

THE CITY OF FAYETTEVILLE

RFP #COF1516856 FOR

VENUE MANAGEMENT OF FESTIVAL PARK

# WE ARE A LEADING PROVIDER

TO PUBLIC ASSEMBLY FACILITIES

AMERICA'S ICANIDO GITY







### WE ARE

## INDUSTRY LEADE



**GREG O'DELL** 



PETER ZINGONI



STIG JACOBSEN



**DEBONAIR OATES-PRIMUS** 



TRENT MERRITT



**CHARLES LAWRENCE** 



**SETH BENALT** 



HARRY DAY



## WE ARE HEAVILY ROOTED





SPECIALIZED

AMPHITHEATER

EXPERIENCE















## ATRIUM HEALTH AMPHITHEATER MACON, GA





## PUTTING FAYETTEVILLE FIRST MAXIMIZING A COMMUNITY HUB









































- 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



Dedicated OVG Private Events & Content Development Team

Leverage Industry Relationships

## OUR MARKETING DIFFERENCE

Entertainment Destination



## IN-HOUSE MARKETING AGENCY

- Media Buying
- PR
- Graphic Design
- 3<sup>rd</sup> 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



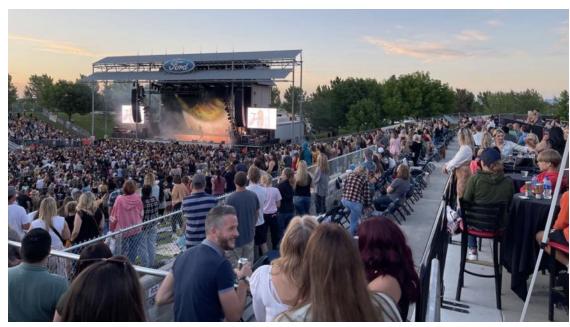
IT HAS THE OVG touch

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 Option





## **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** 



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** 





### 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



## **COMPENSATION PROPOSAL PLAN**

#### **TERM**

10 Years

#### **BASE FEE**

\$100,000 Per Year;Subject to AnnualCPI

#### **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







## 'WHEN IT COMES TO PARTNERSHIPS, WE'RE ALL IN.'

- Chris Granger | CEO, OVG360