



# THE NEW COLISEUM INTRODUCES FIRST CORPORATE PARTNERS

## *New York Community Bank Becomes the Marquee Partner*

**- Founding Partners include Tri-State Ford, JetBlue,  
LIU Post, and Ticketmaster -**

**LONG ISLAND (November 4, 2016)** – The Nassau Veterans Memorial Coliseum on Long Island is introducing its first corporate partnerships as the venue prepares to host Billy Joel for its inaugural event on April 5, 2017.

The new alliances include well-known national and regional brands aiming to strategically integrate within The New Coliseum and align within the community. The venue's Marquee Partner is New York Community Bank (NYCB) and the Founding Partners are Tri-State Ford, JetBlue, LIU Post, and Ticketmaster. Additional corporate alliances include Allstate, Hospital for Special Surgery, National Grid, First Data, Long Island Marriott, Palm Bay Wine, P.C. Richard & Son, PepsiCo, Petro, and Winter Bros. Waste Systems.

“We are proud to join with New York Community Bank, our Marquee Partner for The New Coliseum, which shares our commitment to excellence and to the people of Long Island,” said Mike Zavodsky, EVP of Global Partnerships for Brooklyn Sports & Entertainment, the company overseeing the operations, programming, and marketing for The New Coliseum. “We would also like to welcome a dynamic list of innovative partners who see the value of aligning with the much anticipated venue. Together, we are excited to bring a world-class arena to Long Island.”

Each new partnership has elements or designations tailored to the specific business and community involvement goals of the brand. Some of the key elements include:

### New York Community Bank (NYCB) – Marquee Partner

- Nassau Veterans Memorial Coliseum Presented By New York Community Bank
- Official banking partner of The New Coliseum and retail complex
- Providing banking services to The New Coliseum
- Future entertainment and retail complex to be named ‘NYCB Live’
- NYCB ATM machines located throughout the arena

### Tri-State Ford – Founding Partner

- Official Automobile of The New Coliseum and the Long Island Nets
- Presenting sponsor of the Ford Parking Lot
- On-site Ford vehicle displays
- Integration into all Long Island Nets games

### JetBlue – Founding Partner

- Official Airline of The New Coliseum

- Presenting sponsor of LONG ISLAND SHOW™, the concert and major event programming franchise of The New Coliseum
- Dedicated activation space located on the main concourse of the venue

#### Hospital for Special Surgery

- Official Hospital and Medical Director of the Long Island Nets
- Presenting sponsor of “Play Where We Play” events and all Coliseum Health and Wellness initiatives

#### National Grid

- Official Energy Partner of The New Coliseum
- Supporting partner of exterior memorial recognizing United States Veterans
- Provider of gas lamps lighting walkway for patrons
- Supporting energy efficiency programs and equipment

“By bringing together top notch financial services and world-class entertainment, NYCB is taking a leadership role ensuring Long Island becomes an even greater place to live, work and play,” said Andrew Kaplan, Executive Vice President of Retail Products and Services at NYCB. “For a long time we have enthusiastically supported our veterans, and NYCB is especially proud that this partnership provides a lasting tribute to Long Islanders who have served our country.”

“As New York’s Hometown Airline®, we are excited to extend our partnership with Brooklyn Sports and Entertainment,” said Jamie Perry, Vice President of Marketing at JetBlue. “Fun is one of our core values at JetBlue, and as a Founding Partner of The New Coliseum we will help bring quality concerts and entertainment back to Long Island. Through our dedicated activation space we will also bring the award-winning JetBlue brand experience to life for guests at The New Coliseum.”

LIU President Dr. Kimberly R. Cline said, “We are proud to be a Founding Partner in The New Coliseum, and we look forward to creating transformational experiences for our students in the newly renovated and greatly enhanced venue. The Coliseum has always been an important Long Island landmark and as it reopens this April, it will become a true hub of entertainment and business, valued by our students, their families, and the broader community.”

“The Tri-State Ford Dealers are thrilled to be a Founding Partner of the new Nassau Coliseum,” said John Billard, Chairman, Tri-State Ford Dealers. “We’re proud to be supporting the renewal of the Coliseum, which will soon be home again to many great memories here in the Long Island community.”

### **BROOKLYN SPORTS & ENTERTAINMENT**

Brooklyn Sports & Entertainment (BSE) develops and operates state-of-the-art venues and manages premier sports franchises, delivering dynamic content and experiences for audiences. BSE oversees programming, marketing, sales, and operations for Barclays Center and Long Island’s New Coliseum, and manages and controls the NBA’s Brooklyn Nets and its Development League team, the Long Island Nets, as well as the business operations of the NHL’s New York Islanders.

Barclays Center, which opened on September 28, 2012, offers 17,732 seats for basketball, 15,795 for hockey, and up to 19,000 seats for concerts, and has 101 luxury suites, four bars/lounges, four clubs, and 40/40 CLUB & Restaurant by American Express.

The New Coliseum Presented by New York Community Bank, scheduled to reopen April 5, 2017 after extensive renovation, will offer 13,000 seats for hockey, 13,500 for basketball, and 14,500 for concert configurations, with the ability to flex up. The bowl will have a theater seating option for 4,000 guests.

With a focus on emerging businesses, BSE identifies and creates alliances, strategic partners and other business opportunities to ensure the success of its assets. For additional information, please visit [Brooklynse.com](http://Brooklynse.com).