



Chris Corl <ccorl@ashevillenc.gov>

Fwd: 2018 Thanksgiving Basketball Tournament

1 message

Christopher Corl <ccorl@ashevillenc.gov>
To: rsteinburg@aol.com

Thu, Oct 19, 2017 at 4:52 PM

Hi - see below.
Chris Corl

General Manager
U.S. Cellular Center Asheville
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www.USCellularCenterAsheville.com

----- Forwarded message -----

From: **Christopher Corl** <ccorl@ashevillenc.gov>
Date: Thu, Oct 19, 2017 at 2:17 PM
Subject: Re: 2018 Thanksgiving Basketball Tournament
To: Robert Steinburg <robert@wolfesteingroup.com>

Hi Robert -
I'm putting the contract together and need a couple pieces of information from you:

What is the name of the company that we are contracting with? Address? contract signer's name and contact information. Federal Tax ID number? do you have an official name for this yet?

Thanks,
chris

Chris Corl

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On Mon, Oct 2, 2017 at 3:42 PM, Robert Steinburg <robert@wolfesteingroup.com> wrote:
Chris,

Let me ask you this. I realize you are interconnected with Explore Asheville; to what extent?

I met Glenn Cox with Explore Asheville at my office at the Capitol. He seemed to really enjoy the idea about bringing Division I college basketball back to the western part of the state. Low-and-behold, here we are right in Asheville. Glenn had a gentleman call me this morning and we discussed the possibility of simply having Explore Asheville as the title sponsor, as opposed to Outerbanks.org or visitmyrtlebeach.com etc etc. While I realize that your venue is already heavily affiliated with Explore Asheville, it would certainly make sense have Explore Asheville as the title sponsor. In many cases, title sponsors for events such as these range from \$80-150k. Nevertheless, this is a unique situation and I am sure we could work something out that would better benefit Explore Asheville, your city, and your venue. I have done quite a bit of research on the exposure of being a title sponsor brings to the company, or in this case, the city and its' economy. I can tell you that from an exposure/impressions standpoint, when dealing with Division I college basketball, and the connections our group has in the national media, the impressions alone could be worth over 1 million dollars.