

SPORTS & ENTERTAINMENT DIVISION



A photograph of a soccer team in a huddle on a field, with a large crowd in the background. The entire image is covered with a semi-transparent blue overlay. The players' jerseys are dark with white accents, and some names and numbers are visible, such as 'SALIN 9' and 'PONTIUS 13'.

WE CREATE AMAZING

Events DC is the face of conventions, sports, entertainment, and cultural events in our nation's capital.

Driven by a passion for creating and delivering experiences that engage, excite and entertain, we strive to turn every event, meeting or convention into an opportunity for amazing.

With a diverse range of awe-inspiring spaces and events that embody the cosmopolitan feel of Washington, DC, we offer event planners and attendees alike not just events, but unforgettable experiences.



WE HOST IT ALL

Conventions, sports, entertainment and cultural events – all within the nation’s capital.

In a premier destination filled with cultural, culinary and artistic delights, every event has the potential to become history-in-the-making. As the official convention and sports authority for the District of Columbia, Events DC rises to the challenge by taking bold steps to leverage the astonishing beauty, history and diversity in the nation’s capital. Under the umbrella of a unified organization, Events DC offers visitors and residents a seamless experience and an extensive array of options for events of all kinds. Events DC is a one-stop solution in Washington, DC for preeminent venues and event services including:

- State-of-the-art and historic venues and unique spaces
- Nearby first-class hotels and dining options
- Access to diverse neighborhoods with one-of-a-kind attractions
- Sustainable and innovative practices
- Dynamic and dedicated team of event professionals
- Robust network of business and community partners

Keeping our finger on the pulse of conventions, entertainment, sporting and cultural events, Events DC reflects three distinct lines of business.



Each distinct division reinforces the ability to attract unique partnerships and unforgettable events — while driving greater economic and community benefits for Washington, DC.

These divisions deliver outstanding value and service for our clients and continue to position Events DC on a global stage.



OUR VENUES



Walter E. Washington Convention Center



Carnegie Library at Mt. Vernon Square



Robert F. Kennedy Memorial Stadium



DC Armory



RFK Stadium Festival Grounds



Maloof Skate Park at RFK Stadium



Nationals Park

OUR BRAND PROMISE



- ★ **RESPECT**
Value the relationships of our customers and colleagues
- ★ **PROFESSIONALISM**
Hold ourselves to the highest standards of performance
- ★ **COMMUNICATION**
Encourage and foster productive interactive dialogue
- ★ **TEAMWORK**
Showcase shared knowledge, skills, and abilities to achieve customer satisfaction
- ★ **ACCOUNTABILITY**
Ownership and responsibility for our commitments

Strive for 5 is an internal and external customer service program that provides us with the opportunity to continually raise the bar of service delivered and redefine event experiences for our attendees and clients.

1 WE MAKE IT SEAMLESS

Planning a successful event means that you're always managing multiple parties and tasks. Complexity is part of the game. At Events DC, we have designed a process to make your planning seamless. From our initial discussion and needs assessment meeting to our service delivery, we work to ensure that the process is as smooth as possible for you.

2 WE DELIVER CUSTOMIZED SERVICE

At Events DC, we have experience delivering events for many of the most dynamic clients in the world. That experience, combined with the knowledge of some of the industry's top professionals and a unique five-star service delivery program called Strive for 5, allow Events DC to deliver unparalleled service.

3 WE CREATE AND INSPIRE

While conversations around events often revolve around location, venues and services, we believe in focusing on opportunities to delight and inspire. By taking the time to focus on the details for our clients and attendees, we help ensure that everyone has an experience worth raving about.

TOWARDS A BETTER FUTURE

IMPROVING THE ENVIRONMENT THROUGH SUSTAINABLE EVENTS

Events DC is at the forefront of implementing environmentally friendly initiatives and we are proud of the steps we are taking to make our world a greener place. Events DC has implemented critical emphasis on the daily use of sustainable practices and resources throughout our operations and events and this means we can have a positive impact on a local and global level.



INNOVATION THAT TRANSFORMS

Technology has continued to transform how we do business at our venues. Events DC has implemented several technological enhancements to improve the experience for visitors, event planners and clients.

- Mobile ordering concessions at RFK Stadium
- Customizable mobile app for the Walter E. Washington Convention Center
- High-definition LED displays
- High-speed Wi-Fi in public areas
- Remote event connectivity via EventPath
- Interactive and customizable website
- Real-time social media streaming capabilities
- Forward thinking wireless capacity and infrastructure

COMMITTED TO OUR COMMUNITY

From the annual Safeway Feast of Sharing that provides more than 5,000 meals to District residents in need, to our partnership with the DC Commission on the Arts and Humanities to reenergize DC storefronts, we are committed to the success of DC as a whole.



STRATEGIC PARTNERS

As a committed member of the community, Events DC is uniquely positioned to tap into new opportunities and connect our clients with one of the strongest networks in the region.





**WHATEVER THE
EVENT, WE KNOW
HOW TO BRING
THE BOOM.**



SPORTS AND ENTERTAINMENT

In Washington, DC, politics isn't the only game in town. Whether it's the electric atmosphere of RFK Stadium, a music festival on the Festival Grounds, an action-filled tournament at the Convention Center or a health & fitness expo in the DC Armory, Events DC offers top-tiered service and flexible venue options to accommodate shows and sporting events of all sizes.



RFK Stadium

BY THE NUMBERS

45,423 Capacity at RFK Stadium

10,000 Capacity at DC Armory

70,000 Sq. ft. of exhibition space

80 Acre outdoor space

5K & 10K Certified courses

1.7 Mile race track at RFK Stadium
Festival Grounds

15,000 Sq. ft. skate park

8,000+ Parking spaces
at RFK Stadium

METRO Accessible



DC Armory

ACROSS THE BOARD

Events DC venues annually host a broad range of sports, entertainment and community events. Major League Soccer's four-time MLS Cup champion D.C. United has called RFK Stadium home since 1996, and international soccer games are a mainstay at the venerable stadium. The AT&T Nation's Football Classic®, an annual black college football game, is the highlight of a weekend of social and community events, and recently the Military Bowl was hosted there. In addition, non-sports events such as the American Beer Classic are also hosted inside the stadium.

The RFK Stadium Festival Grounds has become the go-to location for 5K and 10Ks, festivals and community events, and has also hosted events such as the DC101 Chili Cookoff and ShamrockFest, as well as the Maloof Money Cup at the Maloof Skate Park. Nationals Park is home to the Washington Nationals, while the DC Armory hosts the DC Roller girls, a flattrack roller derby league and an assortment of expos, concerts, galas and corporate events throughout the year.



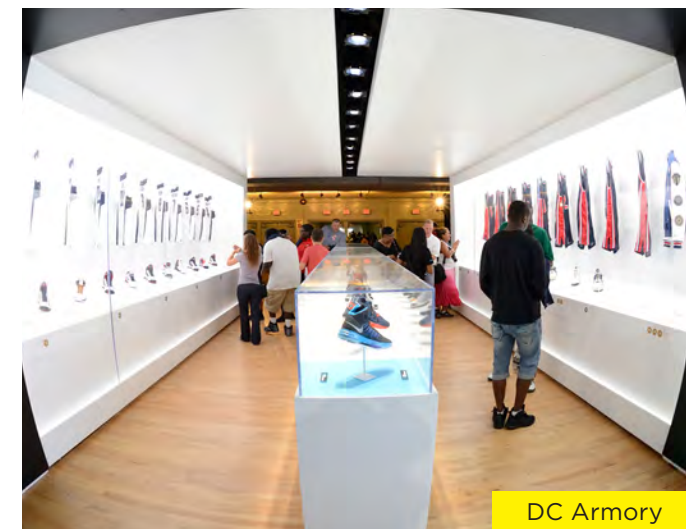
RFK Stadium



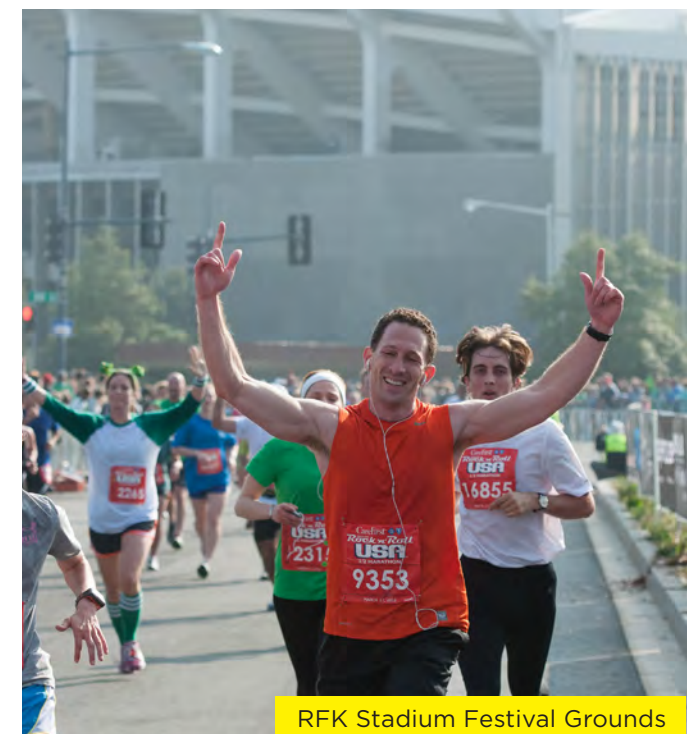
RFK Stadium Festival Grounds



Maloof Skate Park



DC Armory



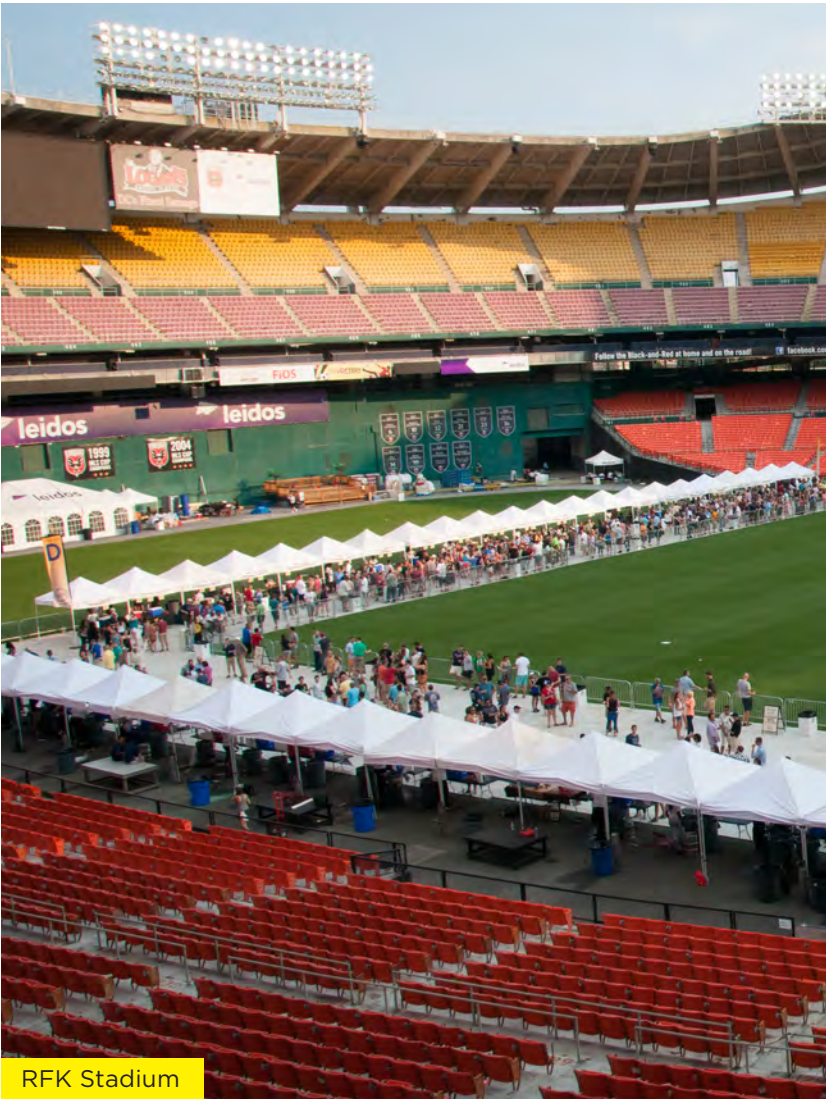
RFK Stadium Festival Grounds

- Left**
Tastemakers flocked to the American Beer Classic at RFK Stadium
- Left Bottom**
Acrobats at the UniverSoul Circus on the Festival Grounds
- Center Bottom**
Skateboarders at Maloof Skate Park
- Bottom Right**
Rock 'n' Roll USA Marathon
- Right Top**
Entrance to Nike World Basketball Festival at DC Armory

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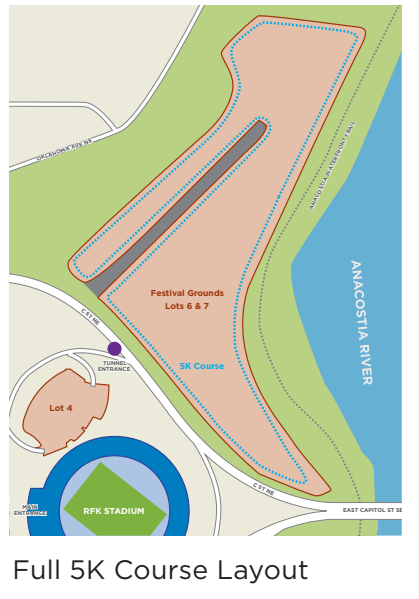
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RFK Stadium



RFK Stadium Festival Grounds



ENDLESS POSSIBILITIES

Successful events are making sure that the focus isn't just on the event itself - it's about how all the pieces fit together.

Our integrated event approach focuses on delivering a seamless client experience that maximizes our client's vision for success.

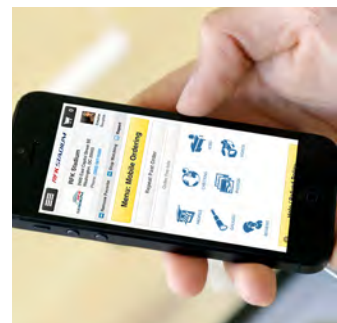
- **Integrated Event Delivery**
- **Communications & Marketing Support**
- **Sponsorship & Promotional Opportunities**
- **Cutting-Edge Digital Asset Offerings**
- **Robust Network of Business & Community Stakeholders**



Installed state-of-the-art LCD flat panel digital signage system.



The Walter E. Washington Convention Center is now available at your finger tips with a customizable mobile app. Customer upgrades are available.



Events DC implemented Dasdak, a mobile ordering solution from your seats at RFK Stadium or your exhibitor booth at the Walter E. Washington Convention Center.

OUR PROCESS

We've made working with Events DC seamless. Using a streamlined process focused on open communication, customization and clarity, we make sure you spend less time managing the process and more time focused on your event and attendee experience.

CONNECT

The first step is all about understanding client needs and making sure potential questions are addressed.

CONFIRM

Once the dates are locked in and information is confirmed, we initiate the contract process.

CUSTOMIZE

It's time to plan your event! The Events DC team works with you to identify additional opportunities for customization and innovation.

COORDINATE

After the details are confirmed, we coordinate all key Events DC personnel to ensure your event is executed efficiently.

CREATE

It's show time! You can always expect your Events DC team to work tirelessly to create and deliver an unforgettable event.

SERVICE PARTNERS

Food and Beverage



Centerplate|NBSE

www.centerplate.com
(202) 249-3531

We do more than welcome visitors – we help make your time with us more rewarding; and the experience more valuable for you and your guests. For 25 years, Centerplate|NBSE has been defining extraordinary experiences through thoughtful hospitality, expertly delivered at Events DC venues. Our mission is to make every occasion a “Can’t Miss” event.

For planners seeking a best-in-class experience in Washington, DC, we offer the following services:

- Catering
- Specialty Retail
- Express Dining
- Food and Beverage Consulting

Wherever first-person connections matter, the hospitality partner of choice is Centerplate|NBSE.

Internet & Telephone



Smart City

www.smartcity.com
(202) 249-3800

Smart City is the nation’s leader in providing quality, advanced technology and telecommunication services to the trade show and event industry. Smart City provides clients with design, installation and maintenance of data, voice, electrical and utility platforms, audio visual services, telephone and computer network engineering, security and monitoring.

Ticketing Services



Ticketmaster

www.ticketmaster.com
(202) 397-7328

Events DC has an exclusive partnership with Ticketmaster to provide ticketing services for all Stadium-Armory campus events.

Food and Beverage



Pepsi Cola, Inc.

www.pepsico.com
(202) 567-2950

Pepsi Beverages Company has an exclusive pouring rights partnership to provide all non-alcoholic beverage products on the Stadium-Armory campus.

Parking Services



U Street Parking

www.ustreetparking.com
(202) 265-0010

Events DC has an exclusive partnership with U Street Parking to provide parking services for all Stadium-Armory campus events.

WE MAKE THINGS HAPPEN

A NEED FOR SPEED

Rock 'n' Roll USA Marathon

With one of the most active populations in the country, Washington, D.C. is one of the nation's premier destinations for endurance sports events. With an easy to access location and abundant space, the Stadium-Armory campus is the go-to place for 5Ks, 10Ks and marathons on the Festival Grounds as well as health and fitness expos in the DC Armory.

- ✈️ No road closures
- ✓ Certified 5K/10K courses
- Column-free (DC Armory)
- P Ample parking
- 🚇 Metro access
- 👤 Knowledgeable team
- 💰 Concessions packages

“The best aspect of hosting the Rock ‘n’ Roll USA Marathon on the Stadium-Armory campus is the ease of operation. And with the Health & Fitness Expo located at the DC Armory, along with both the start line and finish line easily accessible to the metro, it truly is one of the most convenient marathons for participants traveling from out of town.”

Adam Zocks
Vice President-Events
Competitor Group, Inc.

RACE EVENTS & EXPOS

The Finish Line Festival for the Rock 'n' Roll USA Marathon is hosted annually on the RFK Stadium Festival Grounds.



LIFE OF THE PARTY

Life in Color Festival

Events DC venues offer flexible event space for hosting both intimate performances and large-scale music festivals throughout the year. Both indoor and outdoor properties are available.

- ✈️ **No road closures**
- 📏 **Column-free** (DC Armory)
- 🅅️ **Ample parking**
- 🚇 **Metro access**
- 🔑 **Turn-key operations**
- 🕒 **Speed of turn around**

“Events DC venues provide concert promoters flexible indoor and outdoor event space that can be utilized in a variety of configurations. We’ve had great success with our live entertainment programming, especially on the RFK Campus.”

Ted Mankin
Vice President
Live Nation



FESTIVALS & CONCERTS

Life In Color, the premiere music and paint party, features some of the world's hottest DJs, laser show and cirque-style live acts.

MAJOR EVENTS

The U.S. Men's National Team defeated Germany, 4-3, in U.S. Soccer's Centennial Celebration Match, capping off the federation's 100th anniversary in winning style, and marking the 22nd time the USMNT has played at RFK Stadium, the most of any venue in the world.

MAKING HISTORY

US Soccer Centennial Match vs Germany

For over five decades RFK Stadium has played host to some of America's biggest sports, entertainment and cultural events. The long tradition of international soccer at RFK includes Olympic, World Cup and Women's World Cup games. Other large scale events include college football games such as the AT&T Nation's Football Classic® and the Military Bowl, Presidential inauguration activities and world championship boxing at the DC Armory.

-  **45K capacity at RFK Stadium**
-  **10K capacity at DC Armory**
-  **Ample parking**
-  **Metro access**

“Phenomenal crowd, upper decks hanging over the field, entire sections swaying, tons of history....It's an incredible place. Every seat feels like it's right on top of you. So can't we just make it official? Every big American soccer game should be played in RFK. We need the home-field advantage. Done and done.”

Bill Simmons
Columnist, ESPN.com
following 2010 World Cup qualifier
featuring USA vs. Costa Rica

CITYWIDE EVENTS

Boston University captured its fifth men's ice hockey championship at the NaCAA Frozen Four held at the Verizon Center.

CHAMPIONS PLAY HERE

ICE HOCKEY

MAKING BIG PLAYS

NCAA Frozen Four

Events DC works with city and business partners to attract top-tier sporting and cultural events to the nation's capital. Whether in one of our venues or using our beautiful city as the backdrop, our goal is to bring can't miss events to Washington, DC.

-  **Variety of venues**
-  **Thriving restaurant scene**
-  **Hotels for every budget**
-  **Landmarks & Attractions**
-  **Convenient transit system**
-  **Three airports**
-  **Amtrak**

EVENT CREATION

The AT&T Nation's Football Classic® was created to celebrate the passion and tradition of the black college football experience.

A NEW TRADITION

AT&T Nation's Football Classic®

A Classic marched into DC! In addition to attracting events to the nation's capital, the Events DC mission includes creating events that contribute to the economic and community benefit for residents, visitors and businesses in the District. Founded and organized by Events DC, the AT&T Nation's Football Classic® celebrates the passion and tradition of the black college football experience while offering a weekend full of educational, entertainment and networking experiences for attendees of all ages and interests.

Celebrities, elected officials, university dignitaries, students, fans and alumni participate in a variety of events including symposiums, rallies, parties and receptions in addition to a rivalry-inducing football game.

“Adding economic impact events enhances our city's vitality as a sports market, and contributes to our goal of broadening the entertainment offerings enjoyed by residents and visitors. There is great buzz and excitement in Washington, DC, and we're pleased to be at the forefront of developing viable entertainment options in the city.”

Erik A. Moses
Senior Vice President &
Managing Director
Sports and Entertainment Division
Events DC

A CITY WITH MOVES

No matter what your sport, DC is where the action happens.

The DC Armory set a gold standard while hosting the USA Men's Senior National Team during the Nike World Basketball Festival.



**#1 Strongest Economy
in the US**
POLCOM, 2013



#1 New Tech Hot Spot
Forbes, 2013



Best-Educated City in America
UCLA Anderson Forecast, 2012



Top 10 Most Walkable City
Walkscore.com, July 2013



**Top 5 Best US City
for a Vacation**
US News and World Report



#1 Coolest US City
Forbes, 2014



#1 Fittest US City
American College of Sports Medicine, 2014



**Top Departure City
for International Travel**
Cardhub.com, 2013

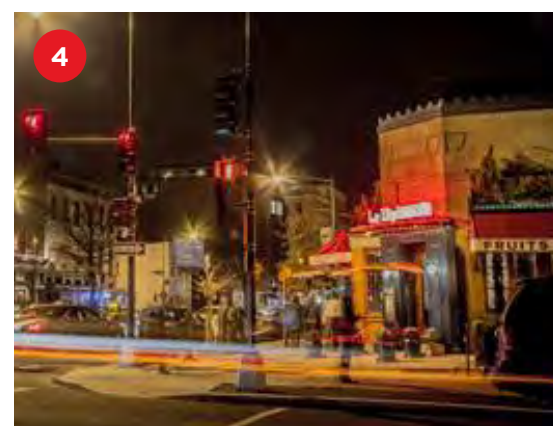
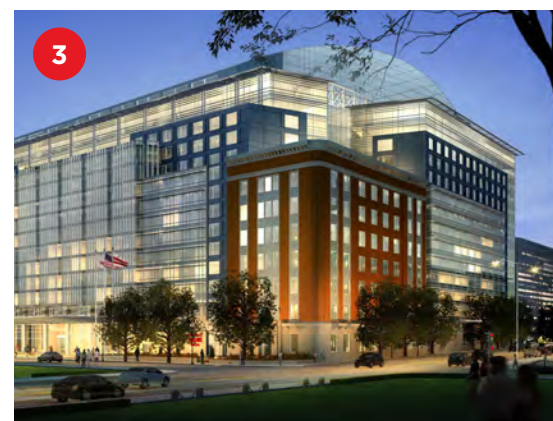


Top 10 Best Convention City
USA TODAY, March 2014

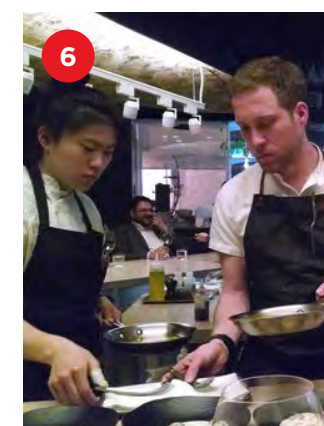
STYLE AND CULTURE

Once known primarily as a city steeped in history, Washington, DC has emerged as an international destination that is hip, fun and teeming with options for adventurous spirits – from celebrity chefs and new dining experiences to a bustling theatre scene and a thriving nightlife.

- 1** Your Next Friday Night at Table in Shaw
- 2** Relax with retail therapy at CityCenter DC
- 3** Sleep well at the Marriott Marquis Washington, DC next to the Walter E. Washington Convention Center
- 4** Taste your way through the new restaurant corridor in DC on 14th Street
- 5** Get around town with Capital Bikeshare in multiple locations across the city
- 6** José Andrés leading new dining trends in Penn Quarter
- 7** Challenge yourself to go the distance at the Events DC Nation's Triathlon
- 8** Celebrate a spring tradition at the National Cherry Blossom Festival
- 9** Enjoy live sports action at the Verizon Center



Getting around DC has never been easier with multiple options that are easy on your feet and on the environment.



NEXT STEPS

If you have a specific question about sales and booking, we would love to talk to you.

Contact us at:

Phone: 202.608.1100
Email: salesinfo@eventsdc.com

eventsdc.com



facebook.com/OfficialEventsDC
facebook.com/RFKStadium



@DCSportsEnt
@ConventionsDC

