



Sedgwick County...
working for you

INTRUST Bank Arena

FACTS & details

about Sedgwick County Government

October 2009

Arena Naming Rights

Naming Rights at the Arena:

The Board of Sedgwick County Commissioners approved proposals for naming rights for the new arena in downtown Wichita.

Sedgwick County will receive \$17.114 million for the naming rights. The approved proposals came from INTRUST Bank for the full arena (\$8.75 million); Cessna Aircraft Company for the plaza (\$3 million); Spirit AeroSystems for the concourse (\$3 million); House of Schwan for the lounge and alcoholic beverage sales (\$1.284 million); and Pepsi for non-alcoholic beverage sales (\$1.08 million).

The INTRUST Bank Arena will be a modern, first-class sports and entertainment venue owned and operated by Sedgwick County, providing for 15,000 seats for basketball games. The INTRUST Bank Arena will be home to indoor sporting events, concerts, family shows and other entertainment.

The naming rights proposal for INTRUST Bank includes:

- Name & logo on public entrances, roof, exterior of the arena
- All playing surfaces and flooring
- Signage on the overhead scoreboard
- Event tickets, cups, arena personnel uniforms
- Street and directional signage
- Annual suite

The proposals for Cessna Aircraft Company, Spirit AeroSystems, House of Schwan and Pepsi Co. include annual usage and signage agreements.

How does this compare with other arenas?

This naming rights package is very competitive with what other communities have experienced. The Des Moines Wells Fargo Arena naming rights were \$11,500,000; \$14,000,000 for the Omaha Quest Center; and \$5,300,000 for the Oklahoma Center Ford Center.

For more information:

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Or, visit the Sedgwick County Web site at
www.sedgwickcounty.org

What was the process for the naming rights?

Sedgwick County selected the Superlative Group, Inc. through a competitive bid process in 2005 for a naming rights, premium seating, and sponsorship consultation. Over the next two years, the company provided a valuation and market analysis of each aspect of the arena and recommendations for the designers. Superlative then represented the County in presentations to local and regional companies regarding naming rights.

The Superlative Group, Inc. headquartered in Cleveland, Ohio, specializes in the valuation and sale of naming rights, sponsorships, premium seating, and other revenue-generating partnerships.

Some of Superlative's other naming rights successes include: Great American Ball Park in Cincinnati, Chaifetz Arena at Saint Louis University, The Cintas Center at Xavier University, and CitiBank Park and Grande Communications Stadium located in Midland, Texas.

What other revenue options exist?

Superlative will continue to pursue other premium sales opportunities, including suite sales and other premium seating.

