



Pinnacle Bank Arena

FOR IMMEDIATE RELEASE

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**FUNDRAISING OPPORTUNITIES
AVAILABLE AT PINNACLE BANK ARENA
Community Organizations Can Raise Funds by
Operating Concessions During Events at Pinnacle Bank Arena**

(Lincoln, NE) – It is not too late to sign up for a unique fundraising opportunity at Pinnacle Bank Arena. SAVOR...Lincoln, the exclusive food and beverage provider for Pinnacle Bank Arena, is looking for local service and nonprofit organizations to participate in their fundraising program during the upcoming year.

SAVOR...Lincoln is actively recruiting civic organizations, high school boosters, churches and other nonprofit groups to operate concessions at Pinnacle Bank Arena to raise funds for their respective organizations. Participating groups will be required to work events throughout the year. Groups will be paid a percentage of concession stand revenues for the concession stands each group operate during events, including University of Nebraska basketball games. On average, \$40 to \$60 can be raised per volunteer at each event. SAVOR...Lincoln is seeking groups comprised of energetic, friendly and enthusiastic people who enjoy working with the public.

In 2013-2014, at Pinnacle Bank Arena, 18 nonprofit groups raised over \$200,000.

Greg Gaskins, Food and Beverage Director for SAVOR...Lincoln said, "Working a concession stand at Pinnacle Bank Arena offers a great way for service clubs and nonprofits to realize their fundraising goals. Volunteers generally agree that giving their time at these events is an easier and more dependable way to earn a significant amount of money than traditional car washes or raffle ticket sales."

Any interested parties should contact SAVOR...Lincoln Nonprofit Coordinator, Paula OBrien pobrien@smglincoln.com or at 402.904.5713 to sign up for the upcoming year or to find out more about the program.

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About Pinnacle Bank Arena
SMG-managed Pinnacle Bank Arena, located in Lincoln, Nebraska, opened in September of 2013. The \$179 million state-of-the art multipurpose facility features a 15,200 seat multi-use arena, 36 suites, 20 loge boxes and 832 club seats. Distributed over approximately 450,000 square feet on four concourse levels, Pinnacle Bank Arena features the University of Nebraska-Lincoln men's and women's basketball teams as anchor tenants and will offer year-round entertainment, including concerts, family shows and other sporting events. For additional information, visit www.PinnacleBankArena.com or contact SMG Lincoln at 402.904.4444

About SMG
Founded in 1977, SMG provides management services to more than 230 public assembly facilities including convention and exhibition centers, arenas, stadiums, theatres, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 14.4 million square feet of exhibition space and over 1.75 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 Reliant Park and the Mercedes-Benz Superdome. SMG also offers food and beverage operations through its concessions, catering and special events division, SAVOR, currently servicing more than 100 accounts worldwide. For more information visit www.smgworld.com.

About SAVOR
SAVOR is the food and beverage division of SMG, the global leader in public facilities and special event venue management. Since its inception in 1983, SAVOR has specialized in creating menus that showcase local cuisine expertly prepared and presented to ensure a seamless dining and entertainment experience. SAVOR currently provides catering, concessions and special event services, to more than 100 facilities worldwide. The company is also industry leader in introducing green standards and programs to public facilities. SAVOR's commitment to farm-to-table freshness and food quality features locally-grown products for their venue clients whenever possible. SAVOR staff prides themselves on being on the cutting-edge of the latest food and beverage trends in addition to searching out the most innovative food technologies available on the market. To learn more, visit www.savorsmg.com



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