



**Oakland-Alameda County
Coliseum Authority**

For Immediate Release

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The Oakland Alameda County Coliseum Naming Rights Available; First Time in Five Years

Coliseum offers the only sporting venue to enable sponsors to access the global brands of Major League Baseball and the National Football League along with media mentions

Oakland, CA – Today, the Oakland Alameda County Coliseum Authority announced that it reached an agreement with its venue sponsor O.co to end its commitment to sponsor the Oakland Alameda Coliseum. After five years, O.co determined that its shift in corporate strategy no longer meant that a venue sponsorship was in its marketing plans.

Scott McKibben, Executive Director of the Joint Powers Authority, which oversees the Oakland Alameda Coliseum and Oracle Arena said, “We are excited to offer a unique opportunity to the sports marketing marketplace. The Coliseum is now the **only** venue in the United States that offers a sponsor naming rights to a venue hosting Major League Baseball and the National Football League. This is a rare and exclusive chance to drive great value for marketing dollars. We are also grateful to O.co for our five year collaboration.”

The Coliseum hosts nearly 100 dates of professional baseball and football along with a wide array of live events, concerts and other activities. It hosted World Series games, the Major League All-Star Game, and National Football League playoff games. The facility sits adjacent to California Interstate 880, one of the most densely utilized freeways in the Bay Area.

Until further notice, the Joint Powers Authority requests that the facility be referred to as “**The Oakland Alameda Coliseum**,” by the media and in all public communications.

Larry Reid, President of the Joint Powers Authority and Oakland City Councilman added, “The Raiders and Athletics, and the teams they compete with, are global brands. The Coliseum hosts sporting events at the highest level of competition and is seen constantly on local, regional, national and international television broadcasts, not to mention social media and mobile broadcasts. This is a great opportunity to partner with a company looking for exposure and to tap into the amazing energy in Oakland.”

The Coliseum has been refurbished through the years to add luxury suites and additional seating and recently added new state-of-the-art scoreboard and ribbon signage. The parking lot was recently refurbished to add energy efficient and brighter lighting. The Coliseum complex is also home to Oracle Arena, the 19,596 seat facility that is home to a wide array of events and the world champion Golden State Warriors.

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About the JPA: The Authority is a public partnership between the City of Oakland and the County of Alameda (owners of the Coliseum Complex) that manages the Complex on behalf of City and County. The Authority subcontracts the day-to-day operations of the Complex to AEG. An eight-member Board of Commissioners governs the Authority. Oakland City Councilmember Larry Reid serves as Chair of the Board and Alameda County Supervisor Nate Miley currently serves as the Vice-Chair.