



FOR IMMEDIATE RELEASE

## **Lancaster Event Center Officially Becomes Sandhills Global Event Center, Celebrates \$10 Million Fairgrounds Infrastructure Modernization Project**

LINCOLN, NE (December 1, 2023) — The Lancaster Event Center celebrated a momentous occasion today with a ribbon-cutting ceremony to mark the official commencement of the \$7.125 million 15-year naming rights agreement, which takes effect December 1, 2023. This agreement marks a significant milestone in the Lancaster county fairgrounds' 22-year history as it rebrands itself as the Sandhills Global Event Center and rebrands its eight largest event spaces. The ceremony also marked the kickoff of a groundbreaking \$10 Million Fairgrounds Infrastructure Modernization Project, supported by a \$5 million grant from The Nebraska Department of Economic Development and complemented by \$5 million in matching funds.

The Sandhills Global Event Center, while continuing to serve as the home of the Lancaster County Super Fair, plays a pivotal role in generating an annual economic impact of up to \$72 million in out-of-county/state visitor incremental spending. With approximately 500 event days and up to 600,000 visitors per year, this transformation reaffirms the Sandhills Global Event Center's position as one of the region's premier fairground-style event complexes. The first event under the Sandhills Global Event Center name is the Nebraska Ag Expo, the second largest indoor farm show in the nation, utilizing every square inch of the 9.2 acres of indoor space at the Sandhills Global Event Center.

Shawn Peed, Chief Executive Officer of Sandhills Global, expressed his enthusiastic support for this transformative naming partnership featuring a total of eight Sandhills Global brands, stating, "We are thrilled to be part of this exciting chapter as the Sandhills Global Event Center will provide positive impact to our community and our economy. This partnership aligns strongly with our brands, and we look forward to contributing to the ongoing success of this venue."

Kendra Ronnau, Ag Society President, spoke warmly about the significance of this partnership, saying, "This naming rights partnership connects us back to our roots. It echoes the spirit of our founders from 22 years ago, who set us on this remarkable journey at Lancaster's county fairgrounds. We're all about continuously improving the annual Super Fair, nurturing our 4-H, FFA & other local youth year-round, and bringing ag education and community events right to the heart of our local families."

The venue-specific name changes that underpin this exciting transformation:

- Lancaster Event Center --> Sandhills Global Event Center
- Pavilion 1 --> Currency Pavilion
- Pavilion 2 --> EquineMarket Pavilion

4100 North 84<sup>th</sup> St, Lincoln, NE 68507  
SandhillsGlobalEventCenter.org | 402.441.6545

- Pavilion 3 --> LivestockMarket Pavilion
- Pavilion 4 --> TractorHouse Pavilion with Amy Countryman Arena
- Multi-Purpose Arena (MPA) --> FR8Star Pavilion
- Grandstand Arena --> AuctionTime Grandstand Arena
- Campgrounds --> RVUniverse Campgrounds
- Lincoln Room → Ag Society Hall

In addition to these changes, the Sandhills Global Event Center is embarking on a \$10 million infrastructure modernization project to elevate visitor amenities to be completed by 2026. This comprehensive upgrade will encompass improvements such as lighting, digital signage, flooring, kitchen capacity, restrooms, horse stalls, drainage, and parking lots, ensuring a future of positive event experiences.

Amy Dickerson, Managing Director shared, "As the Sandhills Global Event Center embraces this exciting chapter, it extends gratitude to Sandhills Global Inc., the Department of Economic Development, and the community for their steadfast support. The Event Center is committed to continuing its impact serving as a unique hub of ag events from education to tourism and business while serving as the county's largest community center for a wide range of planned and emergency uses. "

As part of the launch, The Sandhills Global Event Center invites you to explore its new website, [SandhillsGlobalEventCenter.org](http://SandhillsGlobalEventCenter.org), which not only showcases its rebranded identity but also features the most recent impact report, highlighting the positive contributions the Event Center brings to the community.

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[Sandhills Global Event Center](#) (Formerly Lancaster Event Center Fairgrounds): This public nonprofit county fairgrounds is owned and managed by the Lancaster County Ag Society since 2001. SGENC is the home of the annual Lancaster County Super Fair and stays open year-round to offer space for up to 500 days of local 4-H/FFA & other youth education and sport activities as well as local to national nonprofit, business, government, and family events.

Lancaster County Ag Society was founded in 1870 as a nonprofit 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 Sandhills Global Event Center (formerly Lancaster Event Center Fairgrounds) 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 and ag producers large and small operate efficiently and grow securely, cost-effectively, and successfully. "Sandhills Global—we are the cloud."

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

<https://www.dropbox.com/scl/fo/k1vfzm0gm0bluebzsk3x5/h?rlkey=xgoid4xc16417s7i9ad566zmd&dl=0>

For media inquiries, please contact:

Lyn Wineman, LEC Media Relations

[lyn.wineman@kidglov.com](mailto:lyn.wineman@kidglov.com)

402.304.8462

Amy Dickerson, Managing Director

[adickerson@LancasterEventCenter.org](mailto:adickerson@LancasterEventCenter.org)

402.429.1950

Nancy Paasch, Sandhills Global

[nancy-paasch@sandhills.com](mailto:nancy-paasch@sandhills.com)

402.458.4482