



FOR IMMEDIATE RELEASE

Contacts:  
Ian Cox  
(502) 367-5186  
[ian.cox@kyvenues.com](mailto:ian.cox@kyvenues.com)

Blair Cardinal  
(267) 738-2806  
[blair.cardinal@spectrap.com](mailto:blair.cardinal@spectrap.com)

## Kentucky Venues Enlists Spectra Partnerships to Secure Naming Rights for Two Major Venues and Sponsorship Opportunities at Six Signature Produced Events

*Industry leader in live events and entertainment will seek naming rights and corporate sponsors for Kentucky Exposition Center and Kentucky International Convention Center*

**LOUISVILLE, Ky. (August 4, 2021)**— Kentucky Venues, which operates the Kentucky Exposition Center and the Kentucky International Convention Center, today announced a new partnership with Spectra to expand sponsorship and client-building opportunities across the state and generate new revenue sources.

Spectra Partnerships - a major division of Spectra, an industry leader in live events and entertainment - will serve as KY Venues' sales consulting agency. The team will be responsible for identifying and cultivating naming rights and corporate sponsorships for the sixth largest convention center in the U.S. - Kentucky Exposition Center, and one of North America's newly renovated and LEED Silver – Kentucky International Convention Center to generate new revenue sources.

"Kentucky Venues is in the business of generating economic impact for our city and state. We want to use our resources wisely to attract new clients and build partnerships with sponsors," **David S. Beck, president and CEO of Kentucky Venues**, said. "We're excited to work with the professionals at Spectra, leaning on their expertise and experience to help improve events and generate revenue at both of our facilities."

Spectra Partnerships will also focus on six annual, signature events that are owned and produced by Kentucky Venues: the Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition and North American Championship Rodeo.

"We are thankful that the State of Kentucky has entrusted Spectra to represent the commonwealth throughout this important campaign, as well as offered the opportunity to work with a visionary leader like David Beck," **Bryan Furey, senior vice president, Spectra Partnerships**, said. "With two major



venues and six quintessential events, Kentucky Venues engaged Spectra to evaluate the available assets and outline a far-reaching strategy for building meaningful, long-term partnerships. We're eager to begin identifying potential naming rights partners in Louisville, regionally and across the state who recognize the value of this remarkable compilation of venues and signature events."

Spectra Partnerships – which has secured more than 40 naming rights partnerships in the last 10 years, more than any other company in the space – is a leader in sales representation and strategic consulting for convention centers, sports facilities, and entertainment properties across North America and globally. Its experienced sales team drives revenue via the marketing and sale of naming rights, corporate partnerships, advertising, premium seating, and hospitality initiatives. Spectra provides a blend of management, hospitality, and partnerships services for top-tier clients like the City of Miami Beach and Hall of Fame Village in Canton, Ohio, as well as more than 150 properties, such as Navy Pier, Duke Energy Convention Center, Owensboro Sportscenter, and the Iowa Events Center complex.

With queries regarding naming rights or sponsorships, interested parties may contact the Spectra Partnership team directly at [Partnerships@spectrap.com](mailto:Partnerships@spectrap.com).

###

### **About Kentucky Venues**

Under the Kentucky Venues brand, two major convention and exhibition facilities - the Kentucky Exposition Center and the Kentucky International Convention Center - serve regional, national and international clients. Governed by the Kentucky State Fair Board, Kentucky Venues also produces signature events: the Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition and North American Championship Rodeo. From agriculture to technology, autos to entertainment, and athletics to livestock, Kentucky Venues has the facility, capacity and services to make your event a success.

### **About Spectra**

Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com). Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).