



**FRONTBURNER**  
SPORTS AND ENTERTAINMENT

Naming Rights Sales Services Overview



# FRONTBURNER

SPORTS AND ENTERTAINMENT

Section I: Company Overview |



# Company Overview



Front Burner Sports and Entertainment is a full-service sponsorship representation agency based out of Victoria, MN. The company was started in late 2016 with the vision of being the premiere sales representation firm for properties and venues faced with the challenge of securing naming rights partnerships and driving sponsorship revenue. At Front Burner Sports, we believe that aside from the major sports properties which capture the majority of sponsorship revenue, a second tier of properties exists and that these properties also provide outstanding but overlooked sponsorable opportunities that touch on consumer passion points.

These properties and venues typically lack the resources and/or the expertise to properly uncover prospects, connect with decision makers and ultimately create sponsorship programs and as a result they miss out on critical revenue that could be contributing to their bottom line.

Along with it's subsidiary Rinkside Advertising Network which currently represents more than fifty (50) community Ice Arenas across Minnesota, Front Burner Sports has the contacts, the experience and the know-how to efficiently create a sales program that produces results for these properties and venues. The company works with its partners to create and deploy on a sales strategy that produces results.

The driving force behind Front Burner Sports and Rinkside Advertising Network is Chris Potenza. Mr. Potenza is a seasoned sponsorship sales executive with more than 25 years experience in the industry including time leading sales teams in the NFL, NBA, NHL as well as countless other properties and venues.



# Company Overview

Since launching in 2016, Front Burner Sports and Entertainment, and its subsidiary Rinkside Advertising Network, has been contracted by multiple properties to plan and execute sponsorship and naming rights campaigns. Partners have included but are not limited to the following entities:

**Ramsey County Parks & Recreation:** Enlisted by the Ramsey County Parks and Recreation to secure a naming rights partner for the Vadnais Sports Center, a youth sports facility featuring two (2) ice rinks and one (1) indoor turf facility. In December 2019, Twin Cities Orthopedics was named as the naming rights partner for this facility in a 15-year \$1.95 million deal.

**City Of Elk River:** Retained by the City of Elk River to secure all sponsorship agreements its Active Elk River project including naming rights on a \$30 million Community Event Center featuring two (2) ice rinks, one (1) indoor turf facility, a senior center and community meeting areas. In October of 2020, local retailer Furniture and Things was announced as the naming rights partner for the community events center in a 15-year \$975 thousand deal. Other founding partner agreements for this project are currently in negotiations and projections call for project revenue to exceed \$1.6 Million.

**Rochester Arena Project:** Responsibilities include generation of all contractually obligated income on an initiative to bring a new state of the art multi-purpose arena to Rochester, MN. Scope of the project included securing naming rights partner and founding partner, negotiating all building vendor relationships and procuring secondary multi-year agreements with marketing partners.

**Treasure Island Center:** Responsibilities include securing partners for major urban redevelopment program to transform the former Macy's building in downtown St. Paul into a mixed use commercial property which includes a hockey rink that serves as the Minnesota Wild's Practice Facility and home of the Hamline Men's and Women's Hockey programs. Scope of sales efforts include all non-Wild related signage and promotional activities.

**The Armory:** Retained by Armory Hospitality to secure entitlement partners (including naming rights) for the revitalized Minneapolis Armory. The refurbished building opened in late 2017 as a concert venue with a capacity of 8,000 and has since hosted more than 100+ events.

**U.S. Bank Stadium:** Contracted by SMG, the facility management group, Front Burner Sports and Entertainment oversees the sale and execution of all non-Vikings related partnerships at the venue. Asset portfolio includes entitlement to signature owned properties, interior and exterior branding treatments and on-site promotional activities.



MEDTRONIC  
TWIN CITIES  
MARATHON



*TWIN CITIES  
IN MOTION*



## STATE OF HOCKEY PROPERTIES

## ACTIVE LIFESTYLE PROPERTIES



≡ ARMORY ≡



## ENTERTAINMENT PROPERTIES



## ARENA ENTITLEMENT PROPERTIES



# Rinkside Advertising Network

A Front Burner Sports and Entertainment subsidiary, Rinkside Advertising Network was created specifically to assist community ice rinks drive revenue through the sale of advertising opportunities to regional brands. Now in its fourth year, Rinkside has generated more than \$500,000 in incremental revenue for the rinks in the network which includes the following facilities:

**Aldrich Arena**  
**Andover Ice Arena**  
**Apple Valley Hayes Arena**  
**Bloomington Ice Garden**  
**Braemar Arena**  
**Burnsville Ice Center**  
**Centennial Ice Arena**  
**Coon Rapids Ice Center**  
**Cottage Grove Ice Arena**  
**Delano Sports Center**  
**Eagan Civic Center**  
**Eden Prairie Community Center**  
**Elk River Ice Arena**  
**Fogerty Arena**  
**Forest Lake Sports Arena**  
**Gustafson-Phelan Arena**  
**Harding Arena**  
**Hastings Civic Arena**

**Highland Arena North**  
**Highland Arena South**  
**Lakeville Ames Arena**  
**Lakeville Hasse Arena**  
**Minnesota Made Ice Arena**  
**New Hope Ice Arena**  
**Northeast Ice Arena**  
**Orono Ice Arena**  
**Oscar Johnson Arena**  
**Parade Arena**  
**Pleasant Arena**  
**Plymouth Ice Center**  
**Princeton Ice Arena**  
**Rosemount Community Center**  
**Roseville Skating Center**  
**Schmitz-Maki Ice Arena**  
**Schwan's Super Rink**  
**Shoreview Arena**

**St. Croix Recreation Center**  
**St. Louis Park Comm. Center**  
**St. Thomas Academy**  
**Vadnais Sports Center**  
**Velocity Hockey Center**  
**Veterans Memorial Comm. Ctr.**  
**Victoria Ice Arena**  
**Waconia Ice Arena**  
**Wakota Ice Arena**  
**West Side Arena**  
**White Bear Arena**  
**White Bear Lake Sports Center**  
**All Seasons Arena (Mankato)**  
**Bernick's Arena (Sartell)**  
**Breezy Point Hockey Center (Pequot Lakes)**  
**Buffalo Civic Center (Buffalo)**  
**Chisago Lakes Ice Arena (Chisago)**  
**Ely Ice Arena (Ely)**

**Essentia Heritage Center (Duluth)**  
**Fairbault Ice Arena (Fairbault)**  
**Hermantown Ice Arena (Hermantown)**  
**Isanti Community Arena (Isanti)**  
**John Spalj Arena (Isanti)**  
**Lee Community Center (Morris)**  
**Litchfield Civic Arena (Litchfield)**  
**MAC Arena (St. Cloud)**  
**Miners Memorial Arena (Virginia)**  
**Moorhead Sports Center (Moorhead)**  
**Moose Sherritt Arena (Monticello)**  
**Mora Civic Center (Mora)**  
**New Ulm Civic Center (New Ulm)**  
**Northfield Ice Arena (Northfield)**  
**Prairie Island Center (Red Wing)**  
**Red Baron Arena (Marshall)**  
**Sauk Center Civic Arena (Sauk Center)**  
**Wilmar Civic Arena (Wilmar)**



# Experience of Key Personnel

## Chris Potenza

Chris Potenza serves as the President and Founder of Front Burner Sports. Mr. Potenza's vast experience in the sponsorship industry spans nearly 30 years and includes time spent leading staffs and selling sponsorship programs in the NFL (Minnesota Vikings), NBA (Minnesota Timberwolves) and NHL (New Jersey Devils and Tampa Bay Lightning). Aside from his experience at the major professional level, he has also served in a sponsorship capacity for minor league teams (Cincinnati Cyclones (IHL), Atlanta Knights (IHL), Utah Grizzlies (IHL), sports leagues and governing bodies (Western Pro Hockey League and IRONMAN Triathlon) and venues (Amalie Arena).

During his time in the industry Mr. Potenza has played a role in contracting more than \$100,000,000 in sponsorship agreements and has negotiated Naming Rights programs, Practice Facility entitlements, Event and Game Sponsorships, Vendor Programs and Pouring Rights agreements.

A regular speaker at industry events, Mr. Potenza has been hired as a consultant on numerous projects providing services that range from sales strategy, sponsorship sales instruction, price modeling and sales outreach.

Should Front Burner Sports and Entertainment be awarded a contract to represent the naming rights interests of a Municipality, Mr. Potenza will serve as the main point person and will be intimately involved with all areas of the project. Additional employees may be hired as necessary to ensure a successful outcome.



# Description of Approach/Philosophy

Front Burner Sports and Entertainment is the local leader in generating revenue and securing naming rights agreements for local properties in the sports, entertainment and arts industries. Leveraging the experience of its President Chris Potenza, and his nearly thirty-year career in the sponsorship industry the company takes an aggressive yet systemized approach to generating revenue for its partners.

The sales approach it deploys concentrates on key categories that over time have shown to produce the best results in producing partners for similar projects and once a preliminary target list of possible partners has been determined follows a plan that relies on three simple but powerful goals:

**Be Prepared!:** Front Burner invests considerable time and energy to learn the intricacies and nuances of every project and once it is well versed in a project the company takes the time to create a compelling sales story that not only details the differentiating characteristics of an opportunity but also clearly and concisely outlines the benefits the partner will receive from coming on board.

**Be First!:** Many great sales campaigns fail due to lack of outbound effort. Front Burner prides itself in taking an aggressive outbound approach that quickly and efficiently canvasses the markets to bring potential partners to the forefront.

**Be Creative!:** Recognizing that every deal is different, and that every partner has different goals and motivations, Front Burner works hard to create cutting edge solutions that are new and innovative in both their approach and implementation.



## Section II: Sample Sales Approach



# Phase I: Stage One – Execution Plan



When Front Burner is awarded a work begins immediately. Phase I of our sales plan would typically include several projects including but not limited to the following:

## **Stage One: Discovery and Valuation**

**Comprehensive Inventory Audit and Site Visit:** Within days of beginning work on this project Front Burner will tour the project site for the purpose of gaining a deeper understanding of the available marketing assets that may be utilized in a Naming Rights agreement as well as looking to uncover previously underutilized assets that can be created to make a program more attractive to a potential advertiser.

**Key stakeholder Interviews:** During this first phase of the project, Rinkside Advertising Network will conduct formal interviews with several project stakeholders including but not limited to City Staff, Facility Staff, City Commissioners, any relevant Third-Party Vendors (Web-Site Vendor, etc.) and other regular building users (Local Youth Hockey Associations, High School Athletic Directors, etc.) The purpose of these meetings will be to fully understand the goals and objectives of each group, gather accurate data on site traffic, local road traffic patterns, website activity, etc., begin to build the value proposition that will be presented to potential Naming Rights Partners and uncover opportunities to partner with outside groups so as to strengthen the attractiveness of the Naming Rights Offering to potential partners.

# Phase I: Stage One – Execution Plan (cont'd)



**Research:** Front Burner will research and review naming rights and advertising rights at other facilities across the market.

**Development of target prospect list:** In the initial weeks of this project, Front Burner will conduct a Market Prospect Audit in order to develop a preliminary target list of possible partners for the facility. This list will include company names, industry descriptions and marketing contact information. This document will be reviewed by Rinkside Advertising Network and City Officials so as to eliminate partners in categories that the City would prefer not to approach.

**Projected time necessary to complete Stage I:** Four to Six Weeks

# Phase I: Stage One - Deliverables



**Phase I: Stage One Deliverables:** Partners can expect the following deliverables by the conclusion of this stage of this project:

*Comprehensive Facility Rate Card:* This document will outline all identified assets available for use in a partnership proposals and will include valuations and proposed rates for each element.

*Project Summary Document:* This deliverable will outline the goals for the project as stated in interviews conducted by Front Burner and will make recommendations as to the best path for success as well as additional sales opportunities that could be capitalized on by the county at the facility.

*Like Facility Research:* This document shall provide a summary of other facilities in the market specific to current naming rights and valuations on available advertising assets.

*Partner Prospect List:* Document will include names and contacts of the companies that Front Burner initially plans to contact about this unique opportunity.

*Suggested Naming Rights Valuation, Package Outline and Additional Opportunity Assessment:* This document will provide an initial assessment of the value of a naming rights program at the facility as well as a suggested list of assets that should be included in the naming rights proposal. This document will be used later in phase two to create attractive sales materials. Front Burner will also make a recommendation to the City as to the viability of selling additional lesser valued partnerships at the “Presenting” or “Cornerstone” or “Rink Name Entitlement” level assuming that the creation of such packages does not negatively impact the opportunity to sell Naming Rights to the facility.



# Phase I: Stage Two – Execution Plan

As stage one of this phase draws to a close, the information gathered will be used to develop a story that resonates with potential partners as well as documents that can be used to make presentations during Phase II of the project. Activities in this phase will include but not be limited to:

**Sales Story Development:** The foundation of any successful sponsorship sales campaign is built on a great and powerful story. Front Burner will utilize the information gathered in stage one and will work with local officials to build a powerful elevator pitch and an FAQ document that can be used as the basis for any discussion with interested parties about this project. These materials will also be utilized as the basis for any sales presentations or solicitations made to potential advertisers.

**Development of Sales Materials for Active Outbound Sales Approach:** Front Burner will create a comprehensive sales proposal that outlines this Naming Rights Opportunity to potential Buyers. This document will include not only information about the property but will also provide potential partners with compelling reasons as to why this opportunity is impactful and unique. In addition to this naming rights proposal, secondary proposals will be created for additional sales opportunities (i.e. cornerstone partnerships) that can be presented to possible partners so as to maximize sponsorship yield for the facility.

**Projected time necessary to complete Phase II:** Four to Six weeks

# Phase I: Stage Two - Deliverables



**Phase I: Stage Two Deliverables:** Partners can expect the following deliverables by the conclusion of this stage of this project:

**Elevator Pitch:** This short document will outline a sixty second pitch that outlines the opportunity available as well as the benefits that a partner can expect to receive by taking advantage of it.

**FAQ Document:** This Frequently Asked Questions document will serve as an overview to specific information about the facility including but not limited to: number of events hosted per year, traffic numbers for the facility, street exposure figures for exterior signage, demographics of participants and spectators and how dollars realized from these naming rights efforts will be utilized by the County.

**Naming Rights Proposal:** This document will be a comprehensive sales piece that introduces the opportunity available at the facility, outlines the assets that a partner would receive in a naming rights agreement, describes the benefit they would receive from participating and clearly outlines the financial commitment necessary from a partner.

**Master Proposal Document:** In addition to the Naming Rights Proposal Document, Front Burner will also create a more generic version that can be modified and presented to other possible partners for investment at lesser but acceptable levels for partnerships that would supplement Naming Rights partnership revenue.

# Phase II: Stage One - Execution Plan



Phase II of any project is straight forward and will focus on successfully securing a naming rights partner for the facility. A targeted and aggressive sales outreach will begin within days of the conclusion of Phase I. This Phase would include several projects including but not limited to the following:

## **Stage 1: Active Presentation of Opportunity**

**Outreach:** Front Burner Sports and Entertainment has a deep pool of contacts at the executive level across the metro and has proven to be more than capable of connecting quickly to the local business community in the markets where our projects are located. This network will be tapped into to begin discussions about the value that the facility brings to the local community and the benefits a partner will receive from integrating into this project.

**Presentation:** This outreach will inevitably lead to a number of client meetings and ultimately a pool of interested parties which will result in a limited number of quality finalists for Naming Rights. Where applicable city officials will be asked to participate in meetings where the naming rights opportunity is presented and activation concepts are discussed.

**Reporting:** To ensure that city officials are fully aware of progress being made on the sales of sponsorship programs, Front Burner will provide a comprehensive sales report on a bi-weekly basis. This report will include prospect name, contact information and brief status updates summarizing potential investment, assets pitched and likelihood to close.

In order to review progress and remain transparent in the sales approach, Front Burner Sports will meet with City representatives in-person on a monthly basis.

**Projected time necessary to complete Stage I:** Eight to Twelve Months

# Phase II: Stage One - Deliverables



**Phase II: Stage One Deliverables:** Partners can expect the following deliverables throughout this stage of this project:

**Bi-Weekly Sales Reports:** This bi-weekly report will be a financial recap of all presentations that have been made to potential partners and will include total dollars pitched, likelihood to close and other agreed upon metrics.

**Monthly Activity Summaries:** This more detailed report will be submitted to city officials on a monthly basis and will include recaps of all active prospects including contact information and a brief summation as to where they currently sit in the process, detailed information on feedback we have received and next steps in the sales process.

# Phase II: Stage Two - Execution Plan



Stage Two of this phase will be squarely focused on getting a Naming Rights agreement signed off on by a partner and the city. This Phase will include but not be limited to the following: :

## **Stage Two: Negotiation and Contracting**

**Negotiation**: As the outreach process narrows the field of potential partners to a select few companies, Front Burner Sports and Entertainment will assume a lead role in the negotiating of an agreement. Front Burner will rely on its vast experience in past projects to maximize revenue for the Partner while creating an agreement with a partner that will be long lasting.

**Contracting**: Once a partner has been selected and an agreement verbally agreed to, Front Burner Sports and Entertainment will work closely with the Partner's legal team to craft an agreement that properly captures the spirit of the partnership while protecting the city's interests from a legal perspective.

**Projected time necessary to complete Stage II**: Two to Four Months

# Phase II: Stage One - Deliverables



**Phase II: Stage Two Deliverables:** Partners can expect the following deliverables throughout this stage of this project:

*Executed Naming Rights Agreement:* By the end of this stage the Partner can expect to have a fully executed naming rights agreement in place that captures the spirit of the partnership and addresses all necessary details of the long-term deal.

*Summary of Additional Sales Opportunities:* With the naming rights agreement firmly in place, attention will shift back to the sale of additional assets so as to ensure maximum sponsorship yield for the partner. Front Burner will furnish the city with a detailed report summarizing all existing opportunities with a plan as to how these opportunities will be sold.

# Phase II: Stage Three - Execution Plan



With a legal agreement in place, focus will shift to the execution and activation of all assets. Front Burner will dedicate resources to assisting Partners in the process of executing each deliverable as outlined in the Naming Rights Agreement while also working to maximize revenue through the sale of additional assets within the facility. This phase would include several projects including but not limited to the following:

## **Stage 3: Activation and Sale of Additional Assets**

**Activation:** Front Burner Sports and Entertainment will work closely with officials from the Partner to execute all assets as outlined in the Naming Rights Agreement. Working within the city's procurement process, Front Burner will assist in selecting vendors, review signage plans and manage the installation of all branding. Front Burner will oversee all activation and fulfillment of sponsorship agreements and will work with all internal vendors to ensure uniformity of execution. A Front Burner representative will be present at any installation activations that need to be supervised (City to provide proper building access to Front Burner Sports).

**Presenting Partnerships and Sale of Additional Assets:** Throughout the outreach process, Front Burner will make contact with several potential partners that show interest in the project but ultimately are unable to successfully execute a naming rights agreement. Rather than leave potential dollars unrealized by the city, Front Burner will re-approach these prospects with new proposals for assets not included in the naming rights agreement. Front Burner anticipates that several of these partners can be secured as sponsors of these assets in a manner that co-exists with the naming rights agreement thus increasing the total revenue yield for the city.

**Projected time necessary to complete Stage II:** Two to Four months

# Phase II: Stage Three - Deliverables



**Phase I: Stage Two Deliverables:** Partners can expect the following deliverables by the conclusion of this stage of this project:

Weekly Activation Report: Front Burner will furnish partners with a weekly report detailing the progress of all activation of partnerships so as to maintain a schedule of delivery.

Bi-Weekly Sales Reports: This bi-weekly report will be a financial recap of all presentations that have been made to potential partners for non-naming rights assets. and will include total dollars pitched, likelihood to close and other agreed upon metrics.

Delivery Report: At the conclusion of this phase, the county will receive a final delivery report summarizing all delivered assets, contact information for any vendors used for production and/or installation and instructions for activation of the agreement for future years.

# Methodology, Approach and Process



Utilizing its years of experience and vast pool of contacts within the industry, Front Burner Sports and Entertainment has built a systematic methodology, approach and process that serves as a guide throughout any and all projects that we are involved in. This includes but is not limited to the following areas:

*Property Valuation:* Front Burner Sports and Entertainment utilizes a methodology that takes into account three main components when establishing values for a project. These areas include Quantitative Factors (Media Value on a CPM basis, Signage Benefits, Marketing Value, etc), Qualitative Factors (Prestige, Market Demand, Activation, Reach, Community Factors) and Comparable Venue Analysis. By analyzing several data points within each of these components Front Burner is able to assign values to individual assets within a project and then combine those assets into programs that define overall value.

*Packaging:* Drawing on years of experience creating sophisticated sponsorship programs for professional sports teams, Front Burner Sports and Entertainment analyzes each individual asset of a property to understand value, activation costs and demand. Once this analysis is complete, Front Burner systematically constructs programs that not only make sense financially for the property but also effectively and efficiently satisfy the business objectives of partners. When constructing these programs Front Burner is careful to put the Naming Rights program first while constructing additional sponsor entitlement programs that complement rather than detract from the primary partner investment

# Prior Examples of Success



## **Ramsey County Parks & Recreation**

Front Burner Sports & Entertainment's Rinkside Advertising Network was retained by the Ramsey County Parks & Recreation Department in mid-2019 to assist with the campaign to secure a naming rights partner for the Vadnais Sports Center. As well documented in local media, this multi-sport facility saw its soccer dome collapse during an unexpected late spring snowfall in 2018. In analyzing the financial repercussions of the dome's collapse, it became obvious to the Ramsey County Parks & Recreation department that without significant outside investment it would be a burden to the county to rebuild that portion of the facility.

Front Burner Sports and Entertainment took on this project in June of 2019. As part of the project, Front Burner redeveloped the story of the facility effectively rewriting its troubled past and replacing it with a compelling vision for the future. After an intense outreach effort, Front Burner was able to identify several viable partners and within four months Ramsey County entered into an exclusive negotiating window with a partner.

In January of 2020, Twin Cities Orthopedics was announced as the naming rights partner for this facility which has since been renamed the TCO Sports Garden. This fifteen-year agreement generated \$1,975,000 in incremental revenue for Ramsey County.

# Prior Examples of Success -Continued



## City of Elk River – Community Events Center

In February of 2020, Front Burner Sports & Entertainment’s Rinkside Advertising Network was retained by the City of Elk River to generate revenue for the Active Elk River Initiative which includes a new Community Events Center as well as other active living projects across the city. The focus of this project centered on securing a naming rights partner for the Events Center as well as entitlement partner for its premier spaces including but not limited to two ice rinks, an indoor field house, a new senior center and a state-of-the-art concession and catering area.

The City of Elk River expressed a desire to generate dollars for this project while keeping the partner base as local as possible. After an exhaustive local search, Front Burner Sports & Entertainment entered into an exclusive negotiating window with a local partner in just four months.

In October of 2020, a naming rights agreement was announced with Furniture & Things, a well-respected and long-standing member of the local business community. This agreement will generate \$975,000 in incremental revenue over the course of its fifteen year term.

In addition to the naming rights program, Front Burner has also secured a concessions partner, a banking partner and is in the final stages of a rink sponsorship that in total will generate an additional \$550,000 over the next seven years and anticipates securing additional entitlement partners that will make this facility the top sponsorship revenue generating facility in the region.

# Prior Examples of Success - Continued



## **Rinkside Advertising Network**

As frequently mentioned throughout this RFP response, Front Burner Sports and Entertainment owns and operates Rinkside Advertising Network. Rinkside Advertising Network was started in 2016 with the express purpose of assisting local community ice rinks in the monetization of their marketing assets. Today, Rinkside works with close to seventy facilities, many of which are owned by their local municipalities, and has driven more than \$500,000 in revenue to these facilities primarily through the sale of in-arena signage.

Rinkside Advertising Network supplements these facilities sales efforts by combining opportunities across multiple sites into a singular advertising platform that can be easily accessed by brands looking to make an impact within the state of hockey. Advertisers include but are not limited to Tria, HealthPartners, HealthPartners Dental, Warner Brothers, Cub Foods, West Bend Insurance, Factory Motor Parts, Blue Cross Blue Shield and countless others.

# Prior Examples of Success - Continued



## **St. Paul Port Authority – Treasure Island Center**

Front Burner Sports and Entertainment, through its Rinkside Advertising Network property, continues to be retained by the St. Paul Port Authority with responsibilities that include the monetization of marketing assets at the Treasure Island Center and Tria Rink. These facilities, which are owned by the Port of St. Paul, serve as the practice facility for the Minnesota Wild and are also home to the Minnesota Whitecaps, Hamline University's Men's and Women's hockey programs, youth and high school hockey programming and several charitable organizations that utilize ice hockey and other ice related activities to make a difference inside the community.

Since starting the relationship in 2017, Front Burner has secured several building partners including Spire Credit Union, the Minnesota National Guard and Red's Savoy Pizza with revenues exceeding \$100,000.

# Prior Examples of Success - Continued



## **Target Center and Mayo Square – Minnesota Timberwolves**

Prior to launching Front Burner Sports and Entertainment, company President Chris Potenza served as the Director of Corporate Sponsorships for the Minnesota Timberwolves. While with the organization, Mr. Potenza oversaw a team of ten (10) employees responsible for the sale and activation of all sponsor relationships.

Mr. Potenza was intimately involved in the renewal of the naming rights deal at Target Center, which came after an exhaustive campaign which included several other competing bidders. Additionally, Mr. Potenza played a key role in the development of the concept of naming rights for a practice facility and as part of this project created all proposals, ideology and processes related to this project which ultimately resulted in what is today known as Mayo Square.

# References



Mark McCabe  
Director of Parks & Recreation  
Ramsey County  
Phone: 651.363.3777  
E-Mail: [mark.mccabe@co.ramsey.mn.us](mailto:mark.mccabe@co.ramsey.mn.us)

Lee Krueger  
President  
Port of St. Paul  
Phone: 651.204.6226  
E-Mail: [ljkr@spa.com](mailto:ljkr@spa.com)

Dean Mulso (also serves as Treasurer of MIAMA)  
Facilities Manager  
City of Burnsville  
Phone: 952.895.4653  
E-Mail: [dean.mulso@burnsvillemn.gov](mailto:dean.mulso@burnsvillemn.gov)

Cal Portner  
City Administrator  
City of Elk River  
Phone: 763.635.1001  
E-Mail: [cportner@elkrivermn.gov](mailto:cportner@elkrivermn.gov)

Chris Terry  
Board Member  
Rochester, MN Sports Commission  
Phone: 763.535.3062  
E-Mail: [cterry@knutsonconstruction.com](mailto:cterry@knutsonconstruction.com)

Ethan Casson  
Chief Executive Officer  
Minnesota Timberwolves  
Phone: 612.673.1600  
E-Mail: [ethan.casson@timberwolves.com](mailto:ethan.casson@timberwolves.com)

Steve LaCroix  
Chief Marketing Officer  
Minnesota Vikings  
Phone: (952) 828-6542  
E-Mail: [lacroix@Vikings.nfl.net](mailto:lacroix@Vikings.nfl.net)

John Dietz  
Mayor  
City of Elk River  
Phone: 763.913.4933  
E-Mail: [shortshots17@aol.com](mailto:shortshots17@aol.com)