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# VT PULSE

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**Quote of the Week**

*"I've never seen a more thoughtful and determined bid. They knew the world saw them as an underdog."*

— Populous Architect Dan Meis on Qatar's successful bid to host the 2022 World Cup

- In this Issue**
- THE NEWS**  
[Qatar Gets to Work After Winning 2022 FIFA Bid](#)
  - [Long Runs, Venue Ownership Key to Peter Pan Success](#)
  - [Globetrotters Debut Four Point Shot](#)
  - HOT TICKETS**  
[UFC Brings \\$2 Mil Beatdown to Motor City](#)
  - THE BEAT**  
[Collett Joins Becker and Zeiger at Base Entertainment](#)
  - [Naming Rights Report](#)

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#### DEPARTMENTS

Short Takes

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#### SHORT TAKES

>> **GOLDSTAR PARTNERS WITH YAHOO!** - Half-price ticket seller Goldstar is teaming up with Yahoo! to provide tickets for the launch of Local Offers, marketing nearby goods and services to consumers. Yahoo! plans to announce partnerships with another dozen firms for the rollout of Local Offers.

Contact: Patch Canada, (703) 727-4439

#### >>SPANISH LANGUAGE TICKETER LAUNCHES AFFILIATE PROGRAM –

SuperBoletería, an online secondary ticket exchange for tickets announced the debut of its affiliate marketing program as part of its online marketing outreach efforts to Spanish speaking ticket buyers. The TicketNetwork-owned site offers a 12.5 percent payout for ticket transactions and offers customized links, banners, coupon codes, search boxes, or widgets to help drive traffic.

Contact: Viveca Woods, (203) 542-7222

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#### VT NEWS

#### WORLD CUP

#### QATAR GETS TO WORK AFTER WINNING 2022 FIFA BID

Rendering of the Sports City Stadium, Qatar



The Persian Gulf nation Qatar was selected to host the 2022 FIFA World Cup on Dec. 1, knocking out competing bids from major cities like Los Angeles, Tokyo and London.

Qatar is a small emirate of 1.7 million people, under British rule until 1971 and in possession of some of the largest gas reserves in the world. It's also a wealthy nation with an average per capita income around \$68,000 annually. While the country is relatively new to the global stage, it's been busy developing a sport infrastructure for several years. Qatar officials plan to spend \$57 billion to prepare for the games.

"These guys are not novices at this. Qatar hosted the [2006] Asian Games and they've had an Olympic committee in place for some time," said architect Dan Meis of Populous. "I've never seen a more thoughtful and determined bid. They knew the world saw them as an underdog."

Meis is the lead designer for Sports City Stadium, one of 12 stadiums that will be constructed for the games. Sports City Stadium will feature 47,560 seats and utilize a retractable roof, retractable stands and a retractable pitch.

"One of the hallmarks of the design is flexibility beyond the event," said Meis. "I was looking at a lot of architecture in the desert and the Bedouin tent is about as simple an architecture as there is," he said of the temporary structure, used often in North Africa as a way to provide cover and block heat.

"That notion led us to the idea of a stadium to expand and contract and be very flexible," he said. "We're going to use a very large canopy roof so people can be outside of the stadium and still feel protected from the harsher environment."

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Rich DiGiacomo  
Mid & Western U.S.

Meis said his design will utilize adjustable seating technology he first developed for a stadium in Saitama, Japan, where large blocks of seats can be moved quickly using a track system.

"We can flood the pitch and do water events," he said. "There's a 10,000-seat block that comes out of the amphitheater and has its own separate use. The idea is to make it a very movable stadium."

Many of the stadiums will be designed using modular elements that will allow for quick dismantling following the games. The modular stadiums will be subdivided and exported to 22 developing countries.

The World Cup games will be taking place during the hottest part of the year in Qatar, when summer temperatures can easily reach 120 degrees. 2022 Bid Chief Executive Hassan Abdullah Al Thawadi said the new stadium will utilize "new technologies that will cool all of our stadiums to 22 degrees Centigrade (71 degrees Fahrenheit), all of it carbon neutral and powered completely with solar energy. Keep in mind that Qatar is home to Al Sadd Stadium in Doha, the first open air, cooled stadium."

Qatar is home to the Al-Jazeera network, which serves as a broadcast partner for the games.

"Of all the Arab countries, I think they've most embraced the notion of being a global business hub and the World Cup allows Qatar to bring the country to them," he said.

Al Thawadi said he expects the value of the sport of football in the Arab peninsula will grow to \$14 billion following the high profile event. Because Qatar is only two time zones away from London and three time zones from New Dehli, Al Thawadi estimates that three billion people will be able to watch the games in prime time.

Meis said construction for Sports Center Stadium will begin next year for a 2014 opening. — Dave Brooks

*Interviewed for this article: Dan Meis, (310) 963-9633; Hassan Abdullah Al Thawadi, +974 (55) 669 340*



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To update a Fair or  
Festival Listing for the VT  
Resource Guide, contact:

[rob@venuestoday.com](mailto:rob@venuestoday.com)

#### HELP WANTED

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#### **PERFORMING ARTS**

#### **LONG RUNS, VENUE OWNERSHIP KEY TO PETER PAN SUCCESS**

*A scene from Peter Pan*



Two cities and eight months into the 360 production of Peter Pan, the producers have streamlined the process and solidified some future plans.

Robert Butters, principal of And Entertainment and producer with partners Mat Churchill and Charlie Burnell in the U.S. touring show, said by 2012 the young company will have three productions on the road: the U.S. tent show, another tented Peter Pan in Australia which opens in September 2011 and will be licensed to local producers, and a third U.S. tent show, the subject of which will be announced in January, to debut in 2012.

And Entertainment is also stepping up the game plan, booking the tent used for Peter Pan performances for outside events on dark days, seeking national sponsorships and looking toward shorter runs in more cities.

"It all comes down to product. There's always a place for great content.

Peabody Opera House, St. Louis - Director of Marketing

[VIEW THE FULL LISTINGS](#)

There aren't always great venues. The counter argument is why don't you just carry your own venue?" Butters said.

The tented venue seats 1,340 and requires 70,000 square feet of space. The goal is to create a magical environment, Butters said, but always downtown in a high traffic location. In San Francisco, they setup in a park near the Embarcadero for 14 weeks; in southern California at the Orange County Performing Arts Center, Costa Mesa, for 19 weeks (ending Jan. 4) and in Atlanta they will set up at Coca-Cola World, located in Bicentennial Park in the heart of town for 11 weeks. After Atlanta, they will move to Chicago's Freedom Center, which is the printing plant for the Chicago Tribune.

"The goal was to bring the venue to a downtown area with high traffic where we can create the feeling of Neverland," Butters said

In each city, Butters has sought out a local marketing partner. In Costa Mesa, it was the Orange County Performing Arts Center; in Atlanta, Fox Theatre for group sales.

"Peter Pan is magic," said Jamie Vosmeier, director of group sales, education and community outreach for Atlanta's Fox. "Initially it was challenging because our group clients were used to Cathy Rigby singing and flying. We've had to do some education but the show is brilliant with materials to educate our ticket buyers."

Vosmeier is particularly impressed by 360's Peter Pan web site video, which gives the buyer a good idea of what they will see.

This Peter Pan is shown in the round with computer generated imagery (CGI) video technology that gives the audience the feeling of flying or being on a pirate ship. The cast flies but Tinker Bell does not throw fairy dust. She has attitude.

Presales are going well in Atlanta, according to Vosmeier. Butters said the show is averaging 80 percent capacity, doing eight shows a week, well more than needed to make the nut and cover moving costs.

Peter Pan presented by 360 will perform in North America for the next two or three years, Butters said. They rely on the local partnerships and pre-selling the show. Eventually, it can entertain shorter runs. They are very flexible on locations, he said.

Peter Pan comes fully equipped - venue, sound, lights, merchandise and amenities. Butters puts great stock in good legroom, climate control, comfortable and pristine restroom facilities and fun merchandise. His Green Distribution merchandise company does all the apparel for Peter Pan.

In Atlanta, they will explore renting the tent to third parties on dark days. They are currently talking to the Downtown Business Association of Atlanta about doing a breakfast and meeting in the tent, a function they usually book into ballrooms. "We look to use our venue as much as we can," Butters said. Outside business is "one of the advantages of carrying the venue with you," Butters said.

Peter Pan ticket prices range from \$75 to \$40 and then there are children's prices. Set up took just under two weeks in Orange County, but "we've learned some really good lessons. We have improved dramatically the way we load out and load in," Butters said. They've also learned more about partnerships. "I'm interested in speaking to anybody in the market who can add value to what we do," he said. —

Linda Deckard

Interviewed for this story: Robert Butters, (917) 902-3276; Jamie Vosmeier, (404) 881-2000



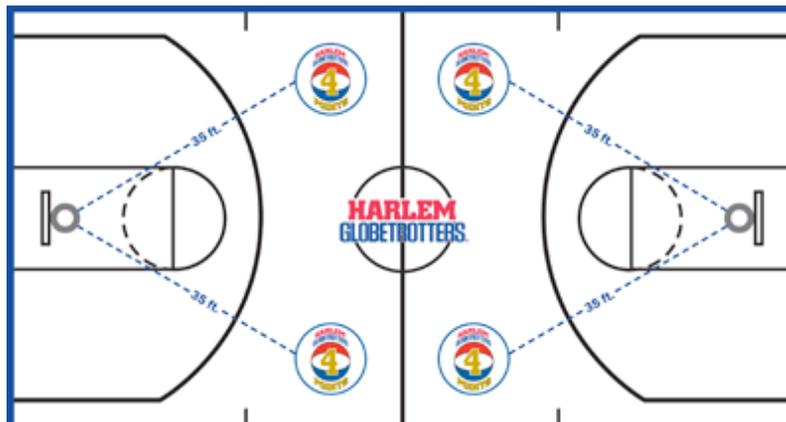
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**MARKETING**

**GLOBETROTTERS DEBUT FOUR-POINT SHOT**

The four spots near center court are the Globetrotters four-point shot circles, approximately 35 feet from the basket.



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Famed basketball team, the Harlem Globetrotters, debuted the first-ever four-point shot Dec. 5 on ESPN2, only three days after approving its implementation for all of its games.

The debut of the four-pointer was publicized via ESPN2 prior to the telecast. A web site was created, [www.the4pointshot.com](http://www.the4pointshot.com), which provides information and a graphic depicting the logistics of the shot. Viral videos also are getting strong play over the internet.

Its Dec. 5 game against the Washington Generals, which the Globetrotters won 104-98, was played at the ESPN Wide World of Sports Complex at Orlando's Disney World resort and broadcast on ESPN2.

The St. Pete Times Forum in Tampa, Fla., has already started promoting the rule change. The Globetrotters will take the court at the Forum for a double header on March 12.

"In terms of marketing the team's four-point shot, we're still exploring and coming up with a plan, since we have lots of lead time," said Jessica Eckley, event marketing coordinator for the Forum. "We're looking to take advantage of the visual aspects of it. We plan on promoting the new scoring by letting fans try to make four-point shots at the University of South Florida/Syracuse basketball game on Feb. 5. We also are promoting it on our Facebook page with a video as well as on Twitter."

With this rule change, all Globetrotters' games will now include two designated four-point shooting spots on each side of midcourt 35 feet from the basket, which is 12 feet farther than the NBA's three-point arc. The four-point scoring only goes into effect in the last three minutes of each quarter.

"Here, again, we came up with something new and innovative to the game," said Sweet Lou Dunbar, who played for the Globetrotters for 24 years before becoming one of the team's coaches. "Seeing the three-point shot is fun, but seeing a four-pointer from almost in the middle of the court is really impressive for our fans."

Dunbar predicts the NBA could someday incorporate the four-point shot, if the rules committee wanted to make the change.

"We can't raise the baskets any higher, so what can we do to make the game more challenging?" Dunbar said. "This new scoring rule is a great addition to the game of basketball."

"We would love to see the four-point shot implemented in other leagues around the world," said Brett Meister, the team's vice president of communications and operations.

The Springfield, Mass.-based Basketball Hall of Fame requested the first four-point shot ball at the end of the game.

Meister said the new shot will increase the scoring and open up the game, because it helps spread out the floor.

"Certainly it will make the game more exciting by adding another unique twist to a Harlem Globetrotter's basketball game," said Red Klotz, coach of the Washington Generals.

The difficulty level of the four-point shot, especially during the final minutes of each quarter, is expected to add more suspense to the game.

“The fan reaction during the game proves it will be a success for the team’s North American tour. It will add another level of excitement to the game,” Meister said.

The team’s 2011 4 Times the Fun North American 220-city tour, which marks its 85th season, begins December 26 and runs through mid April. — Lisa White

Interviewed for this article: Sweet Lou Dunbar, (800) 641-4667; Jessica Eckley, (813) 301-6893; Red Klotz, (609) 926-0837; Brent Meister, (800) 641-4667

## HOTickets

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 Nov. 17.

### UFC BRINGS \$2 MIL BEATDOWN TO MOTOR CITY

15,001 or More Seats	10,001-15,000 Seats	5,001-10,000 Seats	5,000 or Less Seats
<p><b>1) Eagles</b> Gross Sales: \$5,797,683; Venue: <b>Acer Arena, Sydney</b>; Attendance: 28,296; Ticket Range: \$661.22-\$101.10; Promoter: The Frontier Touring Company; Dates: Dec. 6-7; No. of Shows: 2</p>	<p><b>1) Muse</b> Gross Sales: \$2,295,941; Venue: <b>Brisbane (Australia) Entertainment Centre</b>; Attendance: 18,810; Ticket Range: \$128.32-\$108.61; Promoter: Creative Entertainment Group; Dates: Dec. 5-6; No. of Shows: 2</p>	<p><b>1) Carrie Underwood</b> Gross Sales: \$298,484; Venue: <b>Sioux Falls (S.D.) Arena</b>; Attendance: 5,757; Ticket Range: \$55.50-\$35.50; Promoter: AEG Live; Dates: Dec. 5; No. of Shows: 1</p>	<p><b>1) Mary Poppins</b> Gross Sales: \$1,891,654; Venue: <b>Wharton Center For Performing Arts, East Lansing, Mich.</b>; Attendance: 32,632; Ticket Range: \$132.50-\$22; Promoter: In-house; Dates: Nov. 4-21; No. of Shows: 23</p>
<p><b>2) UFC 123</b> Gross Sales: \$2,074,544; Venue: <b>The Palace of Auburn Hills (Mich.)</b>; Attendance: 18,104; Ticket Range: \$400-\$50; Promoter: Palace Sports &amp; Entertainment, UFC; Dates: Nov. 20; No. of Shows: 1</p>	<p><b>2) Cirque du Soleil "Alegria"</b> Gross Sales: \$1,712,300; Venue: <b>UTEP Don Haskins Center, El Paso, Texas</b>; Attendance: 29,752; Ticket Range: \$99-\$35; Promoter: Cirque du Soleil; Dates: Dec. 1-5; No. of Shows: 8</p>	<p><b>2) Tiesto</b> Gross Sales: \$274,585; Venue: <b>UCF Arena, Orlando, Fla.</b>; Attendance: 6,439; Ticket Range: \$82-\$32; Promoter: Disco Productions; Dates: Nov. 19; No. of Shows: 1</p>	<p><b>2) Dreamgirls</b> Gross Sales: \$777,278; Venue: <b>David A. Straz, Jr. Center For The Performing Arts, Tampa, Fla.</b>; Attendance: 12,962; Ticket Range: \$72.50-\$20; Promoter: In-house; Dates: Nov. 6-21; No. of Shows: 8</p>
<p><b>3) Roger Waters</b> Gross Sales: \$1,536,895; Venue: <b>Oracle Arena, Oakland, Calif.</b>; Attendance: 12,579; Ticket Range: \$250.50-\$55.50; Promoter: Live Nation; Dates: Dec. 3; No. of Shows: 1</p>	<p><b>3) Linkin Park</b> Gross Sales: \$1,097,016; Venue: <b>Brisbane (Australia) Entertainment Centre</b>; Attendance: 8,743; Ticket Range: \$130.39-\$100.76; Promoter: Michael Coppel Presents; Dates: Dec. 3; No. of Shows: 1</p>	<p><b>3) Movin' 99.7 Triple Ho Show</b> Gross Sales: \$217,995; Venue: <b>Event Center at San Jose (Calif.) University</b>; Attendance: 4,121; Ticket Range: \$67.50-\$25; Promoter: Lawman Productions; Dates: Dec. 1; No. of Shows: 1</p>	<p><b>3) Kevin Hart</b> Gross Sales: \$203,748; Venue: <b>Fox Theatre, Atlanta</b>; Attendance: 4,505; Ticket Range: \$55.50-\$35.50; Promoter: Live Nation; Dates: Nov. 19; No. of Shows: 1</p>
<p><b>4) Justin Bieber</b> Gross Sales: \$957,502; Venue: <b>Izod Center, East Rutherford, N.J.</b>;</p>	<p><b>4) The Rockettes</b> Gross Sales: \$1,084,636;</p>	<p><b>4) Korn</b> Gross Sales: \$215,719; Venue: <b>Hordern Pavilion, Sydney</b>; Attendance: 2,829;</p>	<p><b>4) Johnny Reid</b> Gross Sales: \$183,289; Venue: <b>Charlottetown (Prince Edward Island) Civic Centre</b>;</p>

Attendance: 16,394; Ticket Range: \$66- \$39.50; Promoter: AEG Live; Dates: Nov. 17; No. of Shows: 1	Venue: <b>Maverik Center, Salt Lake City</b> ; Attendance: 24,988; Ticket Range: \$95-\$29; Promoter: MSG Entertainment; Dates: Nov. 26-29; No. of Shows: 8	Ticket Range: \$83.02; Promoter: Andrew McManus Presents; Dates: Dec. 4; No. of Shows: 1	Attendance: 3,455; Ticket Range: \$59.07- \$19.69; Promoter: evenko; Dates: Nov. 19; No. of Shows: 1
<b>5) Justin Bieber</b> Gross Sales: \$877,753; Venue: <b>Air Canada Centre, Toronto</b> ; Attendance: 16,639; Ticket Range: \$57.60- \$37.91; Promoter: AEG Live; Dates: Nov. 23; No. of Shows: 1	<b>5) Furthur</b> Gross Sales: \$481,030; Venue: <b>DCU Center, Worcester, Mass.</b> ; Attendance: 9,520; Ticket Range: \$57.50- \$37.50; Promoter: AEG Live; Dates: Nov. 19; No. of Shows: 1	<b>5) Bob Dylan &amp; His Band</b> Gross Sales: \$197,023; Venue: <b>Tsongas Center, Lowell, Mass.</b> ; Attendance: 4,299; Ticket Range: \$49.50- \$29.50; Promoter: Global Spectrum; Dates: Nov. 20; No. of Shows: 1	<b>5) Celtic Thunder</b> Gross Sales: \$180,306; Venue: <b>Ruth Eckerd Hall, Clearwater, Fla.</b> ; Attendance: 3,187; Ticket Range: \$75-\$50; Promoter: In-house; Dates: Nov. 22-23; No. of Shows: 2

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

## THE BEAT

### FACES & PLACES

#### COLLETT JOINS BECKER AND ZEIGER AT BASE ENTERTAINMENT

*Ned Collett*



After completing a sales/merger of Pure Management Group (Coyote Ugly, Las Vegas), Ned Collett has joined Brian Becker and Scott Zeiger's Base Entertainment as executive vice president, managing director.

PMG was a great experience and instrumental in relocating Collett to Las Vegas, he said. Prior to joining PMG, Collett was the executive VP-Venues for Live Nation. Back in the day, when he started in the business at the LSU Assembly Center, now the Pete Maravich Assembly Center, Baton Rouge, La., two promoters did business there - Pace and Beaver. The Beckers were Pace. "I've worked with and around Brian and his family for years. And in Ft. Lauderdale, I really met Scott," Collett

recalled. When the opportunity to be EVP came up, to help take Base to a different level, Collett jumped at the chance.

"I'm the happiest guy in entertainment today," he told Venues Today. "I'm so happy to be trying to get agents and managers on the phone and trying to book a venue and getting with our operations people to get the gum off the floor. It's like Bill Becker (Orlando) said after 9/11. He gets up in front of the Senate subcommittee and says, 'All you people think we do is blow up the basketball, put out the toilet paper and sell expensive beer. We do that, but we also do a lot of other things.'"

For Base, Collett will office in Las Vegas, with a staff of about 35 people. Marks Chowning, who was with Base in Las Vegas, has relocated to Singapore to run their new project in the Marina Bay Sands.

Jennifer DeLange has been promoted to SVP, associate managing director and will work with Collett developing business in North America, particularly in Las Vegas.

Collett's first order of business is booking the 7,111-seat Theater for the Performing Arts at Planet Hollywood, where Base Entertainment is leaseholder. It currently hosts about 50 shows a year, which does not include move in and move out days. Featured events include the Miss America and Miss USA pageants. Collett is marketing its historic acoustical appeal as the room with the sound that Frank Sinatra loved. Dave Matthews and Tim Reynolds are playing acoustic shows there this Friday and Saturday, both sellouts, Collett said.

Other Vegas interests on his plate with Base include their current production of Phantom - The Las

Vegas Spectacular at the Venetian Resort, Hotel & Casino, Jersey Boys at the Palazzo Resort, Hotel & Casino, Peepshow starring Holly Madison at Planet Hollywood Resort & Casino, Defending the Caveman at the Excalibur Hotel & Casino and The Lion King at the new Marina Bay Sands in Singapore. In addition, Base programs both the Grand Theater and Sands Theater at Marina Bay Sands, Singapore.

Collett added that he believes this is a “great time to grow” in the entertainment business. “People are going to events. People are tired of waiting around.” – Linda Deckard

Contact: Ned Collett, (702) 785-9843

#### **NAMING RIGHTS REPORT**



#### **Rose Bowl Game presented by Vizio, Pasadena, Calif.**

**Date Announced:** Oct. 21

**Buyer:** Vizio

**Broker:** Initiative

**Teams:** Wisconsin Badgers vs. Texas Christian University Horned Frogs

**Terms:** 4 years, financials not released

**Comments:** High-Definition Television maker Vizio has signed up for a four-year sponsorship of the Rose Bowl and as title sponsor of the 2014 BCS National

Championship Game at the Rose Bowl. The game is hosted by the Pasadena Tournament of Roses. The game will be known as the “Rose Bowl Game presented by Vizio,” and the national championship game will be named the “2014 Vizio BCS National Championship Game.” The Rose Bowl and BCS Championship will be aired on an ESPN network.

The deal includes multimedia, television, digital, radio and magazine components, according to Amy Phillips, spokeswoman for ESPN. Vizio also secures all logo rights for product packaging, and on-site integration for all Rose Bowl-related events.

Vizio will also be the HD sponsor of the SportsCenter broadcast during college football season, in the regular season and in the Rose Bowl game. In addition, they will be one of the presenting sponsors of the weekly bowl championship season countdown show and weekly BCS standing features.

The deal was brokered by Initiative, a media agency that helped Vizio develop several high visibility partnerships, including Super Bowl VLIV and the Vancouver Winter Olympics.

“Taking an enhanced and major stake in college football will give Vizio significant new opportunities to connect with the college football fan,” said Ed Erhardt, president of ESPN Customer Marketing and Sales. “Together with the Tournament of Roses, we look forward to working with Vizio to maximize their new sponsorship throughout the season.”

Contact: Amy Phillips, Ed Erhardt, (212) 456-0226

#### **Military Bowl presented by Northrop Grumman, Washington, D.C.**

**Date Announced:** Oct. 27

**Buyer:** Northrop Grumman

**Terms:** Multi-year, terms have not been released

**Teams:** Maryland vs. Eastern Carolina

**Comments:** American aerospace and defense company Northrop Grumman has taken over the naming rights to Washington's college football bowl game, formerly known as the EagleBank Bowl.

"We viewed it as an opportunity to show our ongoing support for the USO, the primary beneficiary of the Military Bowl," said Randy Belote, spokesman for Northrop Grumman.

Belote said the company is moving its headquarters from Los Angeles to the Washington, D.C., area.

"It is a good way to show our commitment to the area and the U.S. Military," Belote said.

As part of the title sponsorship package, the company will get tickets and access to enclosed areas within RFK Stadium, as well as signage in the stadium and end zones.

"A lot of the tickets and access to closed heated spaces will be used for Wounded Warriors," a charity for injured veterans, Belote said. "We are donating tickets to military and their families. We had a note from Walter Reed Army Medical Center that there is a wounded soldier who went to Eastern Carolina who is being treated at Walter Reed, and that it would help him tremendously to be here. We are going to make a special effort to get him here."

*Contact: Randy Belote, (703) 875-8525*

### **Kraft Fight Hunger Bowl, San Francisco**

**Date Announced:** April 15

**Buyer:** Kraft Foods

**Terms:** 3 years, terms have not been released

**Teams:** Boston College v. Nevada

**Comments:** Kraft Foods has signed a three-year deal with the San Francisco Bowl Game Association to be the title sponsor of the former Emerald Bowl, held at AT&T Park in San Francisco.

"We were looking for a new title sponsor after the previous sponsor, Diamond Foods, moved in a different direction," said Doug Kelly, director of communications for the Kraft Fight Hunger Bowl. "It was a perfect confluence of events. Kraft was looking for a mechanism to culminate the Fight Hunger program they started in August."

Title sponsorship was an excellent opportunity to promote their case that 50 million people experience hunger each day, Kelly said.

Kelly said Kraft sent 35 people to the AT&T Bowl to perform a site survey.

"They are going to dress up the stadium very nicely," Kelly said. "Signage and awareness are major themes of theirs."

In addition, they will have use of luxury suites and use of tickets, which they will use, in part, to reward contest winners, Kelly said.

"We decided as a bowl staff that we wouldn't simply ride the coattails of Kraft on a national basis," Kelly said. "San Francisco is known for taking care of the less fortunate. We partnered with three organizations, Glide Memorial Church, St. Anthony's Kitchen, and the San Francisco Food Bank. For every ticket sold, we will donate a meal to each of the three agencies. That's more than 120,000 meals with a sellout game."

*Contact: Doug Kelly, (916) 649-0552*

— Liz Boardman

## TECHNOLOGY

### MOBILE APPS SERVE AS NEW FRONTIER IN TICKETING TECHNOLOGY

Want to buy a Rush ticket during your morning train commute? There's an app for that. Out of hand-scanners and need to use your iPhone as an access control device? There's an app for that, too.

Promoters, ticketing companies and artists are racing to develop mobile phone apps to serve the growing smart phone market. Apps are being designed as both a marketing tool for consumers and a box office tool for the tech-savvy ticketing executive. Apps by Live Nation allows fans to easily search for tickets from their phone, while a new app by start-up firm Eventbrite turns the iPhone 3GS and iPhone 4 into a ticket scanner, utilizing the phone's 5-megapixel camera as a bar code scanner.

Mobile Apps have been in the live entertainment space since Apple CEO Steve Jobs first allowed third party developers to build software for the iPhone and later the iPad tablet. One of the first in the space was San Francisco firm Wolfgang's Vault, which bought the recording and merchandise archives of late promoter Bill Graham to sell over the phone. App Rock Show allows concert users to view past concert posters on their phone, while the virtual Bic Lighter gives concert goers a flame-free way to pay homage to their favorite ballads.

The Live Nation app has garnered favorable reviews on the iTunes store and was ranked "Top Free App" by the online retailer. The Live Nation app is the first of its kind to allow users to buy tickets to any concert promoted by Live Nation or ticketed by Ticketmaster. The two firms completed a high profile merger in 2010.

If a local concert is promoted and ticketed by a third-party, "the app will send the user to the third party Web page to complete the sale" said Michael Abrams, president of Live Nation Studios, which oversaw development of the app.

Users can store their credit cards on the app for quick ticket buying, and the app also provides artists bios, song samples and recent set lists. There's even a GPS device in the phone that detects a user's location and tells them about concerts nearby.

"We alert users about shows that are announced and shows that have last minute tickets available if the user has the artist in their favorites list," Abrams said. "If the user specifically 'favorites' a show, we also alert the user when pre-sales and on-sales start for that show."

A 30-person design team built the app and Abrams said Live Nation doesn't share user's personal data with other firms.

San Francisco firm Eventbrite has invented the first app that can scan ticket barcodes and manage event attendance in real time. Eventbrite was founded in 2006 and did \$200 million in sales in 2010. Former Ticketmaster CEO Sean Moriarty is on the company's board of directors.

The app is free for anyone to download from the iTunes store and automatically connects with a user's Eventbrite account.

"Once you turn on the scanning functionality of the phone, you're able to scan any 2D barcode on our print-at-home PDF tickets," said Tamara Mendelsohn, director of Marketing for Eventbrite. "From there it will log the ticket holder as checked in to the concert, and you won't be able to scan a ticket twice. On the back end, it logs when the ticket is scanned so you can look at the analytics and determine what times attendees arrived and what percentage of ticket holders arrived."

The device also allows ticket holders to redeem their tickets on their device – scanning from iPhone to iPhone.

"We've optimized battery life because we know the device could be in the field all day for a festival type event, and we've adjusted the screen and the camera for different levels of lighting," said CEO and Founder Kevin Hartz. "We're still surprised that the airline industry is so far ahead of the ticketing industry and you'll see a lot more innovation in 2011." – Dave Brooks

*Interviewed for this article: Michael Abrams, (212) 739-6735; Tamara Mendelsohn and Kevin Hartz, (415) 625-8555*

