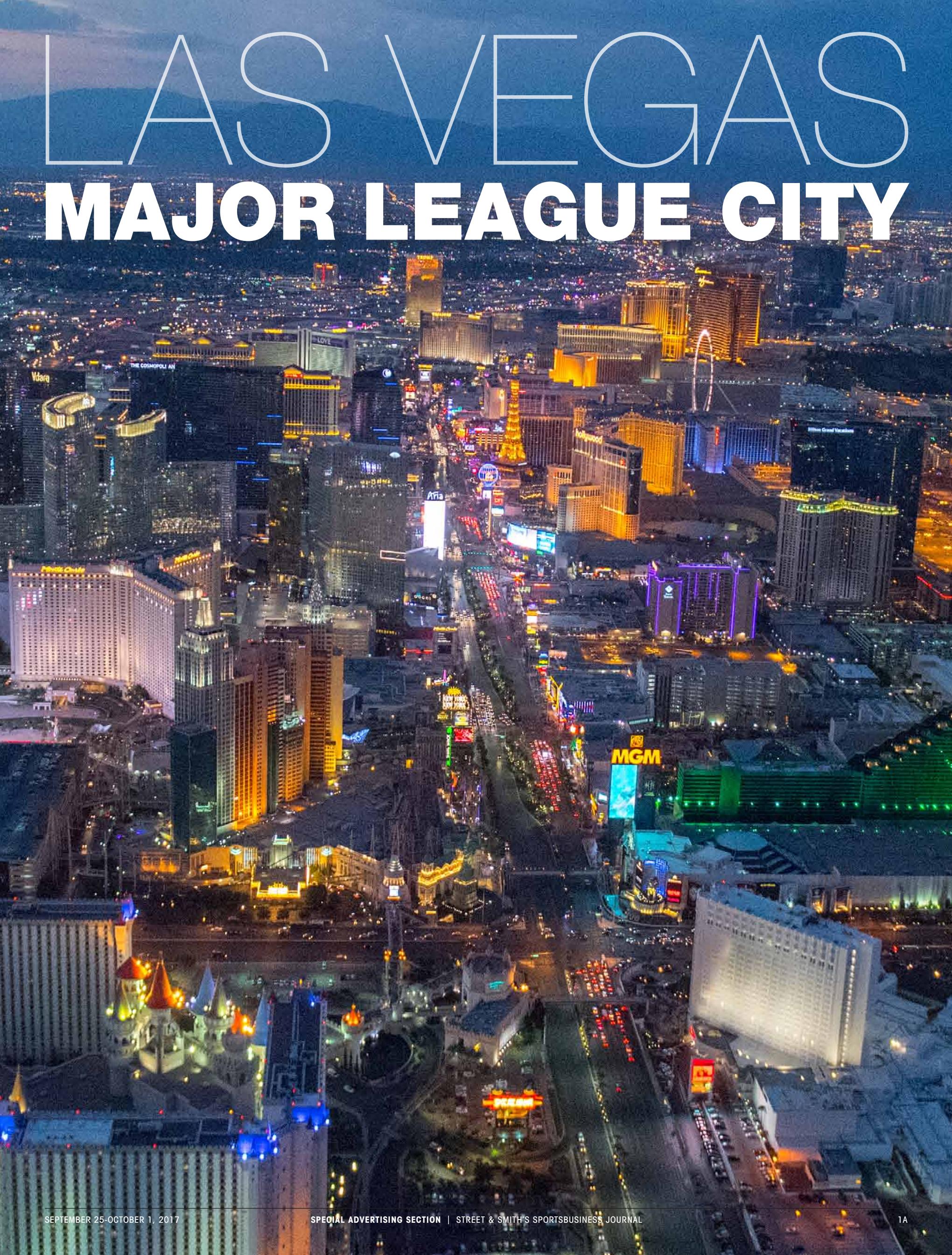


# LAS VEGAS MAJOR LEAGUE CITY





**Las Vegas continues to grow as a major league destination for any level and size of special event.**

## The Raiders and Golden Knights venues are opening new event opportunities for Las Vegas

By Brian Hurlbut

Forgive me as I steal a line from legendary sports broadcaster Brent Musburger, one of Las Vegas' newest residents: "You're looking live" at Las Vegas, the world's newest major league sports city.

Yes, the world's most exciting entertainment destination officially became a major league city on June 22, 2016, when National Hockey League owners voted to grant Bill Foley an expansion franchise to be based in Las Vegas. The home of the Vegas Golden Knights is the sparkly new T-Mobile Arena located in the heart of the Las Vegas Strip.

Then on March 27, 2017, National Football League owners followed suit and voted to allow Mark Davis to move his Raiders from Oakland to Las Vegas. The Raiders will play in a 65,000 seat, state-of-the-art stadium set to break ground this fall. Plans are for the NFL to be playing in the new stadium located minutes from the heart of Las Vegas in 2020.

The fact is, Las Vegas was a major league event city before the "major leagues" came to town, and the city has a history of hosting some of the world's largest special events in a variety of categories.

"The outside world is about to learn what Las Vegas residents have always known and that is Las Vegas is a major league sports city," Musburger said. "Yes, we love tourists but we will support the Golden Knights and the Raiders. Plus, this will be the best destination city for NHL and NFL fans. I think thousands of fans will plan trips to Las Vegas around when their teams play games here."

Auto racing is a category of special events with a deep Las Vegas history highlighted by the Caesars Palace Gran Prix, which was held from 1981-84. That racing tradition is alive well because NASCAR will now hold two races in Las Vegas with the addition of a fall 2018 race joining the annual spring race.

The original NASCAR weekend dates back to March 1, 1998, when Mark Martin won the inaugural Las Vegas 400. Since then, an estimated six million racing fans have attended events at the 106,000-seat Las Vegas Motor Speedway. When you add in the annual Electric Daisy

Carnival, held at the speedway since 2011, the total attendance number climbs to more than eight million.

Over the years, boxing's greatest spectacles have been held in Las Vegas including the recent Conor McGregor versus Floyd Mayweather fight at T-Mobile Arena. The venue is also the official home of the UFC, the combat sport recently purchased by talent agency WME-IMG for \$4 billion from Las Vegas residents Dana White and Frank and Lorenzo Fertitta.

"Las Vegas has been a major sports destination for years; we just didn't have one of the big four leagues in town," Las Vegas Convention and Visitors Authority president Rossi Ralenkotter said. "We have been the greatest title fight destination for boxing and mixed martial arts for decades and the greatest rodeo event in the world has been here for 32 years. We've hosted one of the top NASCAR races on the schedule for years and will add a second race weekend next year and the PGA Tour has been here for 35 years and recently signed a three-year extension. Las Vegas is the only city without an NBA franchise to host the All-Star Game. So, we knew it was only a matter of time until the major professional leagues came around to Las Vegas as a home."

In addition to Las Vegas Motor Speedway, the new stadium and T-Mobile Arena, there are more than 90 venues, showrooms and arenas in Las Vegas including the historic Thomas & Mack Center, MGM Grand Garden Arena, the Park at Monte Carlo, the Smith Center for the Performing Arts, Sam Boyd Stadium, the Mandalay Events Center, the MGM Festival Grounds, the South Point Arena and Equestrian Center, the Orleans Arena and many more. When the dozens of large hotel ballrooms, millions of square feet of convention halls and more than 150,000 hotel rooms are added to the arena and stadium equation, a clear blueprint exists for events and conventions of any size and scope.

Pat Christenson, president of Las Vegas Events, the organization responsible for securing special events, believes the Golden Knights and Raiders and, more

importantly, the venues where they play, will help take the city to the next level.

"These new venues are the icing on the cake," Christenson said. "The fact is we have demonstrated our ability to promote special events, specifically destination-oriented events. Where we haven't been able to compete, we now have a state-of-the-art arena and stadium to go along with our many other existing venues."

Christenson also believes the presence of the teams will redefine special events in Las Vegas.

"We will now have 46 professional hockey games a year and potential playoffs, and soon 10 NFL games and potential playoffs," Christenson said. "Those alone are new special events for the city but in addition, the new venues will give us the opportunity to bring new special events to town. The new stadium and the T-Mobile Arena, the stadium in particular because of its capacity, position us to compete for a new category of events. I am excited about having the chance to compete for a new category of events and give event promoters an opportunity they have never had before in Las Vegas."

Christenson and his team are targeting international soccer events, college bowl games, neutral site college football games, the NCAA Final Four, major concerts and other mega-events. Conversations with key promoters have already begun.

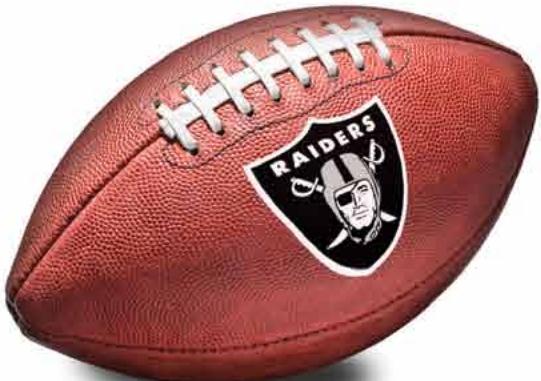
"We already have a system in place to attract events," Christenson said. "We are just widening our net to secure new events for our city."

Ralenkotter echoed what Christenson said about Las Vegas now being "in the game" when it comes to negotiating with any type of event promoter.

"This has erased all final doubts about Las Vegas as a host city for any type of event," Ralenkotter said. "It kind of started with hosting the final presidential debate in the 2016 election season and snowballed with the Golden Knights and Raiders making their moves here. Whatever misconceptions that may have kept teams, leagues,

**CONTINUED ON 4A**

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- NASCAR Weekend, since 1998
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- NBA Summer League, since 2004
- FEI World Cup™ Finals for Jumping and Dressage, since 2005
- USA Basketball Training Camp and Exhibition Games, since 2006
- Rock 'N' Roll Las Vegas Marathon, since 2009
- West Coast Conference Basketball Championships, since 2009
- USA Sevens International Rugby Tournament, since 2010
- Electric Daisy Carnival, since 2011
- UFC International Fight Week, since 2012
- Life is Beautiful, since 2013
- Pac-12 Men's Basketball Tournament, since 2013



To find out more about our Signature Events, please visit [LasVegasEvents.com](http://LasVegasEvents.com)



**Las Vegas Motor Speedway**, built to accommodate the premiere NASCAR series – Monster Energy Series – is home to a full year-schedule of motorsports events. The Las Vegas location has been such a success that NASCAR has awarded a second race to the track starting in 2018.



The NFL arrives in Las Vegas in 2020 and the city is ready to play from day one in what will be one of the most impressive stadiums in the league featuring state of the art design and amenities.

#### CONTINUED FROM 2A

conventions or other events from choosing Las Vegas is gone now. It has been proven with event after event that business truly does get done in Las Vegas. We are the only city that has truly evolved to host people, and everyone is recognizing that we are the greatest place to host a convention, sports event or special event."

One of the misconceptions Ralenkotter alluded to is sports betting, long a roadblock to Las Vegas becoming a home city for a major franchise. Musburger, who has been talking about his "friends in the desert" for many years during his broadcasts, believes what was once an elephant in the room is now more like a mouse.

"I think there is a realization on the part of the league commissioners and owners that legalized sports betting is going to expand beyond the borders of Nevada," Musburger said. "It's coming like a runaway freight train and you might as well embrace it in some way and be a part of it. I don't think it harms the industry one bit to talk about spreads during the broadcast. Dallas Cowboys owner Jerry Jones has been coming to Las Vegas for years and he knows exactly what is going on here and the positives of Las Vegas."

The leaders of Las Vegas have never shied away from going out on a limb to ensure promoters, fans and visitors were offered a world-class experience. Investing in the infrastructure to attract major league sports to town is possibly the biggest strategic venture yet. T-Mobile was a privately funded joint venture between MGM Resorts International and AEG while the state of Nevada pledged \$750 million in public funds to help the Raiders build the new stadium.

"Like with everything in Las Vegas, it is really because of

the vision and risk taking of key people," Ralenkotter said. "The Strip was born out of entrepreneurs with a vision and that vision has continued to reinvent the destination. The convention industry was started in 1959 with the vision of key individuals who decided we needed a convention center to attract mid-week business. Sports and events were spurred by the vision of a few risk takers as well. Visionary business leaders took chances like attracting the National Finals Rodeo to town and building a world-class speedway to establish Las Vegas as a sports destination. The entrepreneurial spirit that has created the greatest tourism destination in the world has also created what will be the greatest sports destination in the world."

Foley is the one who changed the game forever in Las Vegas by bringing the first major sport to the city. He spent \$500 million in NHL franchise fees to secure the Golden Knights and hundreds of millions more in team operations and the construction of a new practice facility. He knew the stakes were high but strongly believed Las Vegas was ready to support the major leagues. He was quickly proven correct when more than 16,000 season ticket deposits were received.

"No one had ever brought major professional sports to Las Vegas," Foley said. "... I really felt like Las Vegas was a great opportunity for us to do something different and make an impact. When so many people put down deposits to watch a team that didn't exist, that hadn't been granted (by the NHL), to play in an arena that didn't exist, I knew we had a real winner. Las Vegas is much different than people think. It's not sin city. It's not the Strip. It's really a community of 2.2 million with great people who are sports starved. We are a team that was created in Las Vegas and supported by the local community; fire fighters, teachers, lawyers, doctors and nurses. It's a unique group

of people that put down deposits on season tickets and actually converted and now own season tickets. It's not the casinos. They have some tickets but not many. It's just locals that want to go to hockey games and want to support a team."

The strong visitor and local base of sports fans notwithstanding, a main element that drives the success of special events is how the city does business. Las Vegas Events is a turnkey operation and uniquely positioned to assist event promoters.

"There isn't another city that has a system in place to produce events like we do," Christenson said. "We have an influential board that is focused on special events. We have a full-time staff in place capable of producing any piece of a special event. Marketing, operations, sponsorship, hotel integration and all of that is under one roof. Probably the biggest advantage is that we have a working partnership with the hotels. That helps us drive ticket sales and the name of the game for any special event is who can sell the most tickets."

Musburger, who moved to Las Vegas to start the online Vegas Sports and Information Network, is impressed with everything he has experienced in the city.

"Things are just getting started for Las Vegas as a major-league city," Musburger said. "God help us when the Super Bowl comes to the new stadium. It will be the toughest Super Bowl ticket to get in history and everyone will want to be in Vegas and want to go. I also think it is only a matter of time before the NBA is here. ... The NCAA should have held round one and two or a regional final of the NCAA basketball tournament here a long time ago. I went to the Pac 12 conference basketball tournament at the T-Mobile Arena this year and it was incredible."

Incredible, indeed. ■



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Las Vegas has one of the most diverse facility footprints of any city in the U.S. enabling the area to host an impressively broad calendar of events from racing, to collegiate hoops and marathons.

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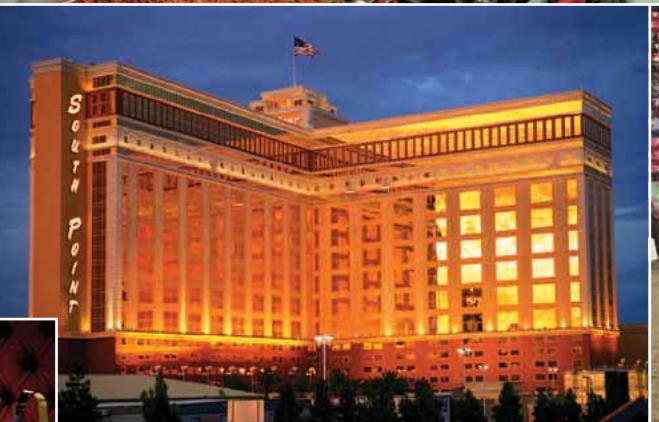


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# Niche sports, events, tournaments are heart and soul of South Point



**South Point is happy to be the home of niche sports such as bowling offering one of the most impressive installations making it one of the United States Bowling Congress' favorite locations for major tournaments.**

Longtime South Point Arena and Equestrian Center general manager Steve Stallworth admits that his facilities may not be perfect to host of some of Las Vegas' more hyped and major events, such as UFC and boxing title fights, NBA and NHL pre-season and regular season games, or concerts headlined by megastars.

This is just fine with Stallworth and Michael Gaughan, the patriarch of the legendary Las Vegas family that owns and operates the South Point Casino and Spa. The resort, the arena and equestrian center and the 64-lane, state-of-the-art bowling center combine to make up the 80-acre South Point Event Complex. The proximity of everything means events can be held under one roof.

"Our location is a major key to our success and it's a huge benefit for event promoters to know they can communicate with sponsors, competitors and fans about a state-of-the-art facility that also offers major conveniences for every facet of the event," Stallworth said. "As an example, when guests enter South Point Arena, they can drop off their horses, tack and luggage in our climate controlled stall area. They can then check in to their horse show and stall, and also check into their hotel room at the same time. South Point is the only hotel that offers guests the opportunity to stay where their horses are housed under the same roof as the events. And we are always open to discussions with event promoters

about new ideas and new events."

The complex is located 10 minutes from the heart of Las Vegas and McCarran International Airport and the resort features 11 restaurants including Michael's gourmet room, movie theatres, world class Costa Del Sur spa, 400-seat show room featuring headline entertainment, swimming pool, casino with live gaming and more amenities.

"We are the home of niche sports and events in Las Vegas," Stallworth said. "We embrace them and they are our heart and soul. We love equestrian events and are the home of the \$10,000,000 World Series of Team Roping. We love BMX racing events and we host the BMX USA Las Vegas Nationals each year. We love bowlers and for nine of the next 12 years we will host a major United States Bowling Congress (USBC) event. In 2017, we hosted the open division and had 1,500 bowlers in our Tournament Bowling Plaza seven days a week for six months. Plus, we host motorsports, college basketball, wrestling and a variety of other events."

The Tournament Bowling Plaza is a crown jewel among international venues and put the South Point on the map as one of the world's top destinations for bowlers. It was huge and welcome news when the USBC began its partnership with the facility and resort. Many took notice, including top Las Vegas officials.

"Las Vegas and the new world-class bowling plaza at South Point Hotel and

Casino offer the perfect backdrop for the United States Bowling Congress Open Championships and Women's Championships," president/CEO for the Las Vegas Convention and Visitors Authority Rossi Ralenkotter said. "This is a strong partnership that leverages the proud heritage of bowling and a state-of-the-art, multi-million-dollar tournament facility with the excitement and energy of Las Vegas. That's a winning combination."

The ongoing agreement with the USBC was for 12 years and runs through 2027. Over the span of the agreement, the South Point Bowling Plaza will host several annual USBC events, including the USBC Women's Championships in 2020, 2023 and 2026; and the USBC Open Championships in 2017, 2019, 2021, 2024 and 2027. The partnership will bring many more tournaments, conventions and events to Las Vegas, such as the USBC Masters, USBC Queens, USBC Senior Masters and USBC Team USA Trials.

In all, the South Point features 600,000 square feet of event space including the 4,600-seat main arena and the Priefert Pavilion, home of two multi-purpose arenas. Each of the three facilities can be changed from dirt to concrete and back in a matter of hours. The Cinch Saloon perched at the south end of the arena is the perfect spot for VIP seating or other hospitality before, during or after events.

Also on property are 1,200 climate-controlled horse stalls, which have many

uses other than solely equestrian. In February 2018, the stalls, all three arenas, the exhibit hall and the grand ballroom will be used during the National Field Archery Association Vegas Shoot, the world's largest and most prestigious indoor archery tournament with more than 3,500 archers competing from novice to Olympic level and that is the perfect event type for South Point.

"It all starts with the versatility of our arena and equestrian center," Stallworth said. "We want promoters to know that we want sporting and equestrian events that have thousands of participants and are not necessarily spectator driven."

In 2017, the South Point became the home of the new Vegas Stat and Information Network (VSIN), which was created by retired broadcaster Brent Musburger. The network is sports gaming driven and broadcasts 12 hours a day from the South Point Race and Sportsbook.

"What makes our events successful is they each feel part of our family," Stallworth said. "The Gaughans are a passionate horse family and that's what started everything, but we want participants of any sport or event to know this is their home away from home. And from the comments we get, that's exactly how they feel."

For more information, contact Steve Stallworth, general manager, at 702-797-8005.■



**The South Point Arena has many configurations including rodeo, motor sports, basketball, and the equestrian center is also the Western home away from home for the Budweiser Clydesdales.**



# More is always better, especially at Las Vegas Motor Speedway

Racing fans continually flock to Las Vegas Motor Speedway to watch the annual NASCAR race in the entertainment capital of the world. The success of the spring race didn't go unnoticed by the NASCAR executives and on March 8, 2017, speedway officials announced the addition of a second race for Las Vegas, to be held for the first time in the fall of 2018.

The growth of NASCAR in Las Vegas is impressive. In addition to the two races, Las Vegas is also the home of the annual NASCAR Champions Week plus race teams visit each year for off season testing.

"Las Vegas and Las Vegas Motor Speedway have become great destinations for NASCAR fans," NASCAR Executive Vice President and Chief Racing Development Officer Steve O'Donnell said. "The experience is unique to any other in our sport."

Las Vegas Motor Speedway President Chris Powell believes the addition of the second race is just one more element of the overall sports evolution in Las Vegas.

"There isn't a better time for sports in Las Vegas," Powell said. "A second NASCAR weekend, along with the arrival of the NHL's Golden Knights, the soon-to-be Las Vegas Raiders and their new stadium, a new soccer team and the attention local stars such as the Busch brothers, Bryce Harper, Kris Bryant and others have brought to Las Vegas, make this one of



The entire NASCAR Monster Energy field passes by the grandstands at the 100,000 + seat capacity Las Vegas Motor Speedway.



NHRA drag racing has been a staple in Las Vegas since 2000 and will be 4-wide in 2018.

the most exciting periods in the city's history. We had the hotel era, the restaurant era, the nightclub era and now it's the sports era. We're ecstatic about playing a major role in all of it."

The role the draw of Las Vegas has played in the overall growth of the speedway is not lost on Powell and NASCAR officials.

"Las Vegas is the ultimate destination for visitors both nationally and internationally," Powell said. "The accommodations in Las Vegas are, indisputably, the best in the world. They're affordable, comfortable and plentiful. Las Vegas has mastered the art of catering to visitors, and that's well illustrated by the thousands of organizations that bring events to Las Vegas each year. It also allows the many corporate partners of the speedway, of NASCAR and of the race teams to bring their guests to Las Vegas for racing events on multiple occasions each year. I would argue that there is no place more desirable for companies to entertain clients than our great city."

High level drag racing staged by the National Hot Rod Association is also held at the speedway and a new expansion at "the Strip" has grabbed the attention of the racing world.

"We recently announced the expansion of our dragway from two lanes to four and along with zMAX Dragway in Charlotte, we will have one of just two

**CONTINUED ON 14A**



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**TWO // NASCAR WEEKENDS in LAS VEGAS**

**March 2-4  
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# Versatile UNLV Facilities host mega events in arena, stadium venues



Magic Johnson, president of Los Angeles Lakers Basketball Operations, speaks to the press during the NBA summer league competitions. In addition to its first-class court facilities the Thomas and Mack Center provides a full array of hospitality and function facilities to accommodate large events.

The UNLV brand is known worldwide. The men's basketball team won a national championship in 1990, the campus hosted a presidential debate in 2016 and for several decades millions of people have attended mega-concerts or world class sporting events held in one of the four UNLV event facilities.

Over the years, UNLV venues Thomas & Mack Center and Sam Boyd Stadium have hosted such world class events as U2, Van Halen and other huge rock bands, plus world-class sporting events, including the international Rugby 7s, NBA Summer League basketball, the Monster Energy Supercross Finals and the Wrangler National Finals Rodeo, affectionately dubbed the Super Bowl of Rodeo.

Also, a part of the UNLV venue quartet are the Cox Pavilion and Mendenhall Center, two smaller venues that are located adjacent to the larger Thomas & Mack. Both extend the T & M footprint and allow for event promoters to enjoy a wide range of options for primary or ancillary events.

"What I believe makes our products stand above others is our versatility," Thomas and Mack executive director Mike Newcomb said. "Our four venues have the ability to adapt to almost any function or vision a promoter has in mind. We have five basketball courts within our venues, which that alone sets us apart from other venues here in town. We have the space for an event to spread out. The Wrangler

**CONTINUED ON 14A**

## FOUR VENUES ONE LOCATION

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# The Orleans Arena offers one-stop shop for promoters



**The Orleans Arena is home to the West Coast Conference basketball tournament and other spectacular events featuring dramatic special effects.**

There's always something going on at The Orleans Arena. In 2016, more than 400,000 fans attended a variety of events at the venue, which is attached to The Orleans Hotel & Casino and its 1,886 rooms and amenities. With the increase of events in 2017, estimates are more than 500,000 fans will walk through the venue's doors.

The Orleans Arena, a Boyd Gaming facility, located just west of the Las Vegas Strip, is one of the nation's leading multi-purpose sports and entertainment

facilities. The International Association of Venue Managers recognized the arena with the Venue Excellence Award in 2014 and it is also one of only a handful of arenas in the United States to be LEED Gold certified.

According to Venues Today Magazine, the Orleans Arena, consistently ranks in the top 10 for ticket sales in the United States and internationally among venues of similar size. These events include national touring concerts, NCAA basketball conference tournaments, family shows,

motorsports and other unique events. It is also one of the largest companies in Nevada to achieve SHARP Certification for commitments to safe venue operations.

"The Orleans Arena is a multi-faceted space that offers event organizers a 'one stop shop' arena executive director Rex Berman said. "Event organizers have access to a plethora of function space, both within the arena and in the hotel. Our footprint is perfect for company break-out sessions, award ceremonies and meetings. Additionally, our hotel and casino offers an 800-seat showroom, multiple new restaurants with a variety of food categories, a pool and free parking. Our multiple parking lots can also quickly transition into outside festival grounds. An event organizer can house their participants and patrons on property, provide a variety of dining options on site, host an event for 7,500 attendees with a multitude of side events and never have to leave the property. We have it all."

Within the arena, there are ample private meetings spaces, a beautiful club and suites private level and an in-house catering company. A creative food and beverage team can provide an impressive spread while being very budget considerate. All staffing is in-house including catering, concessions, security, ushers, box office, ticketing, marketing and production.

"For promoters and event organizers, we simplify the process and allow them to focus on other areas of their event,"

Berman said. "An event organizer only needs to meet with our director of booking & events, and from there, we will coordinate all needs. We can book an event, handle the ticketing, create a room block for the artists or participants, and provide catering needs. We also provide in-house event and box office staffing, security, production and transportation needs. We can even offer room & ticket packages to create a 'one stop shop' for patrons."

The Orleans is home to hundreds of events annually and most see major improvements after moving from other locales. For the past several years, the arena has hosted the WFG Continental Cup of Curling that broke attendance records. In March 2018, the World Men's Curling Championship is coming to the arena and will mark the first time a World Curling Federation World Championship has been held in the city of Las Vegas and will be the most attended curling event ever in the United States.

Berman said the goal of his event team for each event is simple.

"We have the capability to transform and brand our arena, hotel and restaurants into a full event experience," Berman said. "We want our patrons to be part of the event magic from the moment they step foot on property."

For more info, visit [OrleansArena.com](http://OrleansArena.com) or contact executive director Rex Berman at 702-691-5102 or [rexberman@boydgaming.com](mailto:rexberman@boydgaming.com). ■



## EXCELLENCE IN LAS VEGAS

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Host to the following sporting events:

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- 2018 Men's World Championship of Curling
- WCC Basketball Championships
- Las Vegas Invitational Basketball Tournament
- Joe Weider's Olympia Bodybuilding Competition
- 2015 World Wrestling Championships
- Cinch Boyd Gaming Chute-Out
- AMSOIL Arenacross
- Endurocross
- Soul Train Awards
- JAMZ Cheerleading
- 2018 US Hockey Hall of Fame Game

FOR BOOKING INFORMATION, CONTACT:

Orleans Arena  
4500 W. Tropicana Ave.  
Las Vegas, NV 89103  
[OrleansArena.com](http://OrleansArena.com)  
702-365-7469

**BOYD**  
GAMING





**THE RAIDERS**



**RS ARE COMING**

# Las Vegas venues, by the numbers



From motocross completions, to championship basketball tournaments to Monster Jams to national bowling events, Las Vegas hosts them all. The arrival of major league tenants will highlight the already diverse environment for sports in Las Vegas.

## Venue Types and Seating Capacity

Showrooms and theatres	91	106,400
Larger arenas and stadiums	9*	171,400 *
Las Vegas Motor Speedway		106,000
Fremont Street Experience		15,000
* Including new stadium, opening 2020		

## THOMAS AND MACK CENTER

- **Seating capacity:** 17,222
- **Annual events:**
  - Wrangler National Finals Rodeo
  - Disney on Ice
  - Mountain West Conference Tournament
  - NBA Summer League
  - USA Basketball
  - UNLV basketball
  - UNLV commencement
  - Presidential debate (2016)

## MGM GRAND GARDEN ARENA

- **Seating capacity:** 17,000
- **Annual events:**
  - College basketball
  - Mano Viva Mexico
  - Latin Grammy Awards
  - Ice Cube Big 3 Basketball
  - Major concerts
  - Boxing

## FREMONT STREET EXPERIENCE

- Five-block entertainment district in historic downtown Las Vegas.
- Centerpiece of Fremont Street Experience is Viva Vision, the world's largest video screen at 1,500' x 90' and suspended 90 feet above the pedestrian mall
- **Annual events:**
  - Concerts
  - New Year's Eve party
  - Pep rallies

## DOWNTOWN EVENTS CENTER

- 85,000-square-foot outdoor urban venue in the heart of the downtown Las Vegas casino district
- **Seating capacity (seated):** 8,000
- **Annual events:**
  - Festivals
  - Concerts
  - MMA
  - Boxing
  - Conventions

## LAS VEGAS MOTOR SPEEDWAY

- **Seating capacity:** 106,000
- **Annual events:**
  - Two NASCAR Monster Cup Series races
  - Two NASCAR Xfinity Series races
  - Two NASCAR Truck Series races
  - Two NHRA national events
  - Electric Daisy Carnival
  - Red Bull Air Race World Championship

## SAM BOYD STADIUM

- **Seating capacity:** 34,680
- **Annual events:**
  - AMA Supercross
  - Las Vegas Bowl
  - Monster Energy Cup Supercross
  - Monster Jam World Truck Finals
  - UNLV football
  - USA Rugby Sevens

## MANDALAY BAY EVENTS CENTER

- **Seating capacity:** 12,000
- **Annual events:**
  - UFC fights
  - Major concert headliners (Janet Jackson, Arcade Fire, Marc Anthony, etc.)



Las Vegas facility layouts are built for easy conversion making it possible to stage a large variety of events from rodeo, to basketball, to motorsports all in the same venue.

## COLOSSEUM AT CAESARS PALACE

- **Seating capacity:** 4,298
- **Annual events:**
  - Celine Dion
  - Rod Stewart
  - Elton John
  - Mariah Carey Brooks & Dunn/Reba
  - Additional private events and one-off concerts/shows

## ORLEANS ARENA

- **Seating capacity:** 9,000
- **Annual events:**
  - Las Vegas Circus Spectacular
  - Jamz Cheerleading
  - West Coast Conference basketball tournament
  - EnduroCross Motorsports
  - Feld Motorsports' ArenaCross
  - World Series of Team Roping
  - Las Vegas Invitational Basketball Tournament
  - Las Vegas Classic Basketball Tournament

## T-MOBILE ARENA

- **Opened 2016**
- **Seating capacity:** 20,000
- **Annual events:**
  - Home of the UFC
  - Concerts including George Strait, The Weekend, Jay-Z, Lady Gaga, Guns n' Roses
  - PBR Ford Get Tough Finals
  - Boxing including Mayweather vs. McGregor and Alvarez vs. Golovkin
  - Academy of Country Music Awards
  - Home of NHL Vegas Golden Knights
  - Los Angeles Lakers pre-season basketball
  - Pac-12 Basketball Tournament

## CASHMAN CENTER

- **Seating capacity:** 55 acres with a 10,000-seat stadium, 1,922-seat theater, 14 meeting rooms, 98,100-square-feet of exhibit space
- **Annual events:**
  - AAA Minor league baseball
  - Conventions
  - Trade shows
  - United Soccer League games

**SOUTH POINT ARENA & EQUESTRIAN CENTER**

- **Seating capacity:** 4,600 Priefert Pavilion
- **2017 Venue notes:** 11,500 horse stalls reserved, 65,000 rooms reserved by event attendees
- **Annual events:**
  - Rocky Mountain Gun Show
  - Championship Bull Riding West Coast Regional Finals Rodeo
  - World Series of Team Roping
  - Holiday Hoops Collegiate Basketball
  - USA BMX Racing

**THE PEARL AT THE PALMS**

- **Seating capacity:** 2,600
- **Annual events:**
  - Concerts
  - Shows
  - Conventions

**THE JOINT AT HARD ROCK**

- **Seating capacity:** Seated - 2,947  
General admission - 4,200
- **Annual events:**
  - Concerts
  - Boxing
  - Conventions
- **Upcoming events:**
  - Kings of Leon
  - Benavidez vs. Gavril boxing
  - Incubus

**THE CHELSEA**

- **Seating capacity:** Permanent installed seats - 801  
Total seated show - 2,500 Total general admission standing floorshow - 3,000
- **Recent/Upcoming events:**
  - Cake
  - NAS
  - Dierks Bentley
  - Pixies
  - Cole Swindell
  - Ricardo Arjona



ADAM SHANE

A festive opening to the Monster Jam World Finals held at Sam Boyd Stadium.

**AXIS AT PLANET HOLLYWOOD**

- **Seating capacity:** 4,226-7,093
- **Annual events:**
  - Britney: Piece of Me residency
  - Jennifer Lopez residency
  - Approximately 20-30 additional mini resident, routed touring and private events annually

**SOUTH POINT BOWLING PLAZA**

- **Seating capacity:** 360
- **2017 Venue note:** hosted 1,500 USBC bowlers daily for six-straight months
- **Annual events:**
  - USBC Women's, Mixed and Open Championships
  - Additional events on PBA schedule

**THE PARK THEATRE**

- **Opened:** 2016
- Flexible, intimate venue with up to 5,300 seats and a general admission capacity of 6,400 and VIP and premium seating options
- **Events:**
  - Award shows
  - Concerts including Ricky Martin, Bruno Mars, Cher
  - UFC/MMA and boxing events
  - Corporate events

**LAS VEGAS VILLAGE**

With prime real estate at the south end of the Las Vegas Strip, directly across from Mandalay Bay and Luxor, Las Vegas Village is a 15-acre entertainment, sports and festival outdoor arena

**LAS VEGAS FESTIVAL GROUNDS**

A versatile outdoor venue on the north end of Las Vegas Strip near Circus Circus that spans 33 acres.

**LAS VEGAS STADIUM**

- **Opening:** 2020
- **Seating capacity:** 65,000
- **Proposed events:**
  - Home of NFL Raiders
  - International soccer
  - Stadium concert tours
  - Neutral site college football
  - College bowl games

# ADD SOME GAME TIME TO YOUR DOWN TIME



WHETHER YOU'RE WATCHING LIVE, ON A BIG SCREEN OR PARTICIPATING YOURSELF, WHEN YOU'RE VISITING LAS VEGAS, THERE ARE PLENTY OF MAJOR SPORTING EVENTS AND ACTIVITIES TO SATISFY YOUR INNER ATHLETE.

**DON YOUR ARMOR**

Join the excitement and cheer on the Vegas Golden Knights, the NHL's newest and Las Vegas' first professional sports team.

**FOOTBALL FEVER IS BUILDING**

The NFL's Raiders' relocation to Las Vegas is official with the team scheduled to kick off in 2020.

**EVERY DAY IS A GOOD DAY FOR GOLF**

With over 320 days of sunshine a year, 40+ courses, and a flagship Topgolf with over 100 hitting bays, Las Vegas is the ideal place to plan your next golf outing.

**SHIFT INTO HIGH GEAR**

Engines will be revving in 2018 when two NASCAR triple-header weekends speed into Las Vegas.

**ALWAYS A WILD RIDE**

Unleash your inner cowboy with the PBR World Finals and the Wrangler National Finals Rodeo.

**MINOR LEAGUE, MAJOR FUN**

Baseball fans can catch the future stars of MLB's New York Mets when its Triple-A affiliate, the Las Vegas 51s, take the field.

**IT'S ALL ABOUT LOCATION**  
Las Vegas has stadiums and event centers for every exciting moment, with more on the way!

VISITLASVEGAS.COM 



Martin Truex celebrates his win in Victory Lane following the Kobalt 400 in March, 2017. Next year he will have a second chance to conquer the track when NASCAR adds a fall race in 2018.

#### CONTINUED FROM 8A

National Finals Rodeo is a great example of how an event promoter can utilize almost every venue for their event. Starting in 2016 they started to utilize the Strip View Pavilion which they have coined 'The 'Shoe' to add to the already massive footprint that NFR has."

Among the many upgrades resulting from the Thomas & Mack modernization, which was completed in 2016, was the addition of that Strip View Pavilion, a 35,000 square-foot, two-story meeting room space with a stunning view of the Las Vegas Strip. As with the NFR, several events have utilized the space for VIP entertainment or other exciting add-on features to the primary event.

"The modernization has improved our event product in many areas and the fan experience has been enhanced by the expanded concourse, updated restrooms

and additional options in our concession areas," Newcomb said. "Our promoters are loving our new addition of the Strip View Pavilion and all of the possibilities that venue has to offer them to expand their events. That space has been the biggest success. It has provided a new area for hospitality for private events and conferences as well as allowing promoters to expand the current event they host with us."

Newcomb and his team believe personal service, in addition to the vast array of services they offer, will ensure the maximum success for an event promoter.

"I think one of the ways we differentiate ourselves is through the customer service we offer our promoters," Newcomb said. "Each promoter receives a very personalized experience from start to finish with every member on our staff. We also carry that level of customer service into their event day and on to their fans." ■

#### CONTINUED FROM 7A

four-wide dragstrips," Powell said. "This will open up four-wide NHRA drag racing to the thousands of west coast drag racing fans who have been able to watch Charlotte only on television."

Las Vegas Motor Speedway is much more than a racing venue. More than 1,400 event days are held at the diverse facility, which features three permanent driving experiences, track rental options, other special events and the world-famous Electric Daisy Carnival.

"We will continue to grow and evolve our facility," Powell said. "We have more than 1,400 event days per year, a fact hard to conceive when you realize the year comprises only 365 days. Looking ahead, we'll continue looking for new and creative ways to attract new events, both in and out of the motorsports realm. All the while, we want to improve the visitor experience for every event we stage. And in our superspeedway, we're in the planning stages of creating more premium seating options as well as adding new fan amenities and upgrading certain areas to make them more appealing to everyone who visits LVMS."

For more information, contact Kevin Camper at 702-632-8254 or corporateevents@lvms.com or visit LVMS.com. ■



The Thomas and Mack Center has hosted major events ranging from the National Finals Rodeo to the NBA Summer League where many fans got their first look at future NBA star, Lonzo Ball.



TOM DONOGHUE



ADAM SHANE



ADAM SHANE

In addition to its primary function as home to UNLV Rebels football, Sam Boyd stadium is the local home for some of the most exciting outdoor events in Las Vegas such as the Monster Jam World Finals, Supercross Finals, International soccer friendlies and the Rugby Sevens attracting competitors from around the world.

#### UNLV FACILITIES

##### Cox Pavilion

Seating Capacity: 3,100  
78,300 square feet multi-purpose arena

##### Thomas & Mack Center

Seating Capacity: 18,000  
Concerts, basketball, boxing, rodeo

##### Mendenhall Center

35,000 Square-Feet  
Hosts private receptions, team practices

##### Sam Boyd Stadium

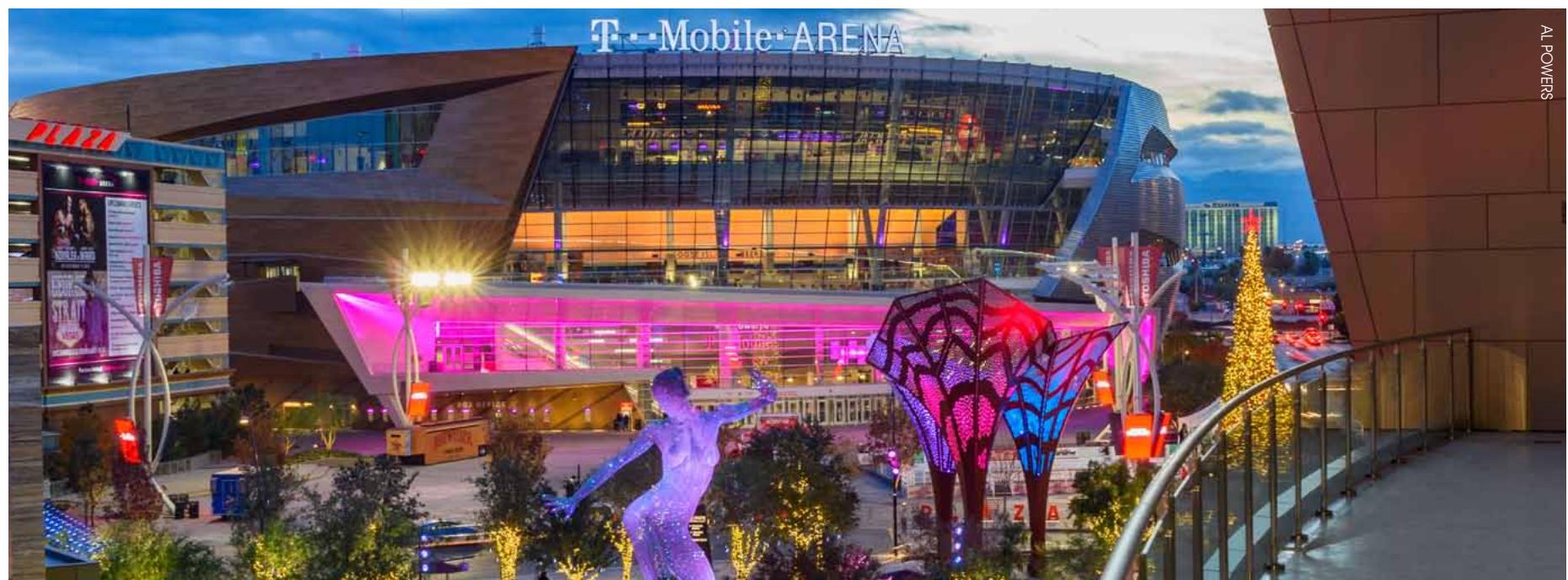
Seating Capacity: 40,000  
Football, soccer, concerts, off road, festivals

##### Event info or bookings:

Mike Newcomb, 702-895-1003  
miken@thomasandmack.com

# T-Mobile Arena is the Crown Jewel of MGM Resorts

The new T-Mobile Arena, operated by AEG Worldwide and MGM Resorts, has been a smashing success, but MGM resorts are also home to other popular and successful venues.



**Since opening in April, 2016 T-Mobile Arena has become one of the top sports event venues in the U.S. as home ice for the NHL Las Vegas Golden Knights, popular venue for UFC, PBR and recently the site of the historic and record breaking Mayweather vs. McGregor match.**

It has been just two short years since Las Vegas Events and the first Sports Business Journal worked together to create a section about special events and venues in Las Vegas, but even during such a short time period, Las Vegas—and MGM Resorts—have evolved immensely.

In November of 2015, when the previous section was produced, major league sports coming to Las Vegas wasn't even in the conversation and the T-Mobile Arena was not yet open. Plus, the Park Theater at Monte Carlo was still in the planning stages.

Now, Las Vegas is home to the National Hockey League and both T-Mobile Arena and the Park Theater at Monte Carlo are open and prospering. Singing legend Wayne Newton and mega Las Vegas rock band The Killers officially opened the T-Mobile Arena with a memorable and rollicking performance on April 6, 2016. The Park Theater opened on December 17, 2016, with an epic concert by Stevie Nicks and The Pretenders.

"We've been lucky and we've had a lot of boxes checked that were dreams for us; this is another one of those, and this is going to be one that we're never going to forget," The Killers lead singer Brandon Flowers said about being bestowed the honor of opening his new hometown arena. "We're really proud to be from Las Vegas and we take a little bit of it with us everywhere we go, we really do."

MGM Resorts is one of the world's leading global hospitality companies, operating a portfolio of destination resort brands. The company's Las Vegas presence includes seven entertainment venue plus a 50% stake in City Center which features Aria Resort & Casino.

T-Mobile Arena was privately funded and built in partnership by MGM Resorts and AEG Worldwide, the powerhouse entertainment company. In less than two years of operation, more than 1.2 million spectators have enjoyed events at the 20,000-seat arena. Park Theater at Monte

Carlo has also been extremely successful with more than 213,000 fans attending events at the venue between the December 16 opening through September 2017.

The addition of T-Mobile Arena and the Park Theater added to an already impressive stable of MGM Resorts event venues. More than a million fans are estimated to attend events in 2017 at the indoor Mandalay Bay Events Center and MGM Grand Garden Arena in addition to the large outdoor Las Vegas Village and Las Vegas Festival Grounds.

In all, MGM Resorts now offers major event venues totaling more than 50,000 seats and 65 acres of open space. Estimates are that more than two million fans will attend events in 2017 at the conglomeration of MGM Resorts venues.

#### **The T-Mobile Arena Experience**

T-Mobile Arena has hosted so many events that there are too many to mention in these pages. Names like George Strait, Guns 'n Roses, Lady Gaga, Tim McGraw, Faith Hill, Garth Brooks, Future, Carrie Underwood, Bruno Mars, Queen, Nicki Minaj, The Rolling Stones, Kanye West and Roger Waters have performed on the stage with each commenting about the quality of the venue.

Major events to be held at T-Mobile Arena include the Pac-12 Men's Basketball Tournament, PBR World Finals, iHeartRadio Music Festival and Los Angeles Lakers pre-season basketball.

From day one, AEG Worldwide and MGM Resorts executives stressed the importance of the venue being seen as an "independent arena" available for use by any resort companies and event promoters.

"It's important for fellow Las Vegas resort operators, in addition to event promoters worldwide, to know that we specifically created T-Mobile Arena to be very welcoming for the entire resort community," MGM Resorts, Senior Vice

President of Entertainment Operations, Mark Prows said. "We want to encourage event development and utilize events at the arena to increase Las Vegas visitation. It is important for promoters to understand that even if the anchor resort of an event or convention is not an MGM Resorts property, we welcome them to activate at T-Mobile Arena."

Shortly after plans for T-Mobile Arena were announced by MGM Resorts and AEG Worldwide executives, NHL owners voted to grant an expansion franchise to Bill Foley and Las Vegas. Foley believed in the city and his team's new home venue so much, he became a part owner of T-Mobile Arena and was a key voice in the planning process. The Vegas Golden Knights officially open their inaugural season on October 10 at T-Mobile against the Arizona Coyotes.

T-Mobile Arena is also the official home of UFC. The comprehensive agreement

calls for UFC to host a minimum of four events annually. UFC will have priority scheduling for designated major events windows, such as International Fight Week, and will have a presence at T-Mobile Arena, headlining the welcome sign in the lobby alongside Vegas Golden Knights, as well as concourse activations, signage and retail space.

"From day one, AEG Worldwide and MGM Resorts have been committed to developing a showplace for the very best in concerts, championship sporting events, award shows and special events that would be unrivaled not only in Las Vegas but in our industries," AEG Worldwide chief revenue officer Todd Goldstein said. "There is no doubt that UFC is synonymous with the biggest and best events today that attract unprecedented international audiences."

**CONTINUED ON 18A**



**In combination with T-Mobile Arena, the Park Theater creates one of the most dynamic sports and entertainment districts found in any city in the U.S. featuring state-of-the-art design and technology, premiere hospitality services and the adaptability to host a wide array of events.**

# VEGAS

## ////////// IS IN A WHOLE ////////// NEW LEAGUE

With punches and pucks, basketball and bull riding, we've changed the game for sports in Las Vegas. We're thrilled to see Las Vegas take its rightful place as a major league city. Let's keep our winning streak going.

### UPCOMING EVENTS ////////////

**UFC 216** / T-Mobile Arena / October 7

**Los Angeles Lakers vs. Sacramento Kings** / T-Mobile Arena / October 8

**Vegas Golden Knights** / T-Mobile Arena / The Puck Drops October 10

**PBR World Finals** / T-Mobile Arena / November 1-5

**Main Event Basketball** / T-Mobile Arena / November 20 & November 22

**The Ultimate Fighter 26 Finale** / Park Theater – December 1

**Mosconi Cup** / Mandalay Bay / December 4

**UNLV vs Oral Roberts** / MGM Grand Garden Arena / December 5

**UNLV vs Illinois** / MGM Grand Garden Arena / December 9

**UFC 219** / T-Mobile Arena / December 30

**Ice Vegas Invitational** / T-Mobile Arena / January 5-6



# PUCK DROPS OCT. 10



**VEGAS**  
GOLDEN KNIGHTS™



HOME OF

# UFC

**UFC 216 / FERGUSON vs LEE**  
**OCTOBER 7**

**UFC 219**  
**DECEMBER 30**

////////// T-MOBILE ARENA IS HOME TO THE VEGAS GOLDEN KNIGHTS,  
UFC, PBR WORLD FINALS AND WORLD-CLASS BASKETBALL. //////////

**WORLD FINALS**  
PBR BUILT Ford TOUGH  
LAS VEGAS XXIV • 2017

NOV 1-5

**OCTOBER 8**



**VS**





COURTESY OF MGM RESORTS



COURTESY OF MGM RESORTS

**More than a million fans are expected to attend events in 2017 at the indoor Mandalay Bay Events Center and MGM Grand Garden Arena.**

#### CONTINUED FROM 15A

on platforms of all kinds. T-Mobile Arena is truly a one-of-a-kind, world class arena that will create the most outstanding stage and atmosphere worthy of the incredible events of all kinds that UFC will bring to our venue and most importantly, our fans."

Dana White and other UFC executives were thrilled to create the T-Mobile Arena partnership for a variety of reasons. Events held by the UFC at T-Mobile Arena quickly revealed how the new venue would help drive the momentum of an already fast-growing sports organization.

"In less than one year, we have set multiple records in T-Mobile Arena," UFC Senior Vice President of Event Development and Operations Peter Dropick said. "We look forward to continuing to work with our long-standing partners, both world leaders in the arena and entertainment sectors, to elevate and showcase the best of our brand."

Las Vegas' newest landmark features 54 luxury suites, more than two dozen private loge boxes, complete broadcast facilities and other specially designed exclusive hospitality offerings and fan amenities destined to create a guest experience second to none. The arena was also the first in Las Vegas to meet the U.S. Green Building Council's standards for LEED Gold Certification.

Brands such as Anheuser-Busch, Bank of America, Black Clover, Coca-Cola, Cox, Optum, Schneider Electric, Toshiba, StubHub and Netflix are the venue's founding partners. Toshiba Plaza, an adjacent two-acre entertainment space, has become a favorite gathering spot for fans prior to and after events. The area features three performance stages, a variety of video screens and other interactive content and display areas.

#### T-Mobile Arena Facts and Figures

- World-class Las Vegas-style design
- Unrivaled premium seating products
- Three dedicated VIP entrances
- Two-acre outdoor Toshiba Plaza for pre-event functions and special events
- Premium balconies on all VIP and public levels with views to the nearby Plaza, the Park and the Strip
- Multiple locker facilities, premium dressing rooms, green room and multipurpose spaces to accommodate a variety of sports and entertainment events.
- Eight (8) premium VIP clubs, including Tower Clubs which are cantilevered over the upper bowl, offering unique views
- Wide variety of food and beverage options at each level

- ADA accessibility on every level
- A 75,000-square-foot loading dock, staging, storage and other facilities to accommodate major events including six truck docks
- A 208 feet wide and 45 feet high LED Video Mesh Wall located outside of the arena provides advertising space for founding partners and also an opportunity to show sporting events, movies and premieres

#### T-Mobile Arena Seating Capacity

- Boxing/UFC: 20,000
- End stage concerts: 12,000 - 18,000
- Center stage concerts: 19,500 - 20,000
- Hockey: 17,500
- Basketball: 19,000

#### The Park Theater Experience

The intimate Park Theater at Monte Carlo was designed to shatter the boundaries of traditional entertainment and immerse fans in an audio-visual revolution. Bruno Mars, Cher and Ricky Martin are residents of the theater and wow audiences throughout the year as do other entertainers.

The 5,200-seat Park Theater features state-of-the-art audio and visual technology, luxurious décor and much more. The technology element features projection mapping service with 4K ability

and an 80' x 40' LED screen, one of the largest in the world. The venue was also designed to provide artists an exclusive space to create productions unique to the space. Built with the audience in mind, the seating allows guests to feel up close and personal for any and all events.

"It's amazing before you even get into the theater you experience the foyer and three breathtaking chandeliers," Monte Carlo President and COO Patrick Miller said. "Then you come in and see all of the natural light that overlooks The Park entertainment and dining district. Guests are wowed before they even see their favorite artist. Plus, Park Theater is very configurable. Of course, it is perfect for great concerts performed by superstar artists but it's also phenomenal for boxing or MMA events. It also serves as a great venue for convention performances and breakout sessions with up to 6,400 people."

The premiere of Park Theater served as the first step in the reimagination of the overall Monte Carlo Resort and Casino. The transformation, taking place over the next two years, includes two distinct hotel experiences, a Las Vegas version of Sydell Group's famed NoMad Hotel and the launch of a new luxury hotel named Park MGM. Each will feature fully redesigned guest rooms and innovative food and beverage offerings. ■



AL POWERS



CHASMAN PHOTO

**Expansive areas such as Las Vegas Village and the Las Vegas Festival Grounds are perfect venues for large outdoor events.**

#### MGM Resorts Sporting Venues and Arenas Guide

##### Park Theater

Located at Monte Carlo Resort and Casino, Park Theater's state-of-the-art technology breaks boundaries and produces truly unforgettable experiences for any event. The 5,300-seat theater has hosted world-renowned performers including extended engagements with Bruno Mars, Cher and Ricky Martin.

##### MGM Grand Garden Arena

The 16,800-seat iconic MGM Grand Garden Arena has played host to hundreds of events in its 22 years of

existence, from spectacular concerts, championship fights, premier sports action and special events.

##### T-Mobile Arena

The 20,000-seat T-Mobile Arena is the entertainment centerpiece of Las Vegas that welcomes more than 100 events annually including major headline entertainment, award shows, UFC, boxing, basketball and other sporting events, family shows and special events. It is also home to anchor tenants UFC and Vegas Golden Knights.

##### Mandalay Bay Events Center

This modern 12,000-seat sports and entertainment complex has hosted everything from massive headliners to fights to award shows.

##### Mandalay Bay Beach

Mandalay Bay Resort and Casino's world-famous aquatic playground, Mandalay Bay Beach features 2,700 tons of real sand and a 1.6-million-gallon wave pool. Festivals, concerts and other special events take place at this unique venue which can entertain up to 4,200 fans.

##### Las Vegas Village

Las Vegas Village is a 15-acre entertainment, sports and festival destination on the Las Vegas Strip accommodating up to 25,000 fans located across from Luxor and Mandalay Bay.

##### Las Vegas Festival Grounds

Las Vegas Festival Grounds is a multipurpose outdoor venue on the north end of the Las Vegas Strip, spanning 35 acres and accommodating up to 85,000 fans.

# Vegas Golden Knights' mission: embrace regional following, be internationally relevant



**It's all about the team on and off the ice as the Vegas Golden Knights build the franchise.**

Bill Foley, the visionary owner of the National Hockey League expansion Vegas Golden Knights, completely understood the power and international reach of Las Vegas when he pursued his bid to bring major league sports to the city. Now after successfully securing the franchise, Foley and his organization are ready to embrace the Las Vegas brand and create an unforgettable experience locally, regionally and internationally.

"I really felt like Las Vegas was a great opportunity for us to do something special and make an impact," Foley said. "No one had ever brought major professional sports to Las Vegas before so it was exciting for me to try and make that happen. When I was approached with the idea of owning an NHL team, I was told I might be able to get involved in St. Louis or I might be able to get involved in other places. I said 'no, it must be a place where I want to live and put my roots down.' Vegas was perfect on every level."

The Golden Knights' inaugural season opener is October 6 at the Dallas Stars. The home schedule begins October 10 at the new, state-of-the-art T-Mobile Arena located in the heart of the Las Vegas Strip. Foley owns 15 percent of the venue, which was built by MGM Resorts International and entertainment conglomerate AEG.

Becoming the first organization to bring professional sports to Las Vegas was a risk worth taking for Foley and signs of success came quickly. The team accepted 10,000 season ticket deposits in the first 30 days of a marketing campaign and ended up with more than 16,000.

"We are embracing the opportunity of being the first major professional sports franchise in Las Vegas and the support from the local community has been tremendous," Golden Knights president Kerry Bubolz said. "We know people will be watching to see how we do. We are excited about that. Las Vegas is already the entertainment capital of the world and we hope to elevate that with our brand and help make it the sports and entertainment capital of the world. There is a tremendous foundation of major sports already here in Las Vegas, including two NASCAR races, the UFC, college sports, boxing and the NFL now coming here in a couple years. When you add it up, there is more major sports programming here than most major markets."

Bubolz spent 13 years as a Cleveland Cavaliers executive, most recently as president of business operations. He was hired to help implement Foley's vision and to communicate the power of the combined Vegas,

NHL and Golden Knights brands. His team will use an interactive marketing approach that relies heavily on content-driven social media and other digital elements to give sponsors the best value.

"It's important to not think of Las Vegas as a top 40 market, which by the statistics it is," Bubolz said. "In reality, Las Vegas is an international market with a reach unlike any city in the world due to the power of the Vegas brand itself. Everybody knows Vegas and we have a plan to reach local, regional, national and international markets because of our unique location. We will embrace NHL best practices of marketing because they are terrific at what they do, but we will also think out of the box and utilize our built-in Las Vegas market advantages."

The Golden Knights have created several high-level sponsorship deals with major companies, including a groundbreaking agreement with Cirque Du Soleil, the iconic entertainment brand that entertains millions of fans annually in Las Vegas and around the world.

"Cirque du Soleil is the best in the world at what they do," Bubolz said. "Their acts will perform at our games and their experts are also working with our team to ensure we offer an entertaining game experience above and beyond world class hockey. It's very important for us to challenge ourselves to be unique each night."

While a primary goal is to make the Golden Knights known internationally, Foley believes the Golden Knights will earn a regional fan base in the territory allotted by the NHL, which includes Utah, Wyoming, Idaho, Montana and parts of Western Arizona along with Southeastern California. A television broadcast deal was signed with AT&T SportsNet, to further the regional goal, and a recent promotional caravan throughout the region featuring players, executives, the Golden Knights social media team and general media was very successful.

On and off the ice, the creation of a humble and winning culture is very important to Foley and everyone in the organization. The Golden Knights name, and the meaning behind it, is at the center of everything.

"The Knight always advances and never retreats and is the protector of the unprotected," Foley said. "The Knight leads the protection of the realm when the people are being oppressed. His culture is to win. There is no substitute for victory so that is the culture we are going to create around the Golden Knights. I've got the best group of guys in the world to do it in terms of hockey players because they will never give up and they want to win. Also, they will be community oriented."

For sponsorships, contact Jim Frevola at 702-790-2669 or [jfrevola@vegasgoldenknights.com](mailto:jfrevola@vegasgoldenknights.com). ■

## Vegas Golden Knights entertainment game plan

According to Vegas Golden Knights president Kerry Bubolz, the game entertainment presentation will be unique to Las Vegas while also creating a playing environment opposing teams don't enjoy.

### Game entertainment elements

- Large Golden Knight helmet descends from T-Mobile Arena rafters
- Player intros magnified by video, music, more
- Videos tell a story of the code of the medieval Knight
- On-ice projection system
- Entertainment area near the ice featuring world class Las Vegas DJs, other entertainment
- Two Zambonis decorated with Golden Knights shield; drivers in costume. Side of Zambonis equipped with "jousting stick" to simulate a medieval joust when Zambonis approach each other.
- Male, female on-ice cleaning crew to wear dark, sexy, medieval-themed outfits
- Vegas Golden Knights drumline to perform





# VEGAS

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**UFC**



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