

OVG IN MEMPHIS

OVG is cultivating a budding stronghold in the Memphis market. Their venue management and corporate partnership roles within the Simmons Bank Liberty Stadium have turned the market into a destination for sports and entertainment beyond the national attention it already receives as the home of the AutoZone Liberty Bowl, the Southern Heritage Classic and the University of Memphis Tigers Football Team.

Through OVG's oversight the stadium has undergone numerous updates and continues to be renovated and maintained as staple facility in its community. The stadium sits on the grounds of Liberty Park which also encompasses Tiger Lane (a parking and tailgating space), 2 multi-purpose event spaces (the Pipkin Building and the Creative Arts Building) and the newly redesigned recruitment center, all of which are primed for event hosting and to tell brand stories.



MEMPHIS MARKET

1.33 M

Metro
Population

250,259

Households

70,891

Local Businesses

Memphis is a city that feeds the soul and all the senses. Mentioned in more song lyrics than any other city in the world and steeped in history, its national and global appeal are evident along its lively streets, within its culinary and musical culture and throughout its growing economic landscape.

652,236

Local
Population

33.6

Median Age

1.96%

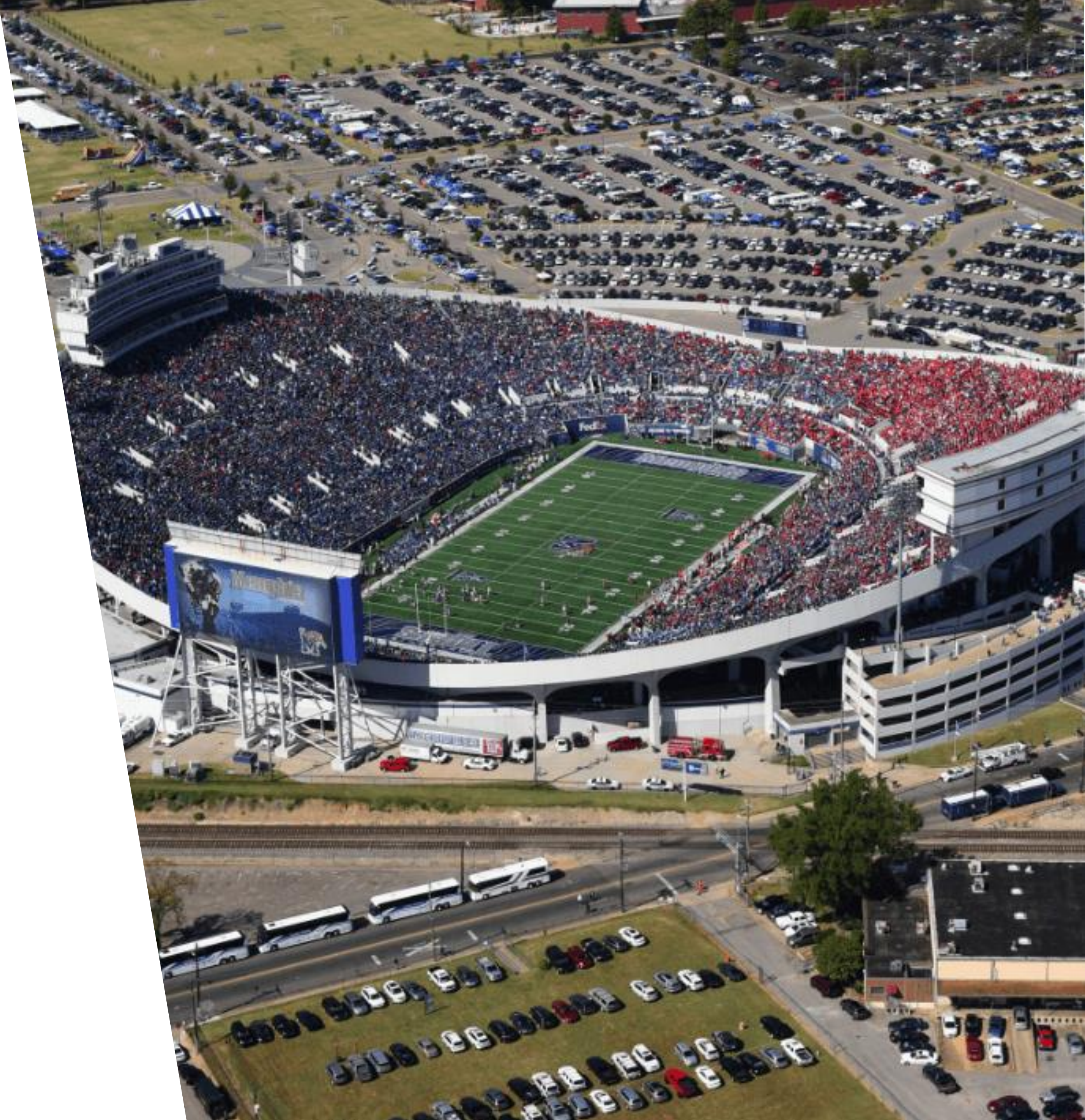
Increase in
Property Value



SIMMONS BANK LIBERTY STADIUM

Simmons Bank Liberty Stadium and Liberty Park are a 136-acre multi-purpose sports and entertainment complex centered around the iconic Stadium. Opened in 1965 as Memphis Memorial Stadium, the facility has since seen numerous renovations and expansions, and now has a stadium capacity of 58,325. In addition to football, the venue accommodates other events such as concerts, family shows, band competitions and corporate events.

The Memphis Fairgrounds is currently undergoing a \$150 million development project to transform the area into a tourist destination, including family entertainment, sports, and mixed-use development. Partners of the venue will benefit from increased exposure to tourists and residents alike.



280+
EVENT DAYS PER
YEAR

136
ACRE COMPLEX

58,000
EVENT CAPACITY

CLASSIC FOOTBALL

The **AutoZone Liberty Bowl Football Classic** is the seventh oldest college bowl game and is one of the most tradition-rich and patriotic bowl games in America. The AutoZone Liberty Bowl was founded in Philadelphia in 1959 and the inaugural game featured a match-up between Penn State and Alabama. That game began a tradition of great stars, exciting football, and was the first of 65 thrilling chapters in the history of the AutoZone Liberty Bowl Football Classic. The AutoZone Liberty Bowl has enjoyed many highlights through the years.

With a mission to provide an annual cultural celebration as the premier sports and entertainment event in Memphis that creates a strong economic impact and promotes higher education, The **Southern Heritage Classic** is an annual historically black college football game between the Tigers of Jackson State University and the Tigers of Tennessee State University since 1990. This four day celebration occurs annually in September includes a Classic Gala, College Career Fair, Parade, and more, leading up to the Classic.



MEMPHIS TIGERS

The University of Memphis has a football program with passionate fans, lively halftime and sideline visuals and a storied history within the community.

Part of the American Athletic Conference, the Tigers had their first season in 1912 and have been calling Simmons Bank Liberty Stadium home since its inception 1965. With an average of 30,000 fans per game, Tigers football is synonymous with sports and entertainment in the area.

The spirit of the fans trickles from the stadium out into Tiger Lane where they gather before and after the games making the combination of the two facilities a perfect canvas to communicate with both local and out of town fans.



MEMPHIS SHOWBOATS

The Memphis Showboats are a minor league football team that is part of the United Football League (UFL), previously United States Football League (USFL).

They began calling Simmons Bank Liberty Stadium home in 2023 and are gaining a local and national following as the games are regularly attended locally and broadcast on television.

Their unique use of the field and stadium seating would allow for prime partner placement to be seen by in person patrons and television viewers. This franchise is poised to grow in the market as the UFL expands its foothold in the professional sports lexicon.



COMMUNITY EVENTS

Simmons Bank Liberty Stadium has become a centralized gathering place for the greater Memphis area outside of football season as well. Every facility on Liberty Park and within Simmons Bank Liberty Stadium can be transformed to host a variety of community events.

In recent years, the grounds have hosted events such as festivals, concerts, weddings, bar mitzvahs, roller derby events, parades and foot and vehicle races. A partnership with the stadium or park is an opportunity to interact with all of the culturally diverse factions of the Memphis community.

- Memphis Roller Derby
- Memphis Brewfest
- MidSouth Food Truck Festival
- Bluff City Fair
- Southern Hot Wing Festival
- Sista Strut
- Arts By Design
- Memphis Flea Market
- CRIT Bike Series
- Relay For Life
- Making Strides Against Cancer



AUXILIARY SPACES

Partnership within one or all of the facilities throughout the property allow for a targeted or broad approach. With the stadium's focus on sporting events and access to a national audience, the auxiliary spaces such as the recruitment center, the Pipkin and Creative Arts Buildings and Tiger Lane offer a more intimate interaction with local members of the market to compliment any brand strategy here in Memphis.



RECRUITMENT CENTER

A flagship location within the property is the newly remodeled recruitment center that was designed with both high end entertaining and a uniquely Memphis look in mind. Decked in premium finishes and a university athletic edge, this room is poised to be the perfect “welcome” event space for out-of-town guests and locals alike.



AUXILIARY SPACES

TIGER LANE

Just outside the stadium sits Tiger Lane, a crown jewel of Liberty Park offering 15 acres of versatile event space. Both paved and grass spaces that center around a fountain focal point making for a scenic backdrop for events featuring vehicles and pedestrians alike. Tiger Lane is just one of many parking/outdoor event spaces with branding possibility on the property.



PIPKIN & CREATIVE ARTS BUILDINGS

The Pipkin and Creative Arts Buildings round out Liberty Park's event facilities, both with flexible floor plans, event service access and performance space. The events hosted in these buildings tend to offer a premium add on for VIP stadium guests and therefore an additional chance to communicate with that targeted audience.



ENTITLEMENT OPPORTUNITIES

The size and scope of brandable inventory within Liberty Park and Simmons Bank Liberty Stadium opens the opportunity for partners to have naming rights over entire areas, increasing brand exposure and gaining brand recognition through way-finding and patron communication. The existing inventory has proven access to audiences of the facilities, but as these venues work together to fulfill events, new entitlement opportunities are developing every season.

Entitlement partners enjoy benefits beyond signage:

- Logo consideration in all adjacent areas
- Inclusion on way-finding both in and prior to events
- Digital asset consideration and more!



ENTITLEMENT OPPORTUNITIES

As the facility embarks on its redevelopment journey, partners will enjoy not only the initial exposure to fans in the upcoming season but will also be mentioned synonymously with their naming rights asset as the transformation is publicized.

AVAILABLE NOW

- Tiger Lane
- Entry Gates
- Stadium Club
- Café at the 50
- Tiger Express
(Grab N Go Station)
- Suite Levels
- Upper Concourse
- Concession Stands
- Parking Lots
- Press Box
- Seating Sections



TIGER LANE

A walkway full of activity leading up to the Simmons Bank Liberty Stadium, Tiger Lane is a premium piece of the football fan experience here in Memphis. This versatile space is also the setting of community events, parades and a constant visual to anyone who visits any location throughout Liberty Park.



RECRUITMENT CENTER

The newly remodeled recruitment center is poised to be the perfect “welcome” event space for out-of-town guests and locals alike. This premium corporate or private event setting can be dressed up or down and is also utilized for the University of Memphis’ football recruiting efforts.



CAFÉ AT THE 50 & CAFÉ 901

Accompanying the most sought-after seats in the stadium, on either end of the 50 yard line are two premium beverage locations offering product distribution and configurations built for lingering. Both are an escape from the action for fans looking for convenience and comfort while remaining highly visible to all patrons locating their seats.



CONCESSIONS AREAS

Paramount to the fan experience, conveniently located concession stands flank both the first and second concourses of the stadium each with an opportunity to put a food or beverage brand front and center. Grab & Go locations are available for pre-packaged products as well as full-fledged food and bar service stands.



ENTRY GATES

Visible to fans as they approach the stadium and as they are checked for entry, the gates at Simmons Bank Liberty Stadium garner premium sightlines because of the structure's unique shape. Their position on the perimeter of the stadium allow for visibility in parking lot and auxiliary space events in addition to football games.



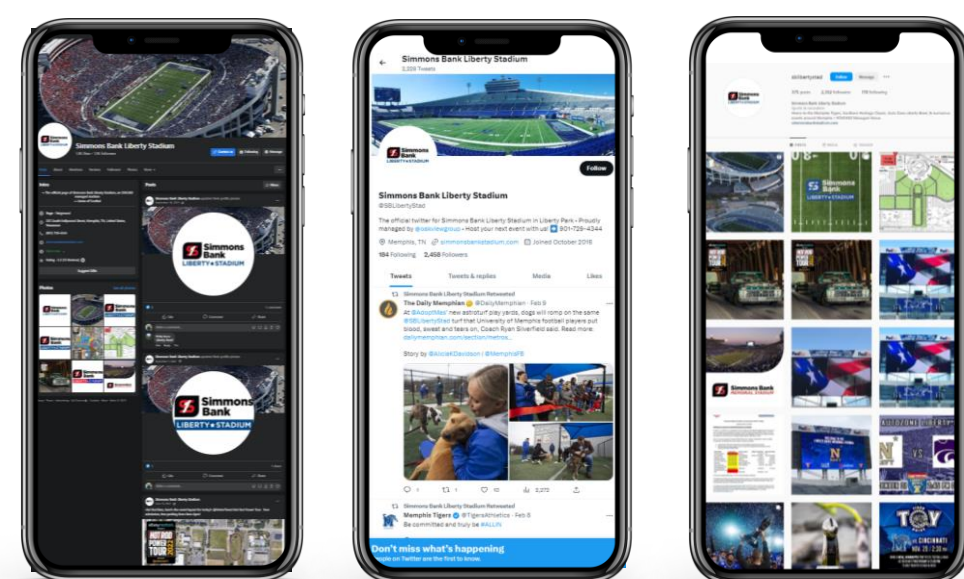
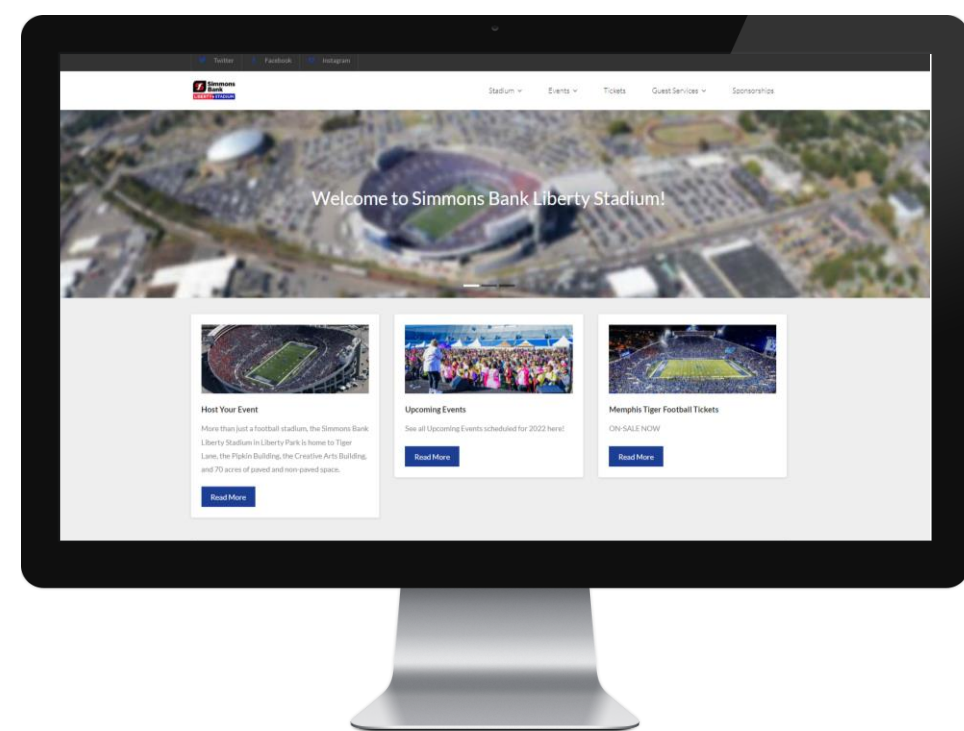
SUITE LEVELS & STADIUM CLUB

Local business owners, prominent University of Memphis alumni and passionate football fans of the mid-south set up shop for the season in the multiple suite levels and the stadium club. These areas offer a premium experience curated for this targeted audience and hold a unique brand communication opportunity perfect for corporate services.



ADDITIONAL CONSIDERATION

Entitlement areas may grant partners access to other venue assets depending on terms of agreement.



- Naming rights of any auxiliary rental properties (recruitment center, Tiger Lane, parking lots) will include usage of the facility on an annual basis
- Potential use of stadium's IPTV system to run ads during games and events
- Exposure in any relevant marketing collateral to promote naming rights asset
- Name and logo/click-through inclusion on website's home page and partner page
- Venue will promote partnership asset on social media channels, feature menu items where applicable and assist in the promotion of public facing events in auxiliary rental properties where applicable