

CONTACT: Ashley Biggar
PHONE: 605-692-7539
EMAIL: abiggar@swiftelcenter.com

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PRESS RELEASE

Dacotah Bank Secures New Exclusive Naming Rights for Swiftel Center



Brookings, S.D. (05/23/2023) – OVG360, operators of the Swiftel Center, today announced a new 10-year multi-million-dollar partnership with Dacotah Bank, a state-chartered bank in all of South Dakota and North Dakota as well as counties in neighboring states, whereby Dacotah Bank will become the new naming rights partner of the Brookings 6,000-seat arena, effective immediately. The public can expect to see name transitions gradually from the Swiftel Center to its new Dacotah Bank Center naming rights across all platforms and media completed by the end of the fourth quarter of 2023.

Dacotah Bank previously partnered with OVG360 in past sponsorship capacities at the center. With Dacotah Bank’s heightened efforts in the Dakotas, the bank is thrilled to invest in Brookings County and the many opportunities the event center offers communities from the Dakotas and beyond.

“With community support and viability as key tenets of Dacotah Bank’s mission, we are excited to be the naming partner to ensure Brookings and our region has a flourishing live events operation,” said Steve Carnes, Brookings Market President of Dacotah Bank. “We look forward to having people from near and far enjoy Brookings’ offerings while enjoying events at the Dacotah Bank Center.”

Working together, Dacotah Bank will be able to better support the Center and its efforts to provide opportunities to fulfill their purpose of making positive impacts within the communities they live and work. This agreement deepens the strong relationship they have with Brookings and surrounding communities while advancing its community-centric focus.

This strategic partnership was initiated and negotiated by OVG Global Partnerships, the sponsorship and naming rights division of Oak View Group that exists to connect world-class brands with world-class live entertainment properties. OVG Global Partnerships have sold 19 naming rights deals in the last 36 months and here is a partial listing of some of their other recent

arena naming rights partnerships: Climate Pledge Arena in Seattle, WA, UBS Arena in Belmont NY, Acrisure Arena in Palm Desert, CA, Enmarket Arena in Savannah, GA and CFG Bank Arena in Baltimore. The new Dacotah Bank naming rights partnership, in addition to securing several other new corporate partners, is a key achievement since OVG360 took management control.

“As we continue to enhance the guest experience and expand our entertainment lineup, we are excited to announce Dacotah Bank as our new naming rights partner,” said Laurie Kemmit, Vice President of OVG Global Partnerships. “Dacotah Bank has an outstanding reputation in the region and one which will help us market the venue and its events and increase the number of opportunities to engage with the community.”

The Center has a long history in Brookings, SD. After the official opening in 2001, Swiftel Communications was awarded the official contract for the venue naming rights in 2003. In August 2021, the facility’s management contract was awarded to OVG360, a division of the Oak View Group, and since has initiated strategic changes to improve the overall bottom-line while providing superior service and entertainment.

“The Swiftel Center is a diverse facility that provides a positive economic impact to the City of Brookings by hosting live spectator events, banquets, meetings, consumer and trade shows, conferences and conventions,” said Paul Briseno, City Manager of the City of Brookings. “We’re pleased to announce this local partnership,”

The Dacotah Bank Center is located at 824 32nd Avenue. With a 30,000 square foot arena, top-notch banquet and conference rooms, and in-house catering, the Dacotah Bank Center is a gathering place for cultural, educational, and recreational events. The Center can accommodate up to 6,000 guests for ticketed events and various sized events in the meeting rooms. It is home to concerts, family shows, trade shows, weddings, graduations, rodeos, and many other exciting events.

About OVG360

OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of more than 240 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.

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Dacotah Bank Center Marketing Contact:
Ashley Biggar / abiggar@swiftelcenter.com / 605-692-7539