance: 35,088; Ticket Range: \$285.30-\$77.61; Promoter: Chugg Entertainment, Day 1 Entertainment; Dates: June 20-21, 23; No. of Shows: 3</p> <p>2) <b>George Strait</b></p>	<p>1) <b>Keith Urban</b> Gross Sales: \$634,270; Venue: <b>Bi-Lo Center, Greenville, S.C.</b>; Attendance: 9,172; Ticket Range: \$77.50-\$20; Promoter: Outback Concerts; Dates: June 17; No. of Shows: 1</p> <p>2) <b>311</b> Gross Sales: \$229,790; Venue: <b>City Market,</b></p>	<p>1) <b>Phish</b> Gross Sales: \$355,806; Venue: <b>Asheville (N.C.) Civic Center</b>; Attendance: 7,200; Ticket Range: \$49.50; Promoter: Live Nation; Dates: June 9; No. of Shows: 1</p> <p>2) <b>The Roots</b> Gross Sales: \$322,352; Venue: <b>Festival Pier at</b></p>	<p>1) <b>Jersey Boys</b> Gross Sales: \$5,227,989; Venue: <b>Fox Theatre, Atlanta</b>; Attendance: 90,805; Ticket Range: \$125-\$20; Promoter: Broadway Across America; Dates: May 27-June 21; No. of Shows: 32</p> <p>2) <b>Bette Midler</b> Gross Sales: \$1,329,917;</p>

Gross Sales: \$5,340,005; Venue: **Cowboys Stadium, Arlington, Texas**; Attendance: 60,188; Ticket Range: \$137.50-\$38.50; Promoter: AEG Live, In-house, The Messina Group; Dates: June 6; No. of Shows: 1

**3) Dave Matthews Band**  
Gross Sales: \$1,750,334; Venue: **The Comcast Theatre, Hartford, Conn.**; Attendance: 44,923; Ticket Range: \$64.50-\$30; Promoter: Live Nation; Dates: June 5-6; No. of Shows: 2

**4) Eric Clapton**  
Gross Sales: \$1,694,150; Venue: **United Center, Chicago**; Attendance: 15,012; Ticket Range: \$150-\$75; Promoter: Jam Productions; Dates: June 17; No. of Shows: 1

**5) Eric Clapton**  
Gross Sales: \$1,451,750; Venue: **Xcel Energy Center, Saint Paul, Minn.**; Attendance: 12,825; Ticket Range: \$148-\$73; Promoter: Jam Productions; Dates: June 18; No. of Shows: 1

**Kansas City, Mo.;**  
Attendance: 6,565; Ticket Range: \$40-\$35; Promoter: AEG Live; Dates: June 13; No. of Shows: 1

**3) Creative Generation - State Schools OnStage**  
Gross Sales: \$177,606; Venue: **Brisbane (Australia) Entertainment Centre**; Attendance: 5,122; Ticket Range: \$28.40-\$21.80; Promoter: Dept. of Education & Training Qld; Dates: June 6; No. of Shows: 1

**4) New Kids On The Block**  
Gross Sales: \$158,162; Venue: **Patriot Center, Fairfax, Va.**; Attendance: 3,992; Ticket Range: \$79-\$13; Promoter: Live Nation; Dates: June 7; No. of Shows: 1

**5) Celtic Woman**  
Gross Sales: \$153,863; Venue: **Roanoke (Va.) Civic Center**; Attendance: 4,260; Ticket Range: \$63-\$29.50; Promoter: Madstone Productions; Dates: June 4; No. of Shows: 2

**Penn's Landing, Philadelphia;**  
Attendance: 7,320; Ticket Range: \$50.50; Promoter: Live Nation; Dates: June 6; No. of Shows: 1

**3) Super 70's Soul Jam Spectacular**  
Gross Sales: \$218,928; Venue: **Greek Theatre, Los Angeles**; Attendance: 4,759; Ticket Range: \$85-\$20; Promoter: Nederlander; Dates: June 6; No. of Shows: 1

**4) Crosby, Stills & Nash**  
Gross Sales: \$196,510; Venue: **Charter One Pavilion, Chicago**; Attendance: 4,741; Ticket Range: \$76.50-\$26.50; Promoter: Live Nation; Dates: June 4; No. of Shows: 1

**5) WWE Raw, Smackdown, & ECW**  
Gross Sales: \$151,005; Venue: **Pensacola (Fla.) Civic Center**; Attendance: 4,931; Ticket Range: \$53-\$18; Promoter: WWE; Dates: June 6; No. of Shows: 1

Venue: **The Colosseum at Caesars Palace, Las Vegas**; Attendance: 11,313; Ticket Range: \$250-\$95; Promoter: AEG Live, Concerts West; Dates: June 16-17, 20-21; No. of Shows: 4

**3) Eddie Vedder**  
Gross Sales: \$399,456; Venue: **Palace Theatre, Albany, N.Y.**; Attendance: 5,496; Ticket Range: \$73; Promoter: Live Nation; Dates: June 8-9; No. of Shows: 2

**4) Dame Edna Live: First Last Tour**  
Gross Sales: \$320,663; Venue: **San Diego Civic Theatre**; Attendance: 6,759; Ticket Range: \$69-\$17.50; Promoter: Nederlander; Dates: June 2-7; No. of Shows: 8

**5) Steely Dan**  
Gross Sales: \$249,879; Venue: **Durham (N.C.) Performing Arts Center**; Attendance: 2,648; Ticket Range: \$134-\$65; Promoter: AEG Live, In-house; Dates: June 9; No. of Shows: 1

Compiled by Rob Ocampo and Riley Camarillo. To submit reports, e-mail [HotTickets@venuestoday.com](mailto:HotTickets@venuestoday.com) or fax to (714) 378-0040.

## THE BEAT

### MARKETING



The image shows a screenshot of Barack Obama's Facebook profile. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Dave Brooks', 'Settings', and 'Logout'. The profile picture is a portrait of Barack Obama. Below it, a post is visible with the text: 'Barack Obama Going on ABC news tonight at 10pm ET for a town hall on the future of America's health care system. 8 hours ago'. The post has a 'Wall' tab selected and shows a 'Just Fans' section with two comments. The first comment is from Barack Obama: 'Barack Obama Going on ABC news tonight at 10pm ET for a town hall on the future of America's health care system. 8 hours ago - Comment - Like - Show Feedback (31,865)'. The second comment is from Barack Obama: 'Barack Obama Signing the historic Family Smoking Prevention and Tobacco Control Act today. Read more about this legislation here:'.

### EAMC ATTENDEES SHARE PRESIDENTIAL ASPIRATIONS

President Barak Obama's Facebook Profile

COLORADO SPRINGS, COLO. — While attendees at this year's Event and Arena Marketing Conference try to make sense of



the social networking landscape, they might look no further than the U.S. commander in chief for a little inspiration.

For proponents of social networking, U.S. President Barack Obama has become a great example of a man who used tools like Facebook, YouTube and Twitter to turn the status quo into a malleable paradigm.

It has been 18 months since then-Senator Barack Obama developed his Internet strategy for campaigning, a formula he

built with Netscape founder Marc Andreessen. It was a strategy that turned a political base into a database and found new means to raise staggering amounts of money, fight detractors and drive voter registration. Moreover, it was a strategy that spent less and innovated more, explained Jim Delaney from Activate Sports during a panel session titled “Applying Obama’s Marketing Lesson to Your Next Event Campaign.”

“This type of strategy doesn’t take a lot of financial resources, but it does take a lot of time and creativity,” Delaney explained with his panelist Joe Lewi, a consultant from Event and Entertainment Marketing. The pair developed a top 10 list of lessons marketers can learn from the Obama Camp.

- 1.) Build upon a vision and strategy.
- 2.) Develop the right attitude and image.

Lewi’s advice for number two is simple: “We need to be cool!” he told the packed room of attendees. To Lewi, that meant leveraging social networks as a means to legitimacy across multiple platforms.

While many marketing departments task their interns with social networking platforms to create a youthful voice, Lewi said that meaningful, original content can go much further. The BOK Center in Tulsa, Okla., recently posted photos of fans lined up for a Jonas Brothers concert, while the Staples Center in Los Angeles used their Twitter page to document the Lakers’ victory parade after winning the National Basketball Association championship.

- 3) Use branding consistency.
- 4) Collect as many people as possible.

President Obama was able to run up big numbers on his various social networking platforms, whether it be his 6 million friends on Facebook page or his 1.5 million followers on Twitter.

Most venues or artists can’t come close to that number, but Delaney pointed out that there are plenty of ways for venues to drive up their popularity.

“Having a signup button on your website is not enough,” he told the group, adding that most people need to be motivated to join by offering up a contest or promise of unique content.

“Information can be collected via web sites, text messages, contests, person to person communications and social media,” Delaney said. “Once you do collect them, use it.”

- 5) Go after niche demographics.
- 6) Leverage online tools across multiple platforms.
- 7) Engage in the conversation.

One of the President’s most significant uses of social media was to create a two-way dialogue with supporters. He spoke to his supporters using e-mail blasts, YouTube addresses and Facebook posts – and he listened using the same tools. Thousands of followers used Obama’s website to both post messages to the then-candidate, and to interact with other supporters.

“It’s not just a one-way conversation,” Delaney said. “Getting your customers involved on social networking platforms is essential. The more people posting to your page, the better.”

This can encourage some individuals to post negative comments and bad reviews onto a social networking platform, but Delaney said he is hesitant to censor social networking sites unless the negative posts engage in libel or slanderous activity.

“Don’t we want to hear what our customers are saying about us?” Delaney asked.

**8) Don’t be afraid to ask for the sale.**

**9) Always say thank you.**

**10) Evolve your strategy as trends and tastes change.**

Lewi pointed out that Obama never shied away from asking for campaign contributions at the conclusion of his emails, and he always followed up with a personalized thank you after each donation.

“And that translates beyond the online world to the actual venue visit,” Lewi said. “You should find a way to thank every person who enters and exits your facility. If someone just bought a ticket, send out a thank-you e-mail. If a group sales person signs a deal, they should always follow up the event with a personalized, hand-written note.”

As for evolving, Delaney said that Obama was able to take his online campaign success and use it to further his political objectives. The President has set up Facebook groups to pressure Congress into confirming Supreme Court nominee Sonia Sotomayor, or to push through his health care reform agenda.

For events, often it’s about promoting the event well after it has taken place. This year’s Coachella Music and Arts Festival in Indio, Calif., encouraged visitors to create a massive photo database from the festival on its website, while the Roxy in Los Angeles regularly hosts Twitter reviews of past performances on its blog page. — Dave Brooks

*Interviewed for this article: Jim Delaney, (617) 851-6011; Joe Lewi, (508) 889-9660*

## **NAMING RIGHTS REPORT**

### **TD Ameritrade Park, Omaha, Neb.**

**Date Announced:** June 14

**Buyer:** TD Ameritrade

**Broker:** Rob Yowell, Gemini Sports Group

**Terms:** 20-year deal for \$750,000 a year

**Tenant/Ownership:** National Collegiate Athletic Association/City of Omaha

**Comments:** The stadium is the future site of the College World Series and will open for the 2011 games at a cost near \$128 million. The downtown park is financed by the City of Omaha and some private funding. The venue is expecting to host about 70 events a year with roughly half of them being the NCAA Division I baseball championship.

The TD Ameritrade deal includes signs, suites and club seats, additional tickets and hospitality along with limited use of the facility for corporate events.

“Our company is based in Omaha and serves as one of the largest brokerage firms in the world, with almost half of our associates living in the city,” said Katrina Becker, the company’s director of Communications. “The College World Series is a huge Omaha tradition and there are many people from our company that attend the event.”

Rob Yowell from Gemini Sports and Entertainment in Phoenix brokered the deal, which he said was designed partially to pursue a young market with a collegiate audience. And while the price tag on the

venue may seem inexpensive, Yowell was quick to point out that “the deal is pretty aggressive for a single use, college facility that’s not in a top 20 marketplace.”

The company didn’t opt-in for an NCAA corporate sponsor’s package priced at \$10 million per year – a deal that would have allowed for signage and activations during the College World Series.

“Broadcasters will call it TD Ameritrade Stadium, but there will be limits on what type of exposure the TD Ameritrade brand will receive during the games,” Yowell said. – Dave Brooks

Contact: Katrina Becker, (402) 597-8485; Rob Yowell, (480) 513-7100

### ON THE MENU

## NHL Stanley Cup Finals Games 3, 4 & 6

**Date:** June 2, 4 & 9

**Location:** Mellon Arena, Pittsburgh

**Concessionaire:** Aramark

**Event Attendance:** 17,132 each game

#### Menu:

Nacho Supreme - \$6

Hamburger - \$5.25

Pizza Hut Pizza - \$6.75

Hot Dog - \$2.50

Grilled Chicken Sandwich - \$5.50

Italian Sausage - \$5.25

Jumbo Pretzel - \$3.25

Some specialty items on the main concourse included monster chicken nachos and soft chicken tacos. Aramark set up action stations that served chicken and beef kabobs, sweet chili glazed turkey breast, Penguin’s pepper steak and braised beef brisket.

Some of the popular suite level items included crab cakes, Pittsburgh pierogis, mini slider burgers, salmon, baked s’mores, and quesadilla rolls.

Commemorative items: Aramark also does the merchandise at Mellon Arena and sold t-shirts, Stanley Cup pucks, and playing cards and lollipops with players’ faces on them.

**Preparation:** Aramark used 475 staff members at the finals, about an 18 percent increase from the amount of staff they normally use. In addition to the normal seating area, a tailgate space was set up on the terrace for ticket holders and a big screen was erected outside for people who were unable to get inside the venue to watch the games. These areas accounted for 7,000-10,000 additional fans, not counting press attendance. James Carter, general manager for Aramark at Mellon Arena, said he felt that the Penguins had a good chance this year so they started planning for the finals about a month prior. “We were hoping to get a little revenge,” said Carter, noting that the Penguins had lost to the Detroit Red Wings during last year’s Stanley Cup Finals. “It wasn’t something that just popped up on us. We felt like we deserved to be there.”

**Final Thoughts:** The most popular items sold at the finals were the nachos, which far exceeded the other items. Other popular food items were chicken tenders with fries, hamburgers, hot dogs and pizza.

One of the largest challenges that Aramark faces in catering an event as big as the Stanley Cup Finals in Mellon Arena is that it is an older facility, built in 1961. “Mellon Arena in 1961 was a state-of-the-art facility,” said Carter. Today, however, Aramark faces space challenges and has to use the space that they do have more creatively. For example, during the regular season, they were able to have an area where kids could play, but that had to be removed for the finals to make room for press tables.

“All the planning and preparation from all the departments created a winning atmosphere and a winning team. It felt good to have something come together so well,” said Carter. – Linda Domingo

*Interviewed for this story: James Carter, (215) 409-7403*

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