



Sports & Properties, Inc. Newsletter

News and Updates

Welcome to the Sports & Properties, Inc. Newsletter!

For our Sports & Properties, Inc. (SPI) Year-End Newsletter we'll review our 2015 activities and preview the exciting projects and events in the works for 2016.

2015: An Award Winning Year

By all accounts, 2015 was the biggest year ever for hardware for SPI, with major awards both for bid development as well as for event production.

Bid Awards

Even though the event stayed in place in Omaha, NE, North Carolina's bid for the 2016 U.S. Olympic Trials - Swimming to be held in Greensboro, NC, assembled, written, and managed by SPI was a big winner. The Bid Package first won North Carolina Printing Industry Awards for Best in Category as well as the Special Judges Award. As a state winner, the bid then became eligible for national awards where it won the National Best in Category Award from the Printing Industries of America.

The Bid Book itself was a unique spiral bound edition in a large format that showcased Greensboro and the Triad region as top major event host city. Even USA Swimming, the organization conducting the bid process, indicated the presentation of the bid that included both printed and electronic versions in deluxe Box Set packaging was unsurpassed.



2016 Olympic Swim Trials Bid

Following up on the Swimming Olympic Trials bid, SPI's production of the bid for the 2015-2018 Atlantic Coast Conference Baseball Championships on behalf of the City of Durham and the Triangle region, also won a regional Special Judges Award in the Printing Industries of the Carolinas annual awards competition.

Event Production Awards

The 2015 Prudential U.S. Figure Skating Championships in January (www.northcarolina2015.com) produced locally by SPI has garnered three national awards thus far. In April the U.S. Figure Skating Championships were recognized for the Marketing Campaign of the Year Award by the National Association of Sports Commissions (NASC), the national trade association for the sports tourism industry, at the NASC Annual Convention in Milwaukee.



Then, last month in Las Vegas, at the annual TEAMS Conference SportsTravel Awards Gala, the largest trade show in the United States for the Sports Tourism Industry, the Championships captured two SportsTravel Awards, considered the Oscars of the Sports Tourism Industry: winning for World's Best Multi-Sport/Multi-Discipline Event, as well as Event of the Year, the highest award in the industry. For the latter award, the U.S. Championships beat out the College Football Playoffs, Women's World Cup Soccer, and even the Super Bowl!



"It was a very well-kept secret. We had no idea when we arrived at the awards gala that we would win even one, much less, two, major SportsTravel Awards," said Hill Carrow, SPI CEO. "It was a wonderful surprise and a fitting tribute to our hard-working staff and the great team we were able to pull together to make the 2015 U.S. Figure Skating Championships such a huge success."

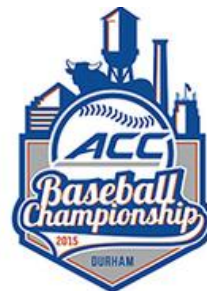
Pictured is SPI CEO Hill Carrow (left) with Jim Fox, Special Assistant to the Executive Director of U.S. Figure Skating.

BIG Events in 2015 and 2016

ACC Baseball Championship

Durham Bulls Athletic Park had hosted the ACC Baseball Tournament previously, but never like this: a larger tournament with 10 teams over 6 days, in a newly-renovated ballpark, and with newly added activities that included the first-ever ACC Baseball FanFest and another first, the Triangle Youth

Classic Tournament at the ACC Championship. SPI played an integral role throughout the planning and execution of the 2015 ACC Baseball Championship, including the development and management of the new FanFest and Youth Tournament.



"The 2015 Championships were a great start," said Jim Goodmon, CEO of Capitol Broadcasting Company, an SPI client, and the vision behind the ACC Baseball bid, "But we intend to grow and enhance all the major components of the event over the next 3 years with a goal of Durham becoming the Omaha of the ACC Baseball Championship." With this goal in mind, SPI, together with the Durham Bulls, and ACC executives, are already at work on the 2016 Championship which takes place Tuesday, May 24 through Sunday, May 29, 2016.

2015 USA Gymnastics Championships

The USA Gymnastics Championships, a major national championship event for Trampoline & Tumbling, Acrobatics, and Rhythmic Gymnastics, held in Greensboro from June 23-28, 2015 set a new ticket sales record, breaking the prior record by over 60%! The Championships were hosted by a collaborative team that included the Greensboro Coliseum Complex, Greensboro Convention & Visitors Bureau, Greensboro Sports Commission, and Sports & Properties, Inc.



The event also delivered some impressive numbers with over 1700 athletes competing, 10 senior national champions crowned, and competition filling the Greensboro Coliseum and more than 100,000 square feet of space in the adjoining Special Events Center.

"USA Gymnastics was thrilled with the Championships," said Scott Johnson, Deputy General Manager of the Greensboro Coliseum Complex. "Our very convenient set-up combined with record-breaking ticket sales and fan support resulted in numerous kudos from the athletes, coaches, and USA Gymnastics officials and executives."

2016 USA Masters Games

The inaugural edition of the USA Masters Games (www.usamastersgames.com) is scheduled to take place from Thursday, July 21 through Sunday, July 31, 2016 in the Greater Greensboro area. The Games, slated to be the largest national participant event in North Carolina history, are also the largest-ever undertaking by Sports & Properties, Inc., which is producing the Games. The 2016 USA Masters Games, for adult competitive athletes ages 21 and over, include 24 sports, ranging from Badminton to Weightlifting; competed at 28 venues, stretching from Downtown Burlington in the east to the Forsyth County line in the west.

Modeled after long-standing Masters Games in Australia and Europe, the USA Masters Games are planned to be held every other year in the even, or Olympic, year. Featuring Opening and Closing Ceremonies, a Games Village, Health & Fitness Expo, and daily entertainment, the Games are designed to be the major adult athlete destination on the 2016 sports calendar.

Needless to say an event of this size requires significant advance planning and legwork and much of 2015 has been spent by SPI staff and volunteers in developing the format, locations, sports, and registration processes for the Games. The Games will involve over 2,000 volunteers in support of 6,000 to 10,000 athletes, and another 20,000+ supporters. In addition to U.S. athletes, the Games are also open to international competitors, and already in the early going athletes from four continents have registered for the Games.

With the start of the Games just over 200 days away, 2016 promises to be a very busy year for the

SPI crew.

USA Masters Games



The National Sports Festival for Adult Athletes

July 21-31, 2016 | Greensboro, NC
www.usamastersgames.com

[Sports & Properties, Inc.](#) | 401 Harrison Oaks Blvd. Suite 215 | Cary, NC 27513 | **Phone:** 919.678.1651

Connect With Us



[Forward this email](#)



This email was sent to froy@sportsproperties.com by info@sportsproperties.com |
[Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider.](#)



Sports Properties, Inc. | 401 Harrison Oaks Blvd. Suite 215 | Cary | NC | 27513