



FOR IMMEDIATE RELEASE

## Legacy Sports USA and Oak View Group Announce 10-Year Naming Rights Partnership with Bell Bank for Multipurpose Sports and Entertainment Complex

### *Bell Bank Park Will Be Moniker for North America's New and Largest Sports and Entertainment Complex*

(September 21, 2021 - MESA, AZ) – Legacy Sports USA and Oak View Group (OVG) Facilities, managers and operators of the over \$280 million multipurpose sports and entertainment complex under construction in southeast Mesa, have announced a 10-year naming rights partnership with Bell Bank, one of the nation's largest family- and employee-owned banks. The deal was brokered by Global Partnerships, the sales and marketing arm of Oak View Group responsible for selling across all OVG Arena Development projects.

The 320-acre complex will be called Bell Bank Park, designed to host youth and amateur sports teams and individual and team training, family fun via events, concerts, youth sports tournaments, and fitness opportunities. It will be the largest of its kind in North America.

Upon its scheduled opening in January 2022, Bell Bank Park will also feature a multi-purpose arena and outdoor 2.7-acre great lawn for concerts and events, plus indoor and outdoor facilities for a broad range of sports and activities, including soccer, baseball, softball, football, lacrosse, futsal, basketball, volleyball, pickleball, gymnastics, cheer, dance, obstacle course racing, multiuse arcade and e-sports, family fitness, youth camps and recreational sports, and performance training.

"This long-term agreement reinforces Bell Bank's commitment to the Phoenix metro area," said Michael Solberg, President and CEO of Bell Bank. "We're proud to be the 'official bank of Bell Bank Park.' Our goal has always been not just to grow and thrive here, but to partner with those who want to bring people together and have a lasting impact. As a family-owned company, it's been especially meaningful to us to connect with the Miller family at Legacy Sports USA, hear about the longtime vision, and become part of the story of what will now be called Bell Bank Park."

"Bell Bank Park will be a special place to compete and train, and gather with family and friends to enjoy sports and live entertainment," said Chad Miller, CEO of Legacy Sports USA. "Sharing similar core values of family and giving back with Bell Bank, we are thrilled to have them as our naming rights partner for our new complex."

"Bell Bank Park will be the premier destination for aspiring athletes, sports enthusiasts, and more," said Peter Luukko, Chairman, OVG facilities. "It will be the ultimate place to train, play and enjoy live events. We are grateful for this new partnership with Bell Bank. Each time people visit and experience the many live sports and entertainment events at Bell Bank Park, they'll see Bell's commitment to the community and its support for bringing people and families together."

“Bell Bank’s partnership with Oak View Group and Legacy Sports extends our support in the community,” added Kyle Kennedy, Senior Vice President and Arizona Market Director for Bell Bank. “The opening of Bell Bank Park in 2022 will be an exciting moment for Mesa and the entire metro area. It is a venue where people from all over will enjoy experiences that create lifetime memories. Our participation in this venture embraces our mission to give back. We’re proud to be a part of such a tremendous undertaking.”

After breaking ground last fall, the facility is already booking events and taking reservations for 2022. Bell Bank Park will boast incredible annual economic impact throughout the Valley, thanks to the creation of over 1,500 jobs and 5 million annual visitors.

To learn more about Bell Bank Park, visit [Bell Bank Park](#). Follow Bell Bank Park on social media at @BellBankPark.

#### About Bell Bank

Founded in 1966 in Fargo, N.D., Bell Bank is one of the nation’s largest and fastest growing family- and employee-owned banks, with banking locations in Arizona, North Dakota and Minnesota and more than \$10 billion in assets. The company provides a broad range of financial services, including personal and commercial banking, wealth management, mortgage and insurance. Bell now has full-service banks in Chandler, the Phoenix-Biltmore neighborhood and Peoria, with additional locations planned.

Since 2008, Bell’s unique Pay It Forward initiative has empowered more than \$18 million in employee giving to individuals, families and organizations in need. Every full-time employee receives \$1,000 and every part-time employee \$500 each year to give as they choose to individuals, families and organizations in need. Bell’s workplace, culture and service have consistently been recognized by publications including Forbes and Fortune magazines.

#### About Oak View Group (OVG)

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG is focused on being a positive disruption to business as usual in the sports and live entertainment industry and currently has eight divisions across four global offices (Los Angeles, New York, London, and Philadelphia). OVG is leading the redevelopment and operations of five other new sports and entertainment arena construction projects, including the Climate Pledge Arena, home to the National Hockey League’s newest franchise, the Seattle Kraken, the UBS Arena in Belmont Park, NY, the new home of the NHL’s New York Islanders, Co-Op Live in Manchester, England, Enmarket Arena in Savannah, GA, and the Coachella Valley Arena in Coachella Valley, CA, the home of the newest AHL franchise. OVG Global Partnerships is also responsible for securing the naming rights for these projects, and *the 2021 winner of the SBJ Sports Awards for best in Sales, Consulting and Client Service*.

#### About Legacy Sports USA

Legacy Sports USA is the organization behind Bell Bank Park, originally the vision of Randy J. Miller, Chairman of Legacy Sports USA, Chad J. Miller, CEO of Legacy Sports USA, and Olympic gold medalist Dan O’Brien, Director of Performance Training at Bell Bank Park. Legacy Sports USA is dedicated to hosting premiere tournament events for youth sports, as well as offering opportunities for athletes of all ages and at all levels to develop skills and enjoy training and competition.

Bell Bank Park will also include outdoor and indoor team athletic facilities geared to high energy entertainment, sports venues. Plus a multi-purpose arena and outdoor amphitheater designed for live events, family shows, exhibitions, and conventions.

# # #

CONTACTS:

Ike Richman, Oak View Group – 215-760-2888]

Michael Solberg, President and CEO, Bell Bank – (701) 298-1507 or [msolberg@bell.bank](mailto:msolberg@bell.bank)

Kyle Kennedy, SVP/Arizona Market Director, Bell Bank – (480) 339-8575 or [kkennedy@bell.bank](mailto:kkennedy@bell.bank)

Chad Miller, CEO, Legacy Sports USA – 480-296-3378 or [chadm@legacysportsusa.com](mailto:chadm@legacysportsusa.com)