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VT PULSE

A WEEKLY PUBLICATION FROM VENUES TODAY

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Quote of the Week

“There was 20 feet of water (in our basement). We tried to calculate how much water was in the building, and it was in the millions of gallons.”

— Schermerhorn Symphony Center GM Mark Blakeman on damage from record flooding that hit Nashville on May 1.

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THE BEAT

Greetings,

Welcome to VT Pulse, your weekly guide to the "News Behind the Headlines." Our hearts go out to people of Middle Tennessee as they attempt to rebuild after last week's devastating floods. To volunteer to help with the cleanup, or to donate money, visit [Hands On Nashville](#).



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SHORT TAKES

>> CORNHUSKERS GET GREEN LIGHT FOR NEW ARENA — Voters in Lincoln, Neb. have approved a measure to build a new Haymarket Arena. The 16,000-seat facility is part of a \$344 million development project and will be used for University of Nebraska basketball. Contact: Derek Andersen, (402) 441-7843

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VT NEWS

BOOKINGS

LIPIZZANERS CANCEL REMAINDER OF SEASON

Dressage by the Lipizzaner Stallions



The Lipizzaner Stallions have canceled most of the shows for the remainder of 2010 and plan to take the next six months off following slow ticket sales and a challenging advertising market.

“We’ve taken the show off-tour for the balance of this year, primarily because business is very, very poor and we wanted to give our horses a rest,” said promoter Gary Lashinsky from his offices in Oviedo, Fla.

Also affected was the Spanish Riding School, which Lashinsky helps to promote. That tour was postponed until 2011 because the horses, which are held in Vienna, Austria, have come down with a contagious respiratory illness.

“We were scheduled to kick off that show, but since it’s so far out and we didn’t have a contract yet, we were able to release the hold and book two acts,” said Carl Hall from Rupp Arena in Lexington, ky.

Lashinsky wouldn’t say how much the White Stallions tour lost so far, but noted that in general, ticket sales were dismal.

“In some of the markets, we either broke even with the previous times or were down 15 to 20 percent. That 15 to 20 percent was the difference between making money or losing money. You’re on a tight margin with this show — with any family show, in fact.”

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In some cases, Lashinsky thinks his show was a victim of bad timing, especially an early April date at Conseco Fieldhouse in Indianapolis.

“We had a few bombs,” he said. “We were playing Indianapolis the weekend after the Final Four and Butler was in (the Championship Round). I talked to the building and I said ‘What do you think, should we cancel the date?’ And they said it would be fine and if Butler loses everybody would be back to normal. They weren’t,” he said.

The tour’s last show was April 19 at the Crown Coliseum in Fayetteville, N.C. Approximately 120 shows were canceled, including a run through Canada.

Lashinsky also cited upcoming mid-term elections, saying the campaign cycle drove up the price of media buys, while contributing to consumer uncertainty about the future.

The Lipizzaner Stallions will return Dec. 26 with a performance at the new Amway Arena in Orlando.

“That’s in addition to the Spanish Riding School,” said Lashinsky, speaking of the tour his group has assisted for several outings in the US. “We’re talking with them now about rescheduling their tour for 2011 in the fall. They’ve got the same economic problems, except maybe worse than we do, in Europe.”

“Remember, we’re talking about a family audience, an adult audience, our ticket prices for the Spanish riding school run from \$45 for a low ticket price up to \$175,” he added. “That’s a pretty high ticket price to be bucking when you have a poor economy and a lot of other things that hurt business.” – Dave Brooks

Contact: Gary Lashinsky, (407) 366-0366; Carl Hall, (859) 233-4567

Congratulations to the 2010 Women of Influence nominees!

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BEHIND THE HEADLINES

MUSIC CITY VENUES DRY OUT AFTER HISTORIC FLOODING

Flood damage at the Grand Ole Opry House, Nashville



Historic rainfalls dumped more than 11 inches of water on Nashville on May 1, flooding sports and entertainment venues, and bringing millions of dollars in damage, just as the peak tourist season begins.

New Era Tickets, Exton, Pa. - Director of New Business Development

Royal Agricultural Society of NSW, Australia - Manager of Event Services

[VIEW THE FULL LISTINGS](#)

The Grand Ole Opry and Gaylord Opryland Resort were among the hardest hit. On May 2, approximately 1,500 Opryland Resort guests and employees were evacuated by bus to nearby shelter. At the same time, between 10 and 15 employees stayed behind to save precious memorabilia, including the 6-foot circle of floorboards from the old Ryman Auditorium.

The resort sits adjacent to the Cumberland River, and is protected by levees built to sustain a 100-year flood. But the river breached the levees, forcing the resort to close.

In a press conference on Friday, Gaylord officials said they would not be taking reservations before October. The company carries business interruption and property insurance associated with flood damage with an aggregate limit of \$50 million, but expected to exceed that, said Gaylord Entertainment CEO Colin Reed.

But the impact is likely to be felt citywide. The hotel provides 12 percent of the city's hotel rooms, and as much as a fourth of its convention business.

But the show goes on for the Grand Ole Opry - performances have been moved to other venues.

"While we ourselves are shaken by the impact of the flooding of the Opry House and throughout the area, it is important that Nashville's most treasured tradition continues with this week's shows," said Grand Ole Opry Vice President Pete Fisher. "We look forward to coming together both as the Opry family and as a great American city just as we have every week for nearly 85 years. Our hearts go out to all of those affected in the Middle Tennessee area."

The Grand Ole Opry returned to Nashville's War Memorial Auditorium - its home from 1939 to 1943 - for a performance on May 4. Opry performances remain scheduled for every weekend of the year and for every Tuesday through Dec. 14. For now, they will be moved to Ryman Auditorium, the Opry's most famous former home.

A letter has been sent to all customers with Opryland reservations for the next 90 days, stating that all deposits and payments will be refunded. Management is working with convention organizers to move meetings to other Gaylord properties nationwide. Other operations including backstage tours and the museum, have been temporarily suspended.

The Schermerhorn Symphony Center, a \$123.5 million venue, which opened in 2006, was also hard-hit.

The worst damage was to the lowest two basement levels, said GM Mark Blakeman.

"There was 20 feet of water. We tried to calculate how much water was in the building, and it was in the millions of gallons," Blakeman said. "For acoustical purposes, all of the mechanicals were in the basement, and they were all submerged. A catering kitchen was also inundated."

They lost two nine-foot Steinway pianos and a Schoenstein organ console.

"We only received a few minutes notice before the power went out," Blakeman said.

"Once the power was down, we didn't have all the lifts available, but we tried to extract as much as possible."

American Constructors of Nashville, who built the building, will lead the recovery and abatement, Blakeman said.

They have relocated administrative offices, and have restored e-mail and ticketing operations. Many performances are continuing at other venues.

“Until 2006, we performed all over town, so we have relationships with all the venues,” Blakeman said. “We are in a friendly competition with Opryland competing for space, but both of our needs are being met, by and large.”

Robert Skoney, general manager of the Nashville Municipal Auditorium, said his venue had two inches of water in the engine room.

The flooding there knocked out the electrical transformers, causing a power outage.

“Everything has to be pumped out,” Skoney said, on May 3. “We are trying to gain ground, but I think we are just recycling.”

By the end of the week, they are still without electricity and telephone service, but he believed it would be restored this week. Friday’s performance of “After the Love is Gone” was postponed.

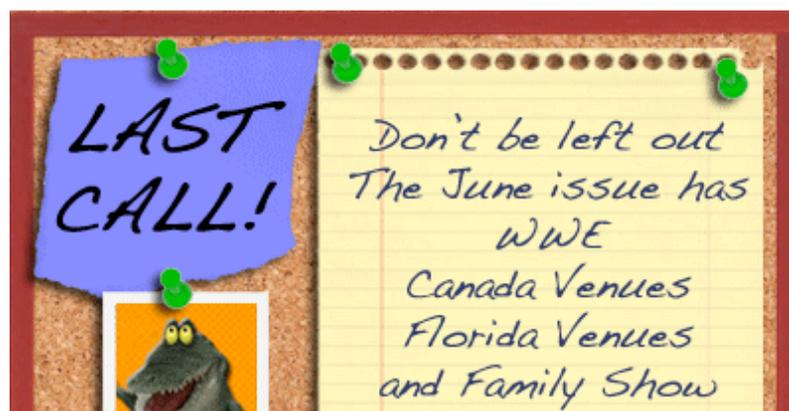
“We moved the show, with ease, to June 12,” Skoney said.

Last Wednesday, crews arrived at Bridgestone Arena to do environmental clean up, and remove the foot of water in the building, said David Kells, director of marketing. The damage was contained to the event levels, and staff was able to move back in on May 4, when the telephones and data communication lines were restored.

LP Field officials were able to make a preliminary review of damage last week, and found most of the flooding was contained to the field. “Any replacement costs will be covered by insurance and will start as soon as possible,” said Steve Underwood, senior executive vice president, in a written statement.

The last day for season ticket holders to renew was scheduled to be May 3, but Underwood said that deadline had been extended. – Liz Boardman

Contacts: Stephanie Silverman, (615) 846-3150; Robert Skoney, (615) 862-6390; Amanda Virgillito Saad, (615) 782-4001; Darlene Bieber, (615) 851-4917; Mark Blakeman, (615) 5801-1266; David Kells, (615) 456-7012; Robbie Bohren, (615) 687-6500.





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Q&A

LACROSSE COMMISSIONER GEORGE DANIEL PREPS FOR CHAMPIONSHIP WEEKEND

George Daniel



The National Lacrosse League wraps up its season Saturday with its Champion's Cup Final between the Washington Stealth and the Toronto Rock at the Comcast Arena in Everett, Wash. Like other minor league sports, Lacrosse has struggled the past year with low attendance, but two successful team relocations and a broadcast deal for the U.S. and Canada have commissioner George Daniel optimistic for next season. Venues Today caught up with Daniel to discuss the future of the 16-team league.

What are your expectations for Saturday's championship?

We're really the only North American sports league that has a single elimination tournament where the team with the home field advantage gets to host the championship. That's significant because it creates an atmosphere that you don't get at other events. The NFL and soccer do single elimination events, but they do it at a neutral site. We have a Game 7 atmosphere every year. Obviously the spectacle is pretty impressive when the home team wins.

Do you activate fan festivals around your championship?

That's something we give up when we do it this way – we don't have an off-week before the championship, and we don't know where the game will be held until the previous weekend. Logistically, it's a challenge for us at the league level to activate fan fests, but the teams do various promotions.

How was attendance this season?

Announced attendance is slightly down about five percent, but our ticket revenues were actually up. For the sports industry as a whole, it seems like everyone is tracking down. We want to see it going in a different direction, but all things considered, we feel really good.

You've had two teams relocate this season – the San Jose Stealth who moved to Everett and the New York Titans who moved to Orlando, Fla. Will there be any additional expansion franchises next season?

We won't be expanding next year – we're past our deadline. We expect to have the same number of teams next year. We're already having discussions with people for future seasons. There are a number of markets we have interest in – markets like Vancouver and New York.

What do you look for when you enter a market?

We look at a lot of factors. We want to be careful in a market that's not oversaturated.

Is that why the Stealth moved to Everett, because they have no professional sports team?

The greater Seattle market is a good place for lacrosse without the NBA or hockey. It's a good time of year for us to be playing and we feel very bullish about the greater Seattle area. The arena lease and venue is critical. Some of our best performing franchises are the ones that are integrated with an NHL franchise and arena operations, like the Buffalo Bandits franchise, which is tied to the Buffalo Sabres. Same thing in Denver, where our team is owned by Kroenke sports and the ownership group operates the Pepsi Center, along with the Nuggets and the Avalanche. If we can have streamlining and economies of scale, that gives us the best change to succeed in the market.

What is the franchise fee to start a new team?

\$3 million

How important is it to work in communities with a strong lacrosse tradition?

While lacrosse is a growing sport, the numbers still haven't reach the point of critical mass and if we had to rely solely on lacrosse fans, we wouldn't make it. We market our sport as an entertainment product that has to draw fans that know nothing about lacrosse.

The Stealth's semi-final playoff game was moved to the KeyArena in Seattle to make way for Sesame Street Live. How important will it be in the future to secure holds for potential playoff matchups?

You would always hope to be first on arena dates, but that's a challenge at our level. We deal with the NBA and NHL playoffs in our other buildings and we understand we're the second tenant – it's just part of doing business and we frequently get bumped. I would hope for Everett, now that they

see they have a championship caliber team, there would be a hold for them in the future. Of course, the team didn't move to Everett until June, so we can chalk this one up to being a first-year team.

The NLL has TV deals with Versus in the U.S. and TSN2 in Canada. How are those broadcast agreements working out?

They're televising our championships and we're going to revisit things at the end of the season. Versus is a great network with great exposure; TSN is a great partner to have in Canada. Television is an important part of raising the awareness of the league, but we don't want to put all of our eggs in that basket because the world is changing and there's more distribution channels out there. We stream every game in our league on our website. Obviously we want more people to know about that, and the best way to do that is to put more games on TV to promote the league. — Dave Brooks

Contact: George Daniel: (212) 764-1390

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 April 13.

REMEMBER THE REBA! COUNTRY STARS HIT \$5M IN SAN ANTONIO

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p>1) George Strait, Reba, Lee Ann Womack Gross Sales: \$5,186,761; Venue: Alamodome, San Antonio, Texas; Attendance: 55,622; Ticket Range: \$125-\$20; Promoter: AEG Live, TMG; Dates: May 1; No. of Shows: 1</p> <p>2) Peter Gabriel Gross Sales: \$1,616,025; Venue: Bell Centre, Montreal; Attendance: 14,085; Ticket Range: \$199-\$50; Promoter: evenko, Live Nation; Dates: April 28-29; No. of Shows: 2</p> <p>3) Los Tres Gross Sales: \$1,440,772; Venue: Allstate Arena, Rosemont, Ill.; Attendance: 12,900; Ticket Range: \$300-</p>	<p>1) Mother's Day Music Festival Gross Sales: \$766,435; Venue: Atlantic City (N.J.) Boardwalk Hall; Attendance: 12,248; Ticket Range: \$90-\$40; Promoter: Platinum Productions; Dates: May 8; No. of Shows: 1</p> <p>2) Cirque du Soleil "Alegria" Gross Sales: \$743,219; Venue: The Chaifetz Arena, St. Louis; Attendance: 11,847; Ticket Range: \$95-\$40; Promoter: Cirque du Soleil; Dates: May 5-9; No. of Shows: 8</p> <p>3) Taylor Swift Gross Sales: \$585,068; Venue: i wireless Center, Moline, Ill.; Attendance: 10,641; Ticket Range: \$59.50-\$25; Promoter: AEG Live; Dates: May 8; No. of Shows: 1</p>	<p>1) Tyler Perry's "Madea's Big Happy Family" Gross Sales: \$1,674,865; Venue: The Liacouras Center, Philadelphia; Attendance: 27,469; Ticket Range: \$113-\$48; Promoter: Entertainment Services, LLC; Dates: April 28-May 2; No. of Shows: 7</p> <p>2) Peter Gabriel Gross Sales: \$1,316,230; Venue: Radio City Music Hall, New York; Attendance: 11,628; Ticket Range: \$195-\$50; Promoter: Live Nation, MSG Entertainment; Dates: May 2-3; No. of Shows: 2</p> <p>3) Elton John Gross Sales: \$893,630; Venue: Sovereign Center, Reading, Pa.; Attendance: 8,620; Ticket Range: \$139-</p>	<p>1) Jerry Seinfeld Gross Sales: \$778,306; Venue: The Colosseum at Caesars Palace, Las Vegas; Attendance: 7,147; Ticket Range: \$150-\$75; Promoter: AEG Live, In-House; Dates: April 30-May 1; No. of Shows: 2</p> <p>2) Supernatural Santana Gross Sales: \$751,461; Venue: The Joint, Las Vegas; Attendance: 8,243; Ticket Range: \$151-\$51; Promoter: AEG Live; Dates: April 28-May 2; No. of Shows: 4</p> <p>3) Cher Gross Sales: \$735,618; Venue: The Colosseum at Caesars Palace, Las Vegas; Attendance: 5,727; Ticket Range: \$250-\$95; Promoter: AEG Live, Concerts West; Dates: April 27-</p>

\$69; Promoter: Cardenas Marketing Network, Live Nation; Dates: April 24; No. of Shows: 1

4) **Los Tres**
Gross Sales: \$1,166,061; Venue: **HP Pavilion at San Jose (Calif.)**; Attendance: 12,998; Ticket Range: \$400-\$40; Promoter: Alvarez & Garner, LLC, Live Nation; Dates: April 17; No. of Shows: 1

5) **AC/DC**
Gross Sales: \$1,064,357; Venue: **Bradley Center, Milwaukee, Wis.**; Attendance: 13,288; Ticket Range: \$89.50-\$48; Promoter: Jam Productions, Live Nation; Dates: April 15; No. of Shows: 1

4) **Spandau Ballet, Tears For Fears**
Gross Sales: \$496,939; Venue: **Vector Arena, Auckland, New Zealand**; Attendance: 7,076; Ticket Range: \$103.09-\$69.90; Promoter: In Concert Ltd.; Dates: April 29; No. of Shows: 1

5) **Carrie Underwood**
Gross Sales: \$371,295; Venue: **Cajundome, Lafayette, La.**; Attendance: 7,561; Ticket Range: \$55-\$35; Promoter: AEG Live; Dates: May 8; No. of Shows: 1

\$39; Promoter: Live Nation; Dates: April 30; No. of Shows: 1

4) **Cirque du Soleil "Alegria"**
Gross Sales: \$893,341; Venue: **The Bank of Kentucky Center, Highland Heights**; Attendance: 14,085; Ticket Range: \$95-\$40; Promoter: Cirque du Soleil; Dates: April 29-May 2; No. of Shows: 7

5) **Roberto Carlos**
Gross Sales: \$867,619; Venue: **Radio City Music Hall, New York**; Attendance: 9,130; Ticket Range: \$165.50-\$55.50; Promoter: Ralph Mercado Presents, Valiente Concerts Corp.; Dates: April 16-17; No. of Shows: 2

28; No. of Shows: 2

4) **Jerry Seinfeld**
Gross Sales: \$560,565; Venue: **Fox Theatre, Detroit**; Attendance: 8,160; Ticket Range: \$79-\$49; Promoter: JS Touring; Dates: April 17; No. of Shows: 2

5) **Nickelodeon Presents "Storytime Live"**
Gross Sales: \$351,460; Venue: **Fox Theatre, Detroit**; Attendance: 13,187; Ticket Range: \$38-\$15; Promoter: AWA, Olympia Entertainment; Dates: April 23-25; No. of Shows: 6

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

THE BEAT

FACES & PLACES

SIEHL LEAVES WRIGHT STATE; MARTIN AND OTHER NBA PROS HEAD TO STARTUP BIGSCORE.COM

John Siehl



After 20 years at Wright State University in Dayton, Ohio, John Siehl has announced his early retirement as the executive director of the Nutter Center, effective Sept. 20.

Siehl will still serve as incoming president of the International Association of Assembly Managers, where he has a year of transition to remain a member and he "fully expects to find something in the meantime" that qualifies as oversight of a facility or facilities.

Prior to Wright State University, Siehl spent 24 years working at Hara Arena, Toledo, starting in 1965 as a 16-year-old usher and finishing his term as general manager. He has a bachelor's degree and a masters in counseling from the University of Dayton.

Siehl said he fully plans to stay employed and will likely work in a consulting capacity in the facilities industry, although he doesn't want to leave Dayton, or his two adult children and three grandchildren.

"I was thinking about working a few additional years, but then I was offered this early retirement buyout and the opportunity seemed like a good one," Siehl said. "I become IAAM President in July and I'm sure that will keep me very busy for the next six to eight months."

Siehl will also assist in the search for a new candidate and says he has two months set aside to train that individual for the job.

“I will be facilitating and helping them in any way I can,” he said.

“The scope for what I can do in a consulting position is very wide open,” Siehl said. “I could help with an opening, work with a management company, or do an outside sales position somewhere. While I want to stay in Dayton, I’m very open to travel.”

A number of executives from the National Basketball Association, along with several pro teams and a former sports agency executive have left their posts to assist with a startup that aims to help professional teams sell distressed tickets.

The NBA’s Larry Martin is the latest executive to join Scorebig.com, which is designed to provide a way for teams to unload unsold tickets without angering their season ticket base. Martin, who was the league’s director of Team Marketing & Business Operations is now the VP of Operations for Scorebig.

Martin said Scorebig has yet to release the full details of the company’s business model, but said the firm was looking at an August 2010 launch.

“At the end of the day, we are developing a value channel that will allow teams, venues and promoters the ability to safely move inventory without damaging their brand or cannibalizing sales,” he said.

Scorebig’s strategy will be to secure large blocks of unsold seats and sell them based on a fan’s preference of price, seat location and opponent – loosely based on travel site models like Priceline.com and Kayak.com. The key difference from other secondary sites, is that Scorebig doesn’t disclose where the ticket was acquired, which could provide cover for teams selling inventory on Scorebig.com

The company is founded by Adam Kanner, former director of Business Development for the NBA, and has received about \$7.4 million in venture capital funding from firm Bain Capital, according to SEC filings.

Other hires for the company include Ken Lesnik, former senior regional director of Sales & Marketing with Ticketmaster who will serve as Scorebig’s VP of Sales, as well as Chad Burbach, former director of Business Development for agency Wasserman Media Group, who will also direct business development efforts at Scorebig.com. Martin’s former right hand man at the NBA, Jared Cutler, is now Scorebig’s Manager of Operations. Scorebig’s new director of Operations is George Waterstraat, who served as the director of Database Management & Ticket Operations with the Oklahoma City Thunder.

Contacts: John Siehl, (937) 775-3498; Larry Martin, (888) 253-1240

NAMING RIGHTS REPORT



BK Amphitheater at Liberty Park, Erie, Pa.

Date Announced: April 24

Buyer: PEC Management, Burger King Franchisee in Erie, Pa.

Terms: 3 years, \$227,076 in cash and in-kind marketing

Ownership: Erie-Western Pennsylvania Port Authority

Brokered: Locally

Comments: The former Pepsi Amphitheater at Liberty Park will be renamed after a local Burger King franchise which has signed a three-year

naming rights deal.

“We are trying to get creative,” said Ashley Oleson, events coordinator for the venue. “There is no official name yet, but BK Amphitheater is a possibility.”

Oleson said the three-year deal included a \$34,500 cash payment, plus in-kind marketing, including advertising, promotions and giveaways for children valued at \$192,576.

As the deal with Pepsi reached its end in June 2009, the port authority put the naming rights out to bid, but there were no bites on it, she said. PEC Management, the local Burger King franchisee, later approached them about a deal.

PEC Management will have people at events, providing children's activities and promotions. Signage was still being worked out, and there were no suite, ticket or philanthropic components, she said.

Liberty Park is located on Pier III, on the western bayfront of Lake Erie. Events include a summer music series, and festivals like Beer on the Bay.

Contact: Ashley Oleson, (814) 455-7557

EMC2 Suite Level, Citizens Bank Park, Philadelphia

Date Announced: April 21

Buyer: EMC Corp.

Terms: 3 years, financial terms not disclosed

Ownership/Management/Tenant: Philadelphia Phillies/Comcast-Spectacor/Philadelphia Phillies

Brokered: Locally

Comments: The Phillies have sold naming rights to the suite level, which will now be known as EMC2 Suite Level, after the multibillion-dollar technology company, based in Hopkinton, Mass.

David Buck, senior vice president for marketing, said the Phillies did not plan to release the terms of the three-year deal.

"They are a new vendor, upgrading our existing infrastructure," Buck said. The upgrades include ticketing, e-mail, disaster recovery, video-scouting, and PhanaVision video.

As part of the deal, EMC will get three main entrance signs and their logo will be on all tickets.

One other seating section at Citizens Bank Park is named – Bud Light Rooftop, the ballpark's bleachers.

"We weren't exactly looking for this, but if the right opportunity comes along, the right opportunity comes along," Buck said.

Contact: David Buck, (215) 463-6000

MTS Iceplex, Winnipeg, Manitoba

Date Announced: April 9

Buyer: MTS, a wholly owned subsidiary of Manitoba Telecom Services, Inc.

Terms: Not disclosed

Ownership/ Tenant: True North Sports & Entertainment/Manitoba Moose

Brokered: Locally

Comments: Wireless provider MTS has extended its partnership with True North Sports & Entertainment, purchasing naming rights to MTS Iceplex, a new 172,000 square-foot sports facility in Winnipeg. MTS already has naming rights for MTS Centre, home of the Manitoba Moose, which opened in 2004.

Financials and other terms are not being disclosed, according to Jim Ludlow, president and CEO.

MTS Iceplex, which is slated to open Aug. 15, will be the primary practice facility for the American Hockey League's Manitoba Moose, and the Manitoba Junior Hockey League's Winnipeg Blues. It includes four NHL regulation-size ice pads, 20 player dressing rooms, a pro shop, concessions and vending, a restaurant and lounge, training facilities, and office space for the venue's management, as well as Hockey Canada and Hockey Manitoba.

As part of the deal, MTS will provide wireless coverage for the facility, Wi-Fi connectivity, and MTS Ultimate television service.

Naming rights for the individual arenas have been sold to Assiniboine Credit Union, Red River Co-op, ReMax Realtors, and the Winnipeg Free Press.

Contact: Jim Ludlow, (204) 987-7825

— Liz Boardman

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