

U.S. CELLULAR CENTER ASHEVILLE NAMING RIGHTS AGREEMENT

WHO:

- City of Asheville Civic Center and U.S. Cellular Corporation

OPPORTUNITIES FOR CITY:

- Five year agreement: \$750,000 over five year period, plus \$60,000 in capital cost-sharing, totaling \$810,000
- Five percent attendance incentive/deduction over four years totaling additional \$32,000
- Additional three year extension would increase the amount of an additional \$511,310 for a total of approximately \$1,350,000 over eight years
- Marketing and promotional assistance from U.S. Cellular
- Utilize initial funding for support of current facility upgrades
- Continue discussion with key partners: County/TDA, leverage additional funding using private money as incentive
- Plan for additional upgrades to facility, enhancing chances for additional events, etc.

OPPORTUNITIES FOR U.S. CELLULAR:

- Exterior Signage: Façade facing I-240
- Marquee Sign: Facing Haywood Street
- Highway Directional signage/local way finding signage
- Interior Signage/logo inclusion on marketing material, tickets., etc.
- 2500 square feet of space for product displays
- Event space on an annual basis

OTHER KEY COMPONENTS:

- Confirms that ExploreAsheville.com Arena, Banquet Hall, Museum, Exhibit Hall and Vendors (Soft Drink, Beer, Food, etc.) are allowed as continued future sponsorship opportunities for the facility
- U.S. Cellular may propose a new name, subject to city written approval (not unreasonably withheld)
- U.S. Cellular logo on branding such as tickets, letterhead, staff attire, etc.

THE CITY AND U.S. CELLULAR WORKING TOGETHER:

- The City has been interested in possible naming rights sponsorship licensing for several years. In 2010, Economic Development Director Sam Powers and U.S. Cellular began discussions to explore opportunities to work together on a public-private partnership.

IMPACT ON THE THOMAS WOLFE AUDITORIUM:

- This naming rights agreement will have no impact on the Thomas Wolfe Auditorium.

FINAL ACTION:

- The final action in the U.S. Cellular partnership is for City Council to receive public comment and vote on the licensing agreement at the next formal Council meeting scheduled for November, 22.

U.S. CELLULAR CENTER ASHEVILLE INFORMATION:

- Year built: 1975
- Seating: ExploreAsheville.com Arena: 7200; Thomas Wolfe Auditorium: 2431
- Square footage: Exhibition Hall: 25,000 sq ft; Banquet Hall: 4,000 sq ft
- Average yearly attendance at Civic Center events: over 200,000 for ticketed and non-ticketed events