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ocV!BE ENGAGES PREMIER PARTNERSHIPS TO IDENTIFY THE DISTRICT'S FOUNDING PARTNERS

ANAHEIM, CALIF. (September 9, 2020) — ocV!BE has signed Premier Partnerships, an industry-leading sponsorship sales and consultancy agency, to assist in the evaluation and go-to-market commercial strategy for the recently announced ocV!BE, a 115-acre, mixed-use, sports and live entertainment district centered around Honda Center in the heart of Orange County.

Under the leadership of Bill Pedigo, Chief Commercial Officer for ocV!BE Sports and Entertainment, ocV!BE engaged Premier Partnerships at the end of 2019 to develop an evaluation of the district's corporate partnership elements. Prior to the public launch, ocV!BE expanded the Premier relationship to assist in the corporate partnership sales efforts as the district seeks to secure a select and elite few, long-term Founding Partners. Premier Partnerships will complement the Anaheim Ducks, Honda Center, and Rinks existing corporate partnership sales teams in those efforts.

“Premier Partnerships has a proven track record on both the consulting and sales fronts,” said Bill Pedigo. “Their thorough evaluation and asset creation work early on and their national sales force footprint made the decision to move to the go-to-market sales phase an easy choice.”

Founded by sports industry veterans, Alan Rothenberg and Randy Bernstein, Premier Partnerships has been at the forefront of notable naming rights and sponsorship agreements for more than 17 years. Premier has provided strategic consulting to a wide range of rights holders across the NFL, NBA, NHL, MLB, MLS, and international football.

“The \$3 billion ocV!BE project utilizes Premier's most powerful valuation, strategy, and sales capabilities,” said Randy Bernstein, Premier Partnerships CEO. “We are confident that this transformative district will attract the most important corporate partners in North America.”

Final project design and plans are underway for ocV!BE. The first phase of the project is slated to open in 2024.

For more information, please visit ocvibe.com