



FOR IMMEDIATE RELEASE

LANCASTER EVENT CENTER ANNOUNCES A 15-YEAR NAMING RIGHTS PARTNERSHIP WITH SANDHILLS GLOBAL

Sandhills Global Event Center will be the new name
of the Lancaster County Fairgrounds

LINCOLN, NE (August 24, 2023) — At its August 24 meeting, the Lancaster County Ag Society Board of Directors approved a contract with Lincoln's Sandhills Global Inc. for the naming rights at the Lancaster Event Center, including specific names for the seven largest event spaces on the 160-acre county fairgrounds. This \$7.125 million 15-year naming rights agreement will start on December 1, 2023.

To date, the Event Center, which is home to the Lancaster County Super Fair, hosts more than 300 events annually with up to 600,000 visitors. The Sandhills Global Event Center will continue as the home of the Super Fair and serving as the county's largest event complex, annually stimulating \$60-70 million in out-of-county/state visitor incremental spending including the National High School Finals Rodeo contracted to return in July of 2026 and 2027 and the Nebraska Ag Expo which is one of the largest farm shows in the nation.

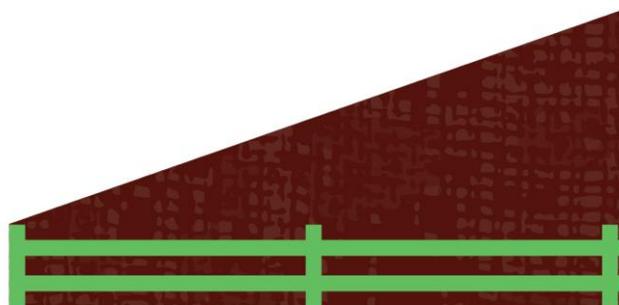
Shawn Peed, Chief Executive Officer for Sandhills Global stated, "Sandhills' brands align well with the types of events and visitors at the future Sandhills Global Event Center and stand to benefit both organizations and the community at large. We are proud to support this valuable, hometown facility that serves and engages all elements of our great ag community."

"This naming rights agreement supports the long-time mission and priorities of the Ag Society," commented Kendra Ronnau, Ag Society President. "Our founders' vision 22 years ago set the stage for ongoing success at Lancaster's county fairgrounds, where our skilled team continues to host and enhance the Super Fair, 4-H/FFA youth engagement, and other vital ag education and community events."

The venue-specific name changes include:

- Lancaster Event Center --> Sandhills Global Event Center
- Pavilion 1 --> Currency Pavilion
- Pavilion 2 --> EquineMarket Pavilion
- Pavilion 3 --> LivestockMarket Pavilion
- Pavilion 4 --> TractorHouse Pavilion
- Multi-Purpose Arena (MPA) --> FR8Star Pavilion
- Grandstand Arena --> AuctionTime Grandstand Arena
- Campgrounds --> RVUniverse Campgrounds

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In addition to its new moniker, the Event Center is completing fundraising for a \$10 million infrastructure modernization starting this fall to upgrade visitor amenities such as lighting, digital signage, flooring, kitchen capacity, drainage, and parking lots.

Amy Dickerson, Lancaster Event Center Managing Director, said “The Ag Society will implement the new name across the fairgrounds with a public ribbon-cutting ceremony unveiling the new exterior and interior signage to be held before the end of the year.”

Apex Marketing Group, which negotiates naming rights and sponsorships for public assembly facilities including fairgrounds, arenas, stadiums, and convention centers, assisted the Ag Society in all aspects of negotiating this significant contract.

Additional assets including background and images can be found online at:

<https://www.dropbox.com/scl/fo/arf6hsojg13sne85i8t14/h?rlkey=5h0nwfqkxkl20mlccom6b0f0&dl=0>

About Lancaster Event Center (LEC) Fairgrounds: *This public non-profit county fairgrounds is owned and managed by the Lancaster County Ag Society since 2001. LEC is the home of the annual Lancaster County Super Fair and stays open year-round to offer space for over 300 local 4-H/FFA & other youth education & sport activities as well as local to national non-profit, business, government, and family events. [More at LancasterEventCenter.org](http://LancasterEventCenter.org)*

Lancaster County Ag Society *was founded in 1870 as a non-profit organization under Nebraska state law with the mission, as still active in most Nebraska counties to this day, to promote and support agriculture, youth development, and county citizens through organizing an annual county fair and year-round events on the county fairgrounds. In its 153rd year, the organization continues to play a vital role in Lancaster County, overseeing the Lancaster Event Center and championing initiatives aligned with agriculture, community service, and educational outreach and workforce development.*

Sandhills Global *is an information processing company headquartered in Lincoln, Nebraska. Its products and services gather, process, and distribute information in the form of trade publications, websites, and online services that connect buyers and sellers across the agriculture, construction, forestry, oil and gas, heavy equipment, commercial trucking, RV and aviation industries. Sandhills’ integrated, industry-specific approach to hosted technologies and services offers solutions that help businesses & ag producers large and small operate efficiently and grow securely, cost-effectively, and successfully. “Sandhills Global—we are the cloud.” [More at Sandhills.com](http://Sandhills.com)*

Apex Marketing Group: *is a Veteran-owned company which in addition to naming rights consulting also provides advertising and branding consulting services and manages all facets of a commercial rights program for its clients and directs various concurrent operational tasks including quantitative analysis, new business prospecting and solicitation, contract negotiations, strategic development, and account management. [More at ApexMarketingGroup.net](http://ApexMarketingGroup.net)*

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