



 **OVG**
OAK VIEW GROUP

THE CITY OF FAYETTEVILLE
RFP #COF1516856 FOR

VENUE MANAGEMENT OF FESTIVAL PARK

WE ARE
A LEADING PROVIDER

TO PUBLIC ASSEMBLY FACILITIES



WE ARE INDUSTRY LEADERS



GREG O'DELL



PETER ZINGONI



STIG JACOBSEN



DEBONAIR OATES-PRIMUS



TRENT MERRITT



CHARLES LAWRENCE



SETH BENALT



HARRY DAY



WE ARE HEAVILY ROOTED NEAR YOU...



GREENSBORO, NC



HIGH POINT, NC



CHARLOTTE, NC



FAYETTEVILLE, NC



RALEIGH, NC



DURHAM, NC



SPECIALIZED AMPHITHEATER EXPERIENCE

OVG
OAK VIEW GROUP



**FORD IDAHO CENTER
AMPHITHEATER**



HEART HEALTH PARK AT CAL EXPO



PACIFIC AMPHITHEATER



ST. LOUIS MUSIC PARK



DOS EQUIS PAVILION



LAS COLONIAS PARK AMPHITHEATER

ATRIUM HEALTH AMPHITHEATER

MACON, GA

SERVICES PROVIDED:

- VENUE MANAGEMENT
- OVG HOSPITALITY
- GLOBAL PARTNERSHIPS
- DESIGN DEVELOPMENT
- PREVENT ADVISORS
- PROJECT MANAGEMENT - FFE



PUTTING FAYETTEVILLE FIRST

MAXIMIZING A COMMUNITY HUB

LIVE NATION



WVAE



AEG
PRESENTS

ANOTHER PLANET
ENTERTAINMENT



P PREMIER
PRODUCTIONS



Outback
PRESENTS



æ awakening
events



OPTIMIZE EVENT MIX

- Target Legacy Community Events
- Programming Goals Include Utilizing All Venue Event Spaces and Plazas to Increase Bookings and Revenues
- Establish Mutually Agreeable Booking Policy
- Streamline Promoter/Customer Booking Process

ROUTING CONTENT

- Dedicated OVG Private Events & Content Development Team
- Leverage Industry Relationships

OUR MARKETING DIFFERENCE

Entertainment Destination



IN-HOUSE MARKETING AGENCY

- **Media Buying**
- **PR**
- **Graphic Design**
- **3rd Party Partnerships**
- **Social Media & Email Marketing**



TOOLS FOR SUCCESS

- **Corporate Support & Resources**
 - **150+ Marketers across North America**
 - **40 + Corporate team members**
 - **Templates, Plans, Sharing of ideas, Calls**
- **Ticketmaster**
- **Placer.ai**
- **Social Platforms & Google Analytics**

OUR MARKETING DIFFERENCE

Entertainment Destination



FAN ACTIVATIONS

- Pre-show Parties
- VIP Experiences
- Instagram-able Moments

BACK OF THE HOUSE EXPERIENCES

- Elevated Back of House for Tours and Artists

“ IT HAS THE *OVG touch*
.....
I CAN TELL I AM IN AN *OVG venue* ”

THE POWER OF OVG



FORD IDAHO CENTER



- Inherited a \$1.2MM Loss in 2016
 - **Have Turned to a \$1.8MM Profit**
- Undergoing a \$8MM Renovation in Partnership with Live Nation
- 33 Shows Booked for this Summer Alone
- Recently Renewed Long-term Naming Rights Deal with Ford

ATRIUM HEALTH AMPHITHEATER



- \$50MM Development
- Expecting about \$1.6MM in Revenue for Premium and Sponsorship
- Current F&B Per Cap Average = \$30
- 15 Booked Shows for the Opening Season, Including:
 - Riley Green & Lynyrd Skynyrd / ZZ Top

ENHANCED FOOD AND BEVERAGE PROGRAM

- Provide Variety
- Inclusion of Local Food Partners
- Local Craft Beer
- Pre-Mixed Cocktails
 - Including Seasonal Options



Recent Success Pairing Blue Chip Brands with World-Class Properties

OVG Global Partnerships has successfully sold

25 NAMING RIGHTS DEALS SINCE NOVEMBER 2019, DRIVING OVER \$3.17 BILLION IN REVENUE



SEATTLE, WA



SEATTLE, WA



ELMONT, NY



COACHELLA VALLEY, CA



AUSTIN, TX



PHILADELPHIA, PA



NEW ORLEANS, LA



MANCHESTER, UK



SAVANNAH, GA



BALTIMORE, MD



BROOKINGS, SD



STATELINE, NV



LOVELAND, CO



HOFFMAN ESTATES, IL



TEMPE, AZ



BEAUMONT, TX

**OVG Executives Have Also Executed
2 MAJOR NAMING RIGHTS**



MINNEAPOLIS, MN



MINNEAPOLIS, MN

TRANSITION PLAN



- PEOPLE-FIRST APPROACH
- ACTIVATED IMMEDIATELY
- COLLABORATIVE AND TRANSPARENT
- OVG BUSINESS START UP TEAM
- EXTENSIVE TRANSITION CHECKLIST
- CORPORATE COORDINATION
DEVELOP EXPECTATIONS, GOALS, KPIS,
MESSAGING
- STAKEHOLDER/COMMUNITY
INTRODUCTIONS & FEEDBACK
COLLECTION
- CUSTOMER SERVICE TRAINING
- PLAN DEVELOPMENT & IMPLEMENTATION
- 90-DAY CLIENT SURVEY CHECK-IN



OVG will...

**OFFER ALL EXISTING STAFF EMPLOYMENT
WITH EQUAL SALARY AND BENEFITS**

COMPENSATION PROPOSAL PLAN

TERM

- 10 Years

BASE FEE

- \$100,000 Per Year;
Subject to Annual
CPI

INCENTIVES FEES

- Opportunity to Earn
Incentive Fee Based Off Of
Mutually Agreed Upon KPIs

INCENTIVES

SPONSORSHIP SALES

- 20% Commission on \$0 to \$350,000 in Gross Sales
- 25% Commission Once All Sales Have Exceeded \$350,000

FOOD & BEVERAGE

- 10% of Gross Food & Beverage Sales

CAPITAL INVESTMENT

\$100,000 INVESTMENT



THANK YOU



**‘WHEN IT COMES TO
PARTNERSHIPS,
WE’RE ALL IN.’**

- Chris Granger | CEO, OVG360