



NEWS RELEASE

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Sponsor Hounds to create, manage new events venue at The Bridges

2.3-acre site to feature flexible space and music stage, enhancing region's quality of life and tourism

ROANOKE, Va., (December 3, 2014) – The Bridges, a \$100 million project that is transforming South Jefferson Street into a vibrant community hub, today announced the addition of a new tenant, Sponsor Hounds, which will manage a new venue to host and create events.

The 2.3-acre site, located adjacent to the Trolley Barn, will include space for customized events from 500 to 8,000 people, a stage for music and riverfront access set in an historic district.

“As the region’s leader in events consulting, promotion and management, Sponsor Hounds is delighted to further contribute to the Roanoke Valley’s outstanding quality of life while providing enhanced choices for entertainment and community events in a one-of-a-kind setting,” said Waynette Anderson, president and owner of Sponsor Hounds.

“By adding this community-building venue at The Bridges, we’re continuing our momentum to transform a former industrial site into a new place to live, work and play, with the South16 apartments, Starbuck’s, future offices and retail, and a planned kayak launch to connect Roanoke to the river,” said Jason Vickers-Smith, owner of WVS Companies Inc., the project’s

developer. “With Sponsor Hounds, the area’s newest events venue will be managed by an experienced, professional event management company committed to the region’s success.”

Sponsor Hounds has created and managed some of Roanoke’s most successful events, including Blue Ridge Bike Fest, Roanoke Wing Fest, Woofstock Dog Festival and Cinco de Mayo.

“This represents a tremendous opportunity for us to grow,” Anderson said. “We are a detailed-oriented company with the managerial and technical ability to manage events from 10 people to more than 10,000 – all with a stellar record of safety, guest satisfaction and attendance growth.”

Some of the company’s most successful events, like the Blue Ridge Bike Fest, will continue to be held at the larger Berglund Center. Others, including Roanoke Wing Fest and Woofstock Dog Festival, will move to the new space in summer 2015 along with new events created specifically for the site.

“Having a permanent home for events, concerts and community engagement offers us more flexibility to create memorable events and book additional musical acts,” Anderson said. “With our site at The Bridges, we won’t be bound by dates at other venues and we can provide musical acts with additional schedule flexibility. This will enable us to provide a more consistent event experience for our guests and offer the flexibility to reach musical genres that currently are under-represented.

“Our affiliation with The Bridges reflects our optimistic view of this exciting multi-use development, associated downtown growth, and the increase in young professionals and visitors in our region, creating a vibrant place to live with a high quality of life.”

This venue provides amenities not found at existing sites, including a stage large enough for national acts, open space, riverfront access, and the ability to incorporate historic buildings into events and activities.

“We see a niche in the marketplace for high-quality events and musical entertainment in a flexible outdoor setting that’s closely centered to a growing population of young professionals as well as a unique new facility available for rent for companies and non-profit organizations,” Anderson said.

As part of the agreement with The Bridges, Sponsor Hounds will manage the space for outside rentals, including a new way for area non-profit organizations to raise money through events.

“This new location gives non-profit organizations the ability to create unique fund-raising events to suit their mission, budget and staffing,” Anderson said. “Ours will be an affordable, turnkey facility without a la carte charges. With our full range of event services, including ticket sales, non-profits can focus on what they do best.”

For more information, please visit www.bridgesroanoke.com and www.sponsorhounds.com

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