



PRESS RELEASE

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Rocky Mount Event Center Opening Soon

Multi-use Sports And Events Facility Set To Open Within 30 Days

(Rocky Mount, NC) October 8, 2018: With less than a month until opening, the [SFM-](#) managed [Rocky Mount Event Center](#) and City of Rocky Mount is preparing for an exciting grand opening weekend of [events](#) with the first scheduled Thursday, October 25 at 4:00 p.m. The event will feature some of the first tours of the facility along with a formal ribbon cutting ceremony and various speakers and performers including The Tams, Deep Fried Funk, and a free concert from George Clinton & Parliament Funkadelic. All events are to kick-off the opening of the 165,000 square foot multi-use facility to the local and regional Rocky Mount community. Following the grand opening, the facility will host a family friendly Halloween event called 'Spooktacular Oktoberfest' on Saturday, October 27th from 4-7 p.m. The event will boast family-fun activities and special guests from Marshall and Skye from Paw Patrol, Moana and Captain America Minion.

As soon as the doors open, Rocky Mount Event Center will have a full calendar of events to follow.

The Harlem Globetrotters will be the first main event that Rocky Mount Event Center and the City of Rocky Mount are excited to open with. This particular event will occupy the 75,000 square-foot field house on Sunday, November 4th at 4 p.m. A few weeks later, R&B artist Keith Sweat with a full live band and friends will perform on Saturday, November 17th at 7 p.m. Tickets for both of these events are now on sale on their website at rockymountevents.com. Another big headliner coming in April 2019 includes American gospel singer, songwriter and recording artist, Shirley Caesar.

The field house will not only be occupied with concerts and entertainment. With 17 contracted sporting events and several contracts being finalized, the facility will be full not only with events but visitors from various surrounding areas. Upcoming sports events will include volleyball and basketball tournaments as well as cheer, dance, and gymnastic competitions. Some of the larger tournaments will bring over 300 teams to city of Rocky Mount with the first one coming in December 2018.

Ashley Pittman, Marketing Manager for Rocky Mount Event Center notes "Having our schedule full prior to opening has been very exciting for our team internally. The community has shown a lot of support for the project which will bring tourism to our destination and impact our youth to get inspired and involved in sports. While we are happy to be able to have banquet rooms to

accommodate private parties and events as well as entertainment, our primary goal is to make a difference in the kids who have a passion for sports. We want to be able to give them opportunities to play along with life-long memories at Rocky Mount Event Center. That's what we're most excited about."

Game Day "Adventure and Arcade", has booked an impressive amount of birthday parties. Even a company who booked one of our banquet rooms for their Christmas celebration has rented out Game Day for their workers and families to enjoy. With four party rooms, arcade games, 17 Clip 'n Climb themed climbing walls, a Ballocity soft play arena and aerial ropes course attraction, this area is not only looking to attract people for birthday parties but team building retreats for businesses, 'Spirit Nights' with various Parent Teacher Organizations, home school organizations, and even local residents in the community for an afternoon of safe fun and recreation. Game Day will also soon be providing incentives to schools in the community.

Pre-bookings for private parties and events have been a success for Rocky Mount Event Center. Both the Nash and Edgecombe banquet rooms are to be occupied every weekend once the facility opens, with over 25 contracted events in the calendar. Some of the contracted events will include: Jim Dickens First Responders Appreciation Dinner on November 13th, numerous corporate Christmas parties, the Alumni Ball on Thanksgiving weekend, a few weddings, and many other social events.

Jacqueline Elder, Catering and Sales Manager for Rocky Mount Event Center says "Being able to allow the community of Rocky Mount to host events is the best part of my job. We want Rocky Mount Event Center to be a part of the community and one way we are able to do this is by announcing the Twin County Hall of Fame display in our facility. This display consists of photos of those who have made a significant impact in the Twin County community. There will be a total of 138 photos displayed in the facility, with 10 new additions that will be inducted on November 8th at the 15th Annual Twin County Reception at our event center."

For booking information on the meeting rooms and banquet spaces, please contact Jacqueline Elder at jelder@sportadvisory.com or info@rockymountevents.com.

For sports events and tournament bookings, please contact Marcus Murrell at mmurrell@sportadvisory.com.

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Opening in Fall 2018, Rocky Mount Event Center is the premier event destination in the city and in the region. From sporting events to corporate meetings, the 165,000 square foot Rocky Mount Event Center has the space, functionality, and guest services to create memorable events for local residents and national rights holders. Rocky Mount Event Center is at the center of it all. For more information and to book your next event, visit: rockymountevents.com.

The Sports Facilities Management, LLC (SFM) and The Sports Facilities Advisory, LLC (SFA) are both headquartered in Clearwater, Florida. SFA, founded in 2003, has produced more than \$8 Billion in institutional-grade financial forecasts for youth and amateur sports complexes, while SFM provides industry-leading, results-driven management solutions for sports, fitness, recreation and

event venues, nationwide. Since 2014, SFM-managed venues have hosted more than 50 million visitors. For more information, visit sportadvisory.com.