

2020 Valentine's Week News

Happy Valentine's Week 2020 to all! SPI has blasted into the year at full tilt, and we are excited to share some of our 2019 projects and those underway this year.



2019 Retrospective

Events

It was another big year for hosting Olympic and amateur sports events for SPI. The year started off with the **2019 USA Water Polo Olympic Development Program Eastern Championships** January 11-13, 2019, at the Greensboro Aquatic Center. The Championships brought more than 400 athletes to the Triad and was the first time this major event was ever held in the state. At the beginning of March, **USA Gymnastics' American Cup** (a stop on the international World Cup Tour) returned to North Carolina on March 2, and was joined by the **Nastia Liukin Cup** (national junior women's championships) on March 1 and for the first time in NC the **Elite Team Cup** (national junior men's championships) on March 2. The next month, April 12-14, 2019, at the Greensboro Coliseum Special Events Center, SPI hosted the **2019 National Collegiate Table Tennis Championships** with over 300 athletes competing to be named U.S. Champion both individually and on teams.

While the spring was active, the summer of 2019 took the event activity up another notch. SPI was retained by **The Basketball Tournament** to assist with local operations for the Southeast Regionals of the tournament which was held July 19-21, 2019, at The Fieldhouse in Greensboro. Eight teams from the southeast including host team, Chris Paul's CP3, coached by none other than Chris Paul himself, duked it out for the opportunity to travel to Chicago to compete for the \$2 million winner-take-all first prize. Literally the day after TBT Regionals concluded, the SPI Team was hard at work on the **2019 AAU Junior Olympic Games**, held July 22 through August 3, 2019, in Greater Greensboro at NC A&T State University, the Greensboro Coliseum Complex, and even sites as far away as Wake Forest University. The Greensboro Convention & Visitors Bureau, official host for the Games, brought SPI on board to manage various operational aspects in support of the Games.

The summer wrapped up with SPI's involvement in staging international Curling in Raleigh, August 22-24, 2019. The event, called **Curling Night in America**, featured national and Olympic Men's, Women's and Mixed Doubles teams from Italy, Japan, Scotland, and the U.S. and was the first international curling event ever staged in the Carolinas. You can still catch some of the broadcasts of Curling Night in America as there are several broadcasts on MSNBC which are scheduled for airing in the coming weeks [specifically Feb. 14, 11 p.m. USA vs. Italy (Mixed Doubles); Feb. 21, 9 p.m. USA Men vs. Japan and 11 p.m. USA Women vs. Japan; Feb. 28, 11 p.m. USA vs. Scotland (Mixed Doubles); Mar. 6 9 p.m. USA Men vs. Italy and 11 p.m. USA vs. Scotland (Mixed Doubles)].



TBT
THE BASKETBALL TOURNAMENT



Sports Tourism, Facilities & Naming Rights

SPI completed its sports tourism analysis and recommendations for the **City of Hickory** which included up to four potential new or expanded sports facilities or complexes for the community. Meanwhile in Morrisville, NC, Wake Competition Center, which SPI had assisted with planning and facility funding, opened up the first of its campus of sports venues with a Volleyball Center in January, followed by turf soccer fields, gymnastics facility, and high performance sports training center later in the year. Still to come: the twin-rink ice facility that will be the permanent practice site for the Carolina Hurricanes NHL Team.

In the greater **Kansas City** area, SPI completed a naming rights validation study for **anew sports complex** that includes multiple baseball fields and a fieldhouse facility.

On behalf of the **City of St. Petersburg**, Florida, SPI launched the initial sales process for naming rights of features to be included in the currently-under-construction major tourism destination, the new \$90 million **St. Pete Pier**, located in the heart of Downtown St. Petersburg on Tampa Bay.



2020 Projects

Big January Launches the SPI Team Headlong into 2020

January was a big month for your Sports & Properties staff, starting with SPI directing the Local Organizing Committee for the **2020 USA**

Water Polo Olympic Development Program Eastern Championships, January 10-12, 2020. With over 500 participants from throughout the Midwest and Eastern U.S., the Championships were the largest water polo tournament ever held in the Carolinas.



A mere eight days later, SPI led the LOC for America's premier ice sport competition, the **2020 Toyota U.S. Figure Skating Championships**. With this year's championships Sports & Properties set a record unmatched in the 106-year history of the event, becoming the first agency to lead the Local Organizing Committee for the U.S. Championships three times in 10 years. SPI's CEO, Hill Carrow, served as the Chairman of the LOC for each.

Continuing in the winning tradition of the world-class athletes in the Championships, the SPI Team also won Gold. Thanks to the leadership of Local Bronze Sponsor, Vela, the LOC's production won an AVA Digital Gold Award for "Greatness is Social" campaign on the web, on Instagram and social media. In addition, the total social media campaign for the Championships entitled "Greatness is Coming to Greensboro" received an AVA Digital Awards Honorable Mention.

Title Sponsorships

Sports & Properties, Inc. is in the process of wrapping up a Naming Rights Valuation Report for 80 St. Marks Place in New York City. **Historic 80 St. Marks Place** features its famous Off Broadway theater, Theatre 80, plus the William Barnacle Tavern, a bed and breakfast, and the Museum of the American Gangster. With the significant loss of many Off Broadway theaters in Manhattan, title sponsorship at Historic 80 St. Marks Place may be an important means of reversing this trend.



Coming Attractions

There's no slowdown in sight as SPI will be helping to host the **2020 College Club Swimming National Championships** at the Greensboro Aquatic Center, Greensboro, NC, April 10-12, 2020; the 24-sport **USA Masters Games** in Grand Rapids, MI, June 26-28, 2020; the **2020 USA Track & Field Masters Outdoor Championships**, at Ike Belk Track at NC A&T State University, Greensboro, NC, July 9-12, 2020; and the **2021 U.S. Masters Swimming Spring National Championships** at the Greensboro Aquatic Center, April 29-May 2, 2021.

About Sports & Properties, Inc.: Sports & Properties, Inc. (SPI) is a sports marketing and sports development firm located in Cary, NC, that focuses on four primary areas of business: sports tourism; sports facilities development; major sponsorships, including naming rights; and major events. SPI has recruited and directed numerous national and international events including the U.S. Figure Skating Championships, U.S. Olympic Trials – Table Tennis, American Cup International Gymnastics, U.S. Masters Swimming National Championships, USA Gymnastics Championships, USA Masters Games, Nastia Liukin Cup, National Collegiate Table Tennis Championships, College Club Swimming Championships, and the USA Track & Field Masters National Outdoor Championships, among others. SPI clients include Capitol Broadcasting Company, the U.S. Olympic Committee, the Asheville-Buncombe Regional Sports Commission, the North Carolina Football Club, Cobb Energy Performing Arts Center, the City of St. Petersburg, and the Greensboro Coliseum Complex, among others. For more information on SPI, visit the website at www.sportsproperties.com

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SPI is a sports and entertainment development and marketing firm specializing in sports tourism, facility analysis and planning, naming rights and major sponsorships, and major event management.

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