



FOR IMMEDIATE RELEASE

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Select Artists Associates (SAA) has hired Cantwe11 Marketing and Riviera Sports Marketing to lead new projects and further expansion of their already successful business of producing live music at sporting events.

For over 50 years, SAA has produced stand-alone and sports-related live music events across the United States in 43 major stadium facilities. Understanding that sports and music are becoming further integrated, SAA has hired C11 and RSM to further develop and sell new live music programs for professional sports teams and college athletic departments, designed to increase ticket and sponsorship revenue, add new fans and enhance the gameday fan experience.

Since 2003, SAA has been the technical entertainment producer for Major League Baseball's All-Star Game events. They have provided the staging for numerous Super Bowl pre-game shows, as well as for the College Football Playoff championship Post-game. In addition to staging and production, SAA has also booked musical talent such as Kenny Chesney, Katie Perry, Carrie Underwood and Florida Georgia Line, to name a few, at MLB games, international soccer matches, large university student events and major arenas.

About Select Artists Associates (SAA):

Select Artists Associates, LLC (SAA) specializes in providing Sports Entertainment & Event Production, including the development/creation, management, talent negotiations/purchase coordination and implementation of event/concert media & promotion.

SAA's wide range of turnkey productions includes a unique & unparalleled approach to Sports Entertainment featuring patented field-friendly, roll-on staging equipment designed specifically for time-sensitive Pre-game, Halftime and Post-game sporting events on natural grass surfaces. Combined with long-term & reliable relationships with the leading professionals in the entertainment & music industry, SAA provides clients with artist options that will benefit event goals, objectives and budget.

SAA delivers the concerts to the teams and the fans to the games, including: MLB, NFL, NHL, NASCAR, NCAA and International Soccer. SAA additionally serves major corporations across the nation with their event entertainment and production expertise.

SELECT ARTISTS ASSOCIATES...WE MOVE THE MUSIC THAT MOVES THE FANS!

About Cantwe11 Marketing (C11):

Cantwe11 Marketing is a sports-focused experiential marketing agency dedicated to providing its clients with strategic and activation-based marketing services, connecting them with fans everywhere.

Jonathan Cantwell founded C11 in 2013 with a vision of stripping away all of the ancillary parts of a big shop and creating a nimble agency comprised of sports experts with the ability to help guide its clients strategically and experientially within the global sporting landscape.

The reaction from the market has been significant, with clients on C11's roster running the gamut of brand engagements in the sports world, from grassroots to international. The C11 model allows for unrivaled sports-specific strategic and experiential expertise without the large agency overhead.

About Riviera Sports Marketing (RSM):

Founded in 2018 by Bruce Bundrant, RSM helps US and European brands and sports & entertainment properties grow their businesses. RSM currently assists major European football clubs to partner with US brands and play exhibition matches in the US, as well as helps football club and motorsports team owners seek new investors. RSM also assists overseas sports betting operators entering the US market, represents European tennis and golf events, and helps organize the annual SponsorshipX conference. Prior to founding RSM, Bruce led the commercial, marketing and operational transformation of Liverpool Football Club, AS Monaco Football Club and the International Champions Cup.