



**City of Bossier City
Lorenz Walker, Mayor**



*Worldwide Entertainment and
Convention Venue Management*

**Collaborative News Release
For Immediate Release
July 25, 2019**

Request for Proposals will be sought for Arena Naming Rights

Bossier City, Louisiana - Mayor Lorenz Walker announces that the City of Bossier City will be publicizing a Request for Proposal for naming rights of their arena currently named CenturyLink Center.

CenturyLink notified the City of Bossier and SMG that the company does not have plans to renew its contract for naming rights of the arena.

Mayor Walker stated, “Our current agreement with CenturyLink is through October of 2020, but we want to get a head of the game and let corporations know we are open to their proposals to promote their business as naming rights sponsor.”

Bossier City is finishing up nearly \$10 million in renovations to the arena. City officials believe they are in a good position to not only increase the revenue received for sponsorship of the naming rights, but to offer a sponsor more value than ever. Mayor Walker says, “Our arena has never looked better, we feature top-notch customer service, and our schedule is strong with high-profile events. Our naming rights sponsor receives incredible value and exposure.”

The venue receives regional, national, and international attention. Next week, the CenturyLink Center hosts the Olympic Qualifiers for Women’s Volleyball; the only event of its kind in the United States. Rebecca Bonnevier, SMG General Manager of the CenturyLink Center will be facilitating the Request for Proposals on behalf of the City of Bossier City and says, “CenturyLink has been Bossier City’s naming rights partner for nearly 20 years and the

relationship has proven to be successful. The City has decided to begin the RFP process now rather than waiting. We plan to have our RFP ready to be publicized in the next month are open to discussions on sponsorship.”

Interested parties can learn more by reaching out to Rebecca Bonnevier at the CenturyLink Center.

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About CenturyLink Center

Since opening its doors in the late fall of 2000, CenturyLink Center has been on the map as one of the top entertainment destinations in the South. Located on the banks of the Red River in Bossier City, LA, the CenturyLink Center is a 270,000 square foot facility capable of hosting up to 14,000 patrons. The venue features world-class concerts, family shows, ice-skating shows, motor sports, rodeos, conventions, religious and community events, as well as other special events.

About SMG

Founded in 1977, SMG provides management services to 243 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 19 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston’s NRG Park and the Mercedes-Benz Superdome in New Orleans. SMG also offers food and beverage operations through its concessions and catering companies, currently serving more than 140 accounts worldwide. For more information visit www.smgworld.com.

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