



PRESCOTT VALLEY EVENT CENTER TO BE RENAMED THE FINDLAY TOYOTA CENTER

Spectra Partnerships Will Announce Findlay Toyota of Prescott as Naming Rights Partner of the Multipurpose Facility at Ribbon-Cutting on January 5

Prescott Valley, AZ (January 3, 2019)— Spectra, which manages the Prescott Valley Event Center, in conjunction with their partner the Town of Prescott Valley, has signed a multi-year agreement with Findlay Automotive Group for Findlay Toyota of Prescott to become the naming rights partner of Prescott Valley's 6,000-seat multipurpose facility.

A community celebration and ribbon-cutting will take place on Saturday, January 5 from 12-3 p.m. at the Findlay Toyota Center, with the ribbon-cutting ceremony at 1 p.m. The event is free to the public and will feature live music by the Scandalous Hands and free kids activities, including a jump house, rock wall, a face painter, and a balloon artist. In addition, select NAZ Suns players and Buckets the mascot will be on hand, and attendees can enter to win free Findlay Toyota Center event tickets.

Findlay Toyota of Prescott's major sponsorship of the venue during the 2017-2018 season and its strong presence as a community partner throughout northern Arizona positioned the dealership group as an ideal fit to become the naming rights partner of the area's largest multi-use facility. Findlay worked closely with Spectra Partnerships to finalize the agreement.

"We are excited to have Findlay Toyota as our naming rights partner," Scott Norton, Spectra's General Manager at the Findlay Toyota Center, said. "Spectra, the NAZ Suns, and Findlay share core values of giving back to the community and providing value for our customers. We look forward to continuing the strong partnership and appreciate the support Findlay provides in helping us attract great entertainment and community events to the facility."

Findlay Toyota Center guests will immediately begin to see new signage and branding throughout the interior and exterior of the facility. The venue's website will officially change over to www.findlaytoyotacenter.com (with direct links from the former PVEC domain name). The rebranded Findlay Toyota Center will continue to host all Northern Arizona Suns home games and several team related events.

"Findlay Toyota of Prescott prides itself on giving back to the community and being a strong local partner in the markets we serve," Jamaal McCoy, Market Area Manager, Findlay Automotive Group, said. "We believe this partnership with the center and NAZ Suns reinforces our commitment to the greater Prescott area and helps support the quality of life through entertainment and community events."

About Findlay Toyota Center The Findlay Toyota Center is a 6,000-seat venue, approximately 85 miles north of Phoenix, which serves the Prescott, Sedona, and Flagstaff metro areas. The facility is home to the Northern Arizona Suns basketball team (the Phoenix Suns NBA G League affiliate), concerts, sporting events, motorsports, and community events. Major events have included Willie Nelson, Justin Moore, Mannheim Steamroller, James Taylor, and Stevie Nicks. Learn more at www.findlaytoyotacenter.com

About Spectra Spectra provides private management services for the Town of Prescott Valley's Entertainment Center Community Facilities District. Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Spectra has developed and secured over 35 naming rights partnerships on behalf of its clients across North America in the past six years. Learn more at www.spectraexperiences.com. Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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