



***Findlay***

 **TOYOTA CENTER**

**PROMOTERS GUIDE**

 **SPECTRA**

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## DIRECTORY

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### CATERING & FOOD/BEVERAGE SERVICES

Jim Cabral / Kitchens Inc.

928-710-2799

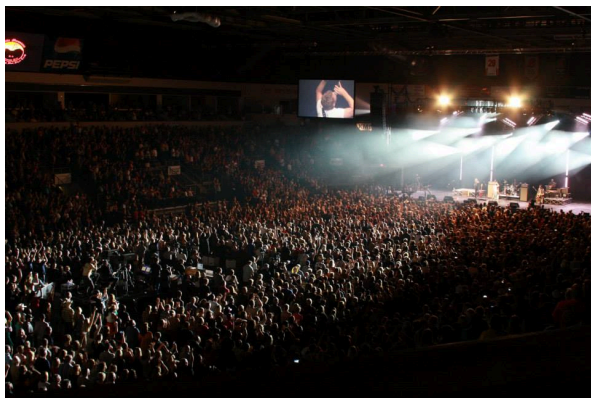
[jiminthekitchen@hotmail.com](mailto:jiminthekitchen@hotmail.com)





## FACILITY DESCRIPTION

The Findlay Toyota Center (FTC), located in Prescott Valley, AZ, is a 6,200 seat multi-purpose facility that opened its doors in November 2006. The FTC leads the field among venues in north and central Arizona and is home to the Northern Arizona Suns, the NBA G-League affiliate of the Phoenix Suns. With 165,000 square feet of extended floor space, the Findlay Toyota Center is ideal for hosting concerts, sporting events including basketball and hockey, family shows, conferences, banquets, and cultural programs. The arena features a single concourse and has twenty-two suites and two party suites, as well as a large club lounge for dinners and parties. The technical expertise and dedication of the FTC staff ensure that audiences will be dazzled and entertained with shows they will never forget. The Findlay Toyota Center is owned by the Town of Prescott Valley and managed by Spectra Venue Management, formerly Global Spectrum, the fastest growing firm in the public assembly management field with more than 130 facilities worldwide.



## LOCATION & DIRECTIONS

The Findlay Toyota Center is located approximately 80 miles north of Phoenix.

Street Address:  
3201 N. Main St.  
Prescott Valley, AZ 86314

### From Phoenix (80 Miles)

Take I-17 North  
Take Hwy. 69 West – go 26 miles  
Turn right on Lake Valley Rd and go two blocks  
Turn left onto Florentine Rd.  
Turn right onto Main St; proceed to the  
Findlay Toyota Center Parking Lot

### From Flagstaff (84 Miles)

Take I-17 South  
Exit onto Why 169/Cherry Rd.  
Turn right onto Hwy. 69  
Turn right onto Lake Valley Rd.  
Turn left onto Florentine Rd.  
Turn right onto Main St. to Parking Lot



## TICKETING & BOX OFFICE

The Box Office at the Findlay Toyota Center is fully computerized through Ticketmaster. The ticketing system provides standard and customized promoter reports, including ticket audits and sold maps.

All tickets for admission for any ticketed event scheduled at the FTC must be sold and distributed through the FTC Box Office. The Box Office is fully equipped to staff on location. Tickets can also be purchased online through Ticketmaster.com.

### Payments Accepted at the Box Office

The Box Office accepts all major credit cards and cash for ticket purchases.

### Box Office Hours

Monday-Friday 10am- 5pm

Saturday – Sunday hours vary by event

### Refund/Exchange Policy

No refunds or exchanges for tickets purchased for any event. Scalping or selling tickets at or near the Findlay Toyota Center is prohibited.

### Will Call Windows

Will Call tickets will be released only to the person whose name appeared on the ticket envelope. Guests may leave tickets at the Will Call window; however, FTC is not responsible for unclaimed tickets. Valid ID is required to pick up all tickets and passes. On purchased tickets, the confirmation number and credit card used to buy will also be required.

### Lost or Stolen Tickets

If tickets are lost, stolen, or not received in the mail, customers need to contact the original point of purchase. The FTC will do its best to replace the tickets, but the re-issuance of a lost or stolen ticket is not guaranteed. If the original purchase can be verified, the Box Office will replace the tickets and leave new ones to be picked up at the Will Call Window. A valid photo ID is required.

### Canceled or Rescheduled Events

If a performance is canceled or rescheduled, information is immediately sent to the local media for distribution and placed on our website ([www.FindlayToyotaCenter.com](http://www.FindlayToyotaCenter.com)). If an event is canceled, refunds will be available at the original point of purchase



# MARKETING

## Marketing Support

Marketing has a full in-house marketing department that can assist event promoters with all marketing needs. The marketing department can negotiate and place print and broadcast schedules; use internal and external e-mail databases to expand viral marketing efforts and generate and implement an effective grassroots marketing campaign. In addition, the FTC marketing team can utilize their relationships with local media to generate additional coverage through trade schedules, press releases, media pitches, and securing interviews.

## Group Sales

For most events, groups of 10 or more will receive a discount on ticket sales. FTC in-house group sales department actively pursues large groups to purchase tickets for specific events at the arena. Through an established list of group sales contacts, a group sales plan can be created to fit almost any event. The group sales department executes each sales plan with viral and telemarketing campaigns to reach the target demographic for each event. FTC offers group pre-sale opportunities, personal one-on-one service, and much more to maximize ticket sales and repeat business. Please contact the Group Sales Manager for more details or visit the group sales information on the FTC website.



## Market Information

Prescott Valley is regularly listed as one of the top places to live in the US, has a strong economy, and is in a growing market. Located in Yavapai County, Prescott Valley is one of the fastest-growing non-metro communities in the country. There are over 105,000 people within a twenty-minute drive to Findlay Toyota Center. The top employers include the Humboldt Unified School District, Yavapai Regional Medical Center, MI Windows, Walmart, and the Town of Prescott Valley. Prescott Valley is in close proximity to Phoenix (90 miles to the south), Sedona (45 miles to the north), and Flagstaff (90 miles to the north).

The median age is 41.9, with a median household income of \$59,479. The citizens' educational attainment is 40% with some college and 24% with bachelor's degree or higher.

- Prescott Valley population as of July 2017 is 44,466
- Prescott MSA population as of July 2017 is 225,384
- New Housing Permits, annually with 462 in 2017 and 545 in 2018.

With a low crime rate, the low average cost of living and mild, annual temperatures, Prescott Valley is a very desirable place to live and work. The Northern Arizona area is served by Phoenix-based television stations and programming. One station, AZ TV 7, is an independent station that broadcasts their signal out of Prescott, AZ, so they are easily seen on antenna TV without cable or Satellite.

The Northern Arizona radio airwaves offer a variety of locally produced programming. Local radio stations include Great Circle Media, Yavapai Broadcasting, AZ Hometown Media, Stone Canyon Media, Prescott Broadcasting, as well as public radio options.

**OUTDOOR MARQUEES**

The Findlay Toyota Center Marquee will display messages from 5:00 AM - 11:00 PM daily.

**DIGITAL CREATIVE GUIDELINES AND SPECS**

*File Type:* JPEG or 9-second MP4 video

*Color Mode:* RGB

*Art PIXEL Dimensions:* 288 pixels x 144 pixels

**Make the Text Large:** The designs should be simple, clear, and easy to read. You want them to be legible from at least 300 feet away. Keep in mind that the sign is visible to vehicles that may be driving at speeds of up to 45 miles per hour.

**Get the Point Across:** Simplify everything. We suggest three lines maximum, including logos, taglines, and the core message.

**Design with High Contrast:** Do not use a subtle font such as script use bold fonts to jump off of the sign. Use bright, bold contrasting colors. Being subtle does not work at great distances. Do not use white, beige, or neutral backgrounds.

**Legible Design**



**Illegible Design**

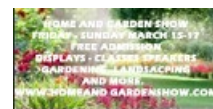


**Choose Images Wisely:** If you are using an image, take a small object, and make it large rather than taking a large object and making it small. Avoid using landscapes or complex scenes.

**Legible Design**



**Illegible Design**



The examples provided are shown at the actual design size. Even though the sign is big, if the design is not legible on your computer, it will not be readable on the sign.

**ARTWORK SUBMISSION**

Please submit your design to Lynette Crowe at [Lynette.crowe@SpectraXP.com](mailto:Lynette.crowe@SpectraXP.com).





## MISCELLANEOUS

### Rental Rates

Facility rental rates and equipment are available upon request to the General Manager.

### Insurance

Each event must provide public liability insurance with a minimum combined single limit of one million dollars naming: Entertainment Center Community Facilities District, Town of Prescott Valley, Prescott Valley Signature Entertainment Group, LLC, and Spectra Venue Management as additional insured.

### Food and Beverage

Kitchen's Inc operates all concessions and catering. They will work together with the Findlay Toyota Center to determine the number of stands required. For catering information, please contact Kitchen's Inc. at 928-710-2799.

### Parking

Over 2,000 parking spaces are available for guest parking. In the loading dock, there is adequate parking for approximately (3) 52' trailers and five busses.

### Sponsorship

Findlay Toyota Center owns signage rights inside and outside the arena. Advertising signs or banners promoters wish to display must be pre-approved by the FTC management.

Spectra Partnerships are responsible for all signage at the FTC. Spectra Partnerships is an international sports and entertainment marketing company specializing in the development of contractually obligated revenue for facilities, teams, colleges, municipalities, and sports properties. As a consultant, Spectra Partnerships develops, implements, and manages the sales process for key revenue sources such as Premium Seating, Facility Naming Rights, Venue Advertising, Sponsorship Evaluation Analysis, Sponsorship Sales and Vending Rights.

If requested, Spectra Partnerships would be able to provide professional services, dedicated staff, and resources to ensure sponsorships are sold and executed in an appropriate manner that is respectful of the organizing committee's needs. Spectra Partnerships currently employs an on-site Director at the Findlay Toyota Center. Spectra Partnerships receive commissions based on selling inventory defined and created by Spectra Partnerships.



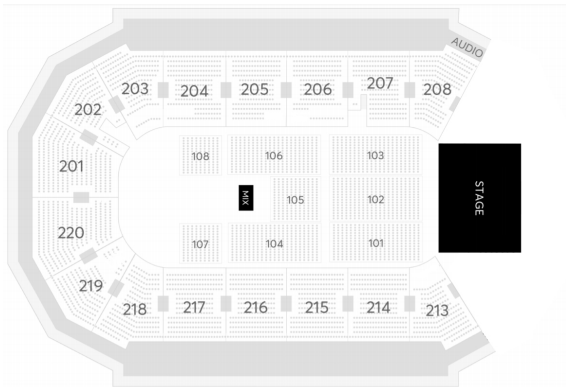
## SEATING CONFIGURATION

### End Stage 180

Floor: 1,940

Bowl Seating: 3,665

**Total Capacity: 5,605**

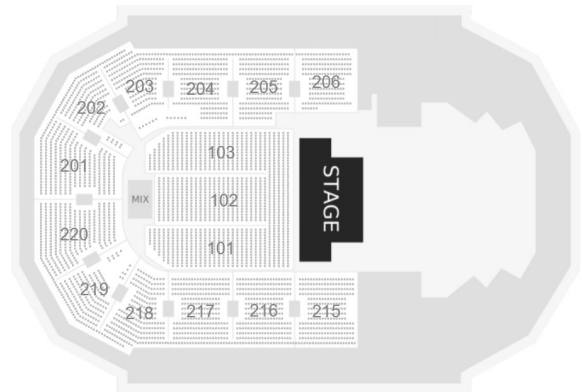


### Half House

Floor: 1,320

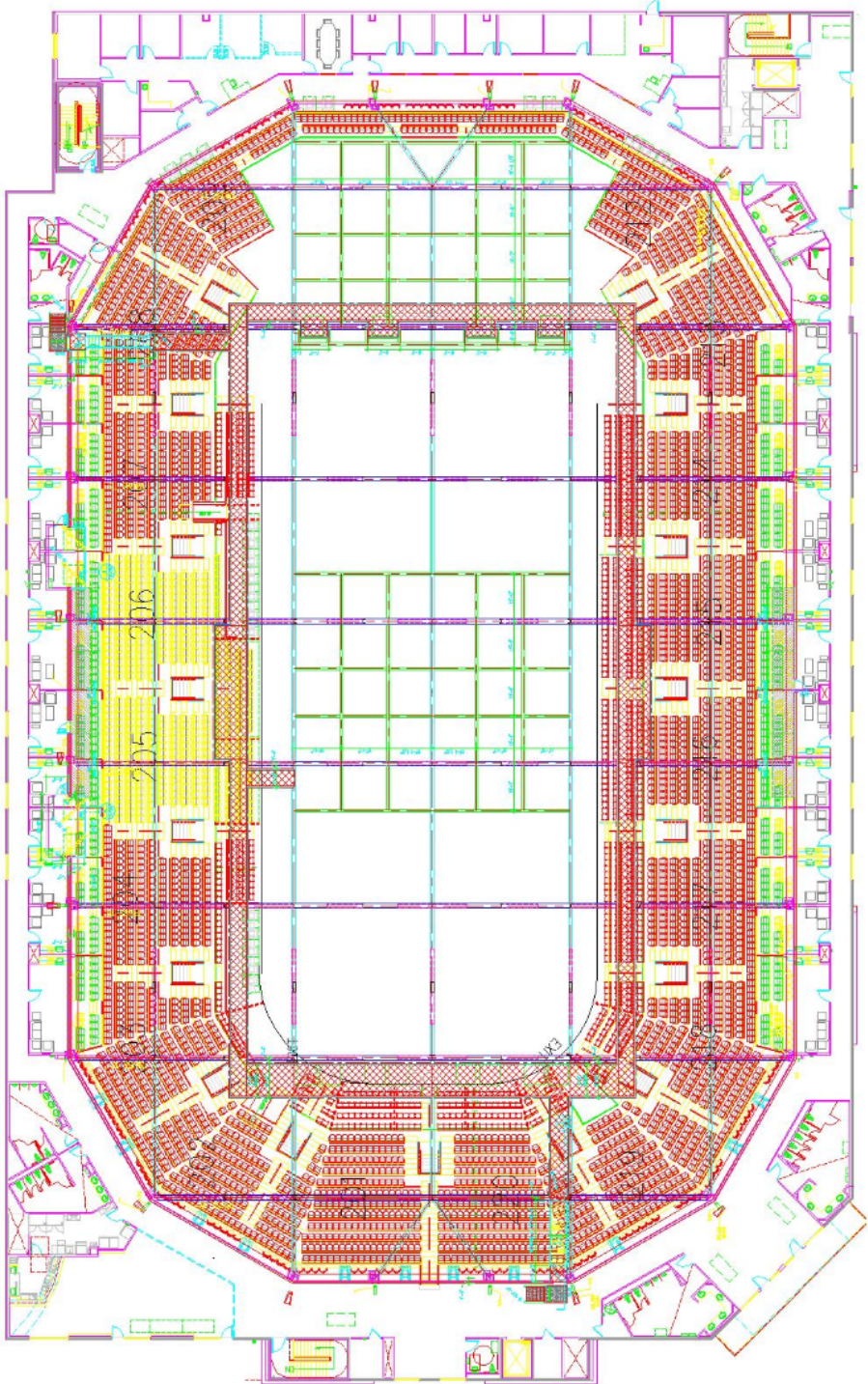
Bowl Seating: 2,754

**Total Capacity: 4,074**



With an in-house curtaining system, FTC can work to set events at the desired capacity and optimize the venue's space.

# PRODUCTION



Lighting

The lighting system is comprised of arena lighting (new LED Sports Lighting installed in 2020 with Color, Temperature and Beam Tuning) and corridor lighting (including concourse and suite level) is controlled through an ETC lighting system with master control in the Audio-Visual Booth in the suite level of the northeast corner. Specific built-in lighting designs and a computer interfaced system in which specific lighting designs can be created or tailored depending on the needs of the event.



Spotlights

Four (4) Lycian Spotlights are available for use. All spotlights are located on the west end of the arena on the catwalk.

Intercom

Findlay Toyota Center has four (4) in-house Clear-Com headset communication systems with strategically located stations. Our intercom system is compatible with other headset communication systems, including RTS System.

Video Board

The Findlay Toyota Center is equipped with a Daktronics video board and LED Ribbon Boards, located on the north and south side of the arena. The video board features video capabilities for special presentations, crowd shots, instant replay, and sponsor opportunities. FTC also has an in-house TV/Video system that includes three (3) cameras. Also, there are several TV monitors located in the lounges, suites, and throughout the concourse level. The video board graphic dimensions are 935w x 490h. The LED/Ribbon board graphic dimensions are 2432w x 24h.

Electricity

All show power at the Findlay Toyota Center is 3 phase with cam-lock connections. A house electrician is available for all power connections.

SHOW POWER

LOCATION	Amps	Amount
Catwalk	200	1
Stage Left	200	2
Stage Left	400	1
Stage Right	200	1
Stage Right	400	2
Upstage Center	100	1
Inside Loading Dock Doors	200	1

SHORE POWER

LOCATION	Amps	Amount
East Side of Loading Dock	50	2
Loading Dock	50	3

### Load In

Show load in is located on the east end of the Findlay Toyota Center, approximately 120 feet from the arena floor. FTC has three sunken loading docks with automatic levelers. The facility also has an elephant door with a mild ramp up to its entrance. There is adequate parking for approximately (3) 52' trailers and five busses. A security fence surrounds the Loading Dock.

### Staging

The Findlay Toyota Center owns a Stage Right portable stage that is available for use. The stage is flexible in location, dimension, and configuration. The stage size is variable to be set as large as 60' x 40' with a height of 4' - 6' in 2" increments. Included in the portable stage system configuration are eighty (80) 4' x 8' decks, thirty support frames, two (2) sets of steps, one (1) ADA compatible handicap ramp, railing, and black stage skirt.

Also, mix staging is available for use. There are six (6) Stage Right z-frames and six (6) 4' x 8' decks. This mix build is adjustable from 12" to 18".

### Pyrotechnics

Pyrotechnics are allowed with a permit issued by the Central Arizona Fire & Medical Association. One-Month advance notice is required. There will be a designated room used for sorting pyrotechnics. When pyro is used, a Fire Inspector will be present one hour before the show and sign out at the end of the show.

### Rigging

The height of the entire grid is 50' from the arena floor. End-stage grid area distances set between the beams are 11'6" - 12'6" wide and 11'6" - 12'6" deep. The maximum load for the single-span is approximately 5000lbs but can vary from beam to beam. The maximum total show load is 80,000lbs in center grid and 100,000lbs in end-stage grid.

### Dressing Rooms/ Locker Rooms

There are a total of 6 dressing rooms available for show use. Dressing rooms are flexible and vary in size. All rooms are located on the northeast side of the Event level and have shower and restroom facilities. There are two production offices available, located in the same hallway as the dressing rooms. Phone lines are available for all back of house rooms for a \$100 activation fee.

### Half-House Curtain System

Findlay Toyota Center has a House reduction system with nine motors and three trusses. The curtain is split into three sections, the center section of 80' x 50', and (2) the wings are 60' x 50' with provision to block additional seating.

### Forklift

Findlay Toyota Center owns one forklift which is available for use. The lift has a capacity of up to 6,000lbs. The fork length is 6' and propane-fueled.



# RULES & REGULATIONS

## Guest Rules

Findlay Toyota Center strives to provide its guests with a safe, comfortable, and enjoyable atmosphere. Therefore, the FTC has established the following guidelines:

1. Guests interfering with other guests' ability to enjoy the events may be subjected to ejection.
2. Guests using foul or abusive language or inappropriate or unacceptable gestures may be ejected from the Center.
3. Guests appearing impaired may be ejected from the FTC and turned over to the authorities.

## Leaflets/Brochures

Distribution of any printed materials or selling of any items is prohibited on the Findlay Toyota Center grounds, including the parking lots, walkways, and inside the facility unless permission from the Findlay Toyota Center management has been granted.

## No Re-Entry Policy

Once a guest or patron leaves the Center during an event, there is no re-entry permitted unless another ticket is purchased.

## Re-Selling of Tickets

Re-selling tickets by private parties is prohibited on the Findlay Toyota Center property.

## Selling of Illegal Merchandise

Selling of illegal merchandise (merchandise not sold under the approval of Findlay Toyota Center management) is prohibited on FTC's property as well as by the city ordinance.

## Smoking

Smoking is not permitted inside the Findlay Toyota Center or within 25' of the facility. A designated smoking area is available on the Southeast corner of the concourse level.

## Alcohol

Alcohol is available at the concession stands or through catering purchase from Kitchens, Inc., the food and beverage provider of the facility.

## Cameras and Recording Devices

As a general rule, only personal, non-professional cameras are permitted. No audio, video, or professional cameras of any kind are allowed without management approval.

## Items NOT Permitted:

- Helium Balloons
- No adhesive tape on walls, seats, or any equipment in the arena
- Nails and screws are not to be driven into the FTC's floor, ceilings, chairs, and walls
- Vehicles are not permitted in the facility without prior written approval.
- Backpacks
- Outside Food and Beverage
- Animals or Pets unless a Service Animal
- Laser Pointers
- Weapons (knives, guns, spikes, etc.)
- Knives
- Fireworks
- Drugs or Drug Paraphernalia

## LOCAL SERVICES

### ACCOMMODATIONS

#### **Hampton Inn**

2901 N. Glassford Hill Rd  
Prescott Valley, AZ 86314 (0.6 miles)  
928-772-1800

#### **GreenTree Inn Prescott Valley**

7875 E. State Rte. 69  
Prescott Valley, AZ 86314 (0.8 miles)  
928-772-8600

#### **Comfort Suites Prescott Valley**

2601 N. Crowne Pointe Dr.  
Prescott Valley, AZ 86314 (2.4 miles)  
928-771-2100

### HOSPITALS

#### **DIGNITY HEALTH**

##### **Yavapai Regional Medical Center East**

7700 Florentine Rd.  
Prescott Valley, AZ 86314  
928-445-2700

#### **DIGNITY HEALTH**

##### **Yavapai Regional Medical Center West**

1003 Willow Creek Rd.  
Prescott, AZ 86301  
928-445-2700

### RESTAURANTS

*These are just a few of the great restaurants in Prescott Valley located just minutes from FTC*

#### **Gabby's Grill**

2982 Park Ave  
Prescott Valley, AZ 86314  
928-277-1787

#### **Jimmy John's**

3292 N. Glassford Hill Rd. STE. A  
Prescott Valley, AZ 86314  
928-772-8297

#### **Gabriella's Ristorante**

8930 E. Valley Rd.  
Prescott Valley, AZ 86314  
928-227-0358

#### **Chili's Grill & Bar**

7281 Pav Way  
Prescott Valley, AZ 86314  
928-775-6918

#### **Streets of New York Pizza**

7025 Florentine Rd.  
Prescott Valley, AZ 86314  
928-759-9877

#### **Buffalo Wild Wings**

2985 Centre Ct.  
Prescott Valley, AZ 86314  
928-759-9800

#### **Texas Roadhouse**

3310 Gateway Blvd.  
Prescott, AZ 86303  
928-778-7427