



## **ArenaCo signs Marketing Partnership to Name Coralville’s New One-of-a-Kind Events Facility Xstream Arena powered by Mediacom**

*Unique partnership includes robust WiFi throughout the facility*

*Coralville, Iowa (January 24, 2019)*— ArenaCo announced today the signing of a 10-year marketing partnership agreement with Mediacom Communications Corporation that includes naming rights for the new arena under construction at Coralville’s Iowa River Landing. The new arena will be called ***Xstream Arena powered by Mediacom***.

“Mediacom is incredibly proud to be part of this one-of-a-kind facility,” stated Ed Pardini, Senior Vice President for Mediacom. “We chose to make this investment because we’re confident in the long-term vision for the Iowa River Landing, and we wanted to help the City of Coralville finance this project in a taxpayer-friendly manner. We believe this complex is a huge asset for the cities and residents in Johnson County, and will benefit the entire Eastern Iowa region.”

Mediacom is a unique partner in this regional project, providing both sponsorship-level financial support and media assets, along with state-of-the-art WiFi technology for the entire facility. The combined package of sponsorship dollars, WiFi connectivity, advertising and promotional assets allows ArenaCo to meet budgeted financial goals and offer a first-class user experience. Naming rights to additional areas within the facility are available to other companies and individuals interested in sponsorship opportunities.

This transformational project for the City of Coralville, Johnson County, and the entire Eastern Iowa Corridor is the final piece of the Iowa River Landing project, which the City of Coralville began decades ago.

“This cultural and entertainment district has revitalized the area, brought hundreds of millions of dollars of economic benefits to the community, and will attract even more people, events and activities in the future. It’s an exciting time for the city and the entire region,” offered Coralville Mayor John Lundell.

Once complete, the addition of the arena and fieldhouse to the Iowa River Landing will not only add to the success the development has already garnered but it will also add to the overall quality of life for residents.

“Mediacom continues to be a terrific partner for this project,” added ArenaCo board member, Josh Schamberger. “Their longstanding marketing partnership with Iowa Hawkeye athletics speaks to how much they value creating outstanding in-venue experiences.”

With construction ongoing and Spectra hired as the management company, efforts are underway to begin booking Xtream Arena events. Once complete, Xtream Arena will serve as the new home for the University of Iowa Women's Volleyball program. In addition, Spectra's General Manager Brian Hixenbaugh and Fieldhouse Director Michael Rooney have been researching potential facility users, attending events and tradeshow, and meeting directly with event organizers to discuss the capabilities of this unique facility as construction progresses towards a 2020 completion date.

"We are grateful to ArenaCo and Mediacom for working on an innovative partnership that will help enhance the customer experience for all visitors to Xtream Arena," said Mr. Hixenbaugh. "At Spectra our philosophy is to turn events into experiences and the approach to this partnership will provide benefits to our clients, event attendees, and the community."

### **About Mediacom Communications**

Mediacom Communications Corporation is the 5<sup>th</sup> largest cable operator in the U.S. serving almost 1.4 million customers in smaller markets primarily in the Midwest and Southeast. Mediacom offers a wide array of information, communications and entertainment services to households and businesses, including video, high-speed data, phone, and home security and automation. Through Mediacom Business, the company provides innovative broadband solutions to commercial and public sector customers of all sizes and sells advertising and production services under the OnMedia brand. More information about Mediacom is available at [www.mediacomcable.com](http://www.mediacomcable.com).

### **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.

### **About ArenaCo**

ArenaCo is the non-profit community development corporation formed on behalf of the City of Coralville to provide financial oversight and management of the new 7,000-seat capacity arena and 53,000-square-foot fieldhouse in Coralville's Iowa River Landing development.

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