



BUDWEISER EVENTS CENTER

LOVELAND, CO

Challenge

Larimer County built the Budweiser Events Center in 2003, located on The Ranch Events Complex, to offset other building losses by generating \$300,000 annually in revenue. The goal was to open the new building and establish Northern Colorado as a separate market from Denver.

Solution

- Established relationships with promoters, advertisers, and community groups to co-promote and market Ranch-wide events
- Implemented ticketing platform to sell directly through venue website, which more efficiently manages the customer relationship
- Scheduled an average of 167 events per year including incentives to draw in more concerts and a hockey tenant relationship
- Bundled deals between Events Center, the Ranch, and event sponsorships
- Created naming rights for the building, restaurant, and suite level
- Developed creative food and beverage ticket packages, which infused local craft beers into menu

Result

Since the Budweiser Events Center opened in 2003, Comcast Spectacor:

- Generated over \$5,330,466 for Larimer County, an average of \$475,850 per year, exceeding the client's desired goal of \$300,000
- Delivered \$1,555,487 annual average event revenue since 2003
- Signed hockey tenant to 5-year contract renewal with an option to extend for an additional five years
- County partnership resulted in annual average gross revenues of \$450,000, created Gnarly Barley Brewfest
- Generated average \$1,675,000 in sponsorship revenue
- Sold over 1.35 million tickets (540,750 online) since 2012
- Netted average of \$350,250 in food and beverage revenue per year, including a 16% increase in per caps for hockey games