



## **Sprint Center Announces Launch of Year-Long 10th Anniversary Celebration & Arena Improvements**

*Kansas City Landmark Reveals New Scoreboard, Arena Improvements & Teases Stellar Lineup*

KANSAS CITY, Mo. **(Oct. 5, 2016)** – Sprint Center, Kansas City's award winning downtown arena, is pleased to announce the launch of a year-long celebration to commemorate its' 10<sup>th</sup> Anniversary. Since opening in Oct. 2007, Sprint Center has welcomed world-class entertainment and sporting events back to Kansas City and the Midwest.

Construction of the arena forever changed the skyline of Kansas City, America's 33<sup>rd</sup> ranked media market. Sprint Center anchors more than \$6 billion of reinvestment in a revitalized downtown Kansas City and has revolutionized the entertainment experience in the Midwest. Recently recognized as the fourth busiest arena in the United States and no. 15 among worldwide venues in Pollstar Magazine's 2016 Mid-Year issue, Sprint Center is a unique public-private partnership between the city of Kansas City & AEG.

"Sprint Center's 10-Year Anniversary festivities will include opportunities for guests to share their memories, witness a stellar programming lineup of sporting events and live entertainment and enjoy improvements designed to enhance the entertainment experience and preserve the investment in this landmark," said Brenda Tinnen, Sprint Center/AEG general manager and senior vice president. "We are thankful for the millions of guests from Kansas City and throughout the Midwest who have experienced their most memorable moments at Sprint Center; we look forward to celebrating together during a lineup of world-class events as part of our 10<sup>th</sup> Anniversary festivities."

### ***Improved Amenities***

Sprint Center commissioned Daktronics to design, manufacture and install a new six-display centerhung video system. The system will debut at today's NHL preseason game featuring the St. Louis Blues and Washington Capitals. Installation of new video amenities will enhance the atmosphere of multiple events held at the facility including the Big 12 Men's Basketball Championships, NCAA Men's Basketball Regional, and NCAA Volleyball Final Four. The new technology provides an increase of six times the pixels of the previous display system resulting in clearer, higher resolution imagery.

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The displays are capable of variable content zoning allowing each display to show one large image or to be separated into multiple zones. These zones can then show any combination of live video, instant replays, scoring and statistic information, animations, and sponsorship messages.

In an effort to improve the guest experience as well as backstage operation additional refinements scheduled for installation during the 10<sup>th</sup> Anniversary Celebration include refined premium areas and additional club spaces, new video elements and televisions, enhanced food and beverage offerings and event level improvements.

### ***Announced Lineup To Date***

Sprint Center will celebrate with an exciting lineup of special events in a variety of genres including rock, country, sporting events and family shows. Also, in 2017 fans will be invited to share their most memorable Sprint Center Moments.

Below is a snapshot of festivities and publicly ticketed events announced as part of Sprint Center's 10th anniversary celebration including but not limited to: Blues vs. Capitals (Oct. 5); Tour of Gymnastics Champions (Oct. 7); HEAT vs. Timberwolves (Oct. 8); Florida Georgia Line (Oct. 15); Amy Schumer (Nov. 3); CBE Hall of Fame Classic (Nov. 21-22); Trans Siberian Orchestra (Dec. 3); Maxwell & Mary J. Blige (Dec. 12); Cirque du Soleil: OVO (Dec. 28-Jan. 1); US Figure Skating Championships (Jan. 17-22); The Lumineers (Jan. 24); Eric Church (Jan. 31); Jeff Dunham (Feb. 9); Game of Thrones Live Concert Experience (Feb. 15); Tim & Faith Soul to Soul (Sept. 23); NCAA Volleyball Final Four (Dec. 14-16).

### ***Key Milestones During Sprint Center's First 10 Years***

Sprint Center opened doors on Oct. 10, 2007, following a Ribbon Cutting Ceremony including city dignitaries and the legendary Garth Brooks. More than 20,000 visitors attended a free open house to explore Kansas City's newest asset and witness the arena floor change from hockey to basketball to concert configurations. Additional milestones include:

- First Concert: Elton John-Oct. 13, 2007
- Most Performances by One Artist: Garth Brooks (9)
- Largest Concert Attendance: 19,533 (George Strait-Jan 18, 2014)
- Largest Basketball Attendance: 19,256 (2013 Big 12 Men's Basketball Championship)
- Largest Hockey Attendance: 17,544 (Kings vs. Penguins-Sept. 27, 2011)

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Tickets for all events are available at [SprintCenter.com](http://SprintCenter.com), charge-by-phone at 888.929.7849 or Price Chopper Box Office at Sprint Center. For additional information or to join the conversation, follow Sprint Center on social media using Facebook: @SprintCenterKC; Twitter: @SprintCenter; Instagram: @SprintCenter and Snapchat: @SprintCenterKC.

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***About Sprint Center***

Sprint Center is Kansas City's home for live entertainment and sporting events. Anchor to more than \$6 billion of reinvestment in a revitalized downtown Kansas City, the award winning venue has welcomed nearly 9 million guests attending more than 950 events. Having exceeded attendance and financial projections in each year since opening in 2007, AEG/Sprint Center has provided more than \$10 million in unanticipated revenue to the City of Kansas City, Mo. through a revenue sharing provision in the arena management agreement.