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PRESS RELEASE

DACOTAH BANK CENTER AND OFFICE PEEPS UNVEIL EXCITING NEW SEATING SIGNAGE PARTNERSHIP



Brookings, S.D. (12/14/2023) – The Dacotah Bank Center is pleased to announce a dynamic partnership with Office Peeps, aimed at enhancing the overall guest experience through innovative seating signage. Thanks to this collaboration, visitors will now find it easier than ever to locate their seating sections within the arena, thanks to the bold and eye-catching signage provided by Office Peeps, featuring a striking combination of black, red, and white adorned with the Office Peeps logo.

The distinctive signage can be found strategically placed in key areas, including hallways, 100-level seats, and 200-level seats, providing clear and efficient navigation for attendees at the Dacotah Bank Center.

Joel Vockrodt, Office Peeps Owner, expressed enthusiasm about the partnership, stating, "Office Peeps is thrilled to be a part of the excitement surrounding the events at the Dacotah Bank Center through our new partnership. Having Office Peeps seating section signage throughout the arena brings great branding power and impressions to so many who visit the facility."

Mike Logan, Dacotah Bank Center General Manager, echoed the excitement, saying, "We are excited for this partnership with Office Peeps. One of our initiatives from OVG 360 and OVG360 Global Partnerships has been to increase partnership opportunities. This Office Peeps collaboration is a great addition."

Led by Brooke Barhite, OVG Global Partnerships' local Director of Partnerships at the Dacotah Bank Center, this collaboration with Office Peeps represents a strategic enhancement to the venue's initiatives. As part of Oak View Group's sponsorship and naming rights division, OVG Global Partnerships connects top-tier brands with leading live entertainment properties. The partnership underscores the ongoing success of the Dacotah Bank Center following the management change, with numerous additional collaborations amplifying the center's impact within the entertainment industry.

About the Dacotah Bank Center

The Dacotah Bank Center, managed by OVG360, is a gathering place for cultural, recreational and educational events. With a 30,000-square-foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Dacotah Bank Center is an international award-winning venue of excellence and one of South Dakota's premier event centers.

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.

About Office Peeps

Established in 1959, Office Peeps is a family-owned business products company with a 60-year legacy, serving South Dakota communities in Watertown, Brookings, Madison, and Huron. Beyond being an office products store, Office Peeps is a comprehensive office interior design and furniture consultancy, offering services such as the provision, servicing, and customization of office machines. As a trusted one-stop solution for workplace essentials, the company excels in providing office supplies, copiers, computers, furniture, janitorial, breakroom items, school supplies, and even scrapbooking materials. With a commitment to customer satisfaction, Office Peeps proudly supports South Dakota workers and businesses, offering a diverse range of high-quality products and services. For all office-related needs, contact Office Peeps at 800.658.3541 or connect on Facebook to experience the difference they can make for your office.

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