

**FOR IMMEDIATE RELEASE**

**April 27, 2021 | SELECT ARTISTS ASSOCIATES**

## **Select Artists Associates wins Full-Service Event Production Contract at Texas A&M University**

SCOTTSDALE, AZ – Select Artists Associates (“SAA”) announces its partnership with Texas A&M Athletics to bring live entertainment and production services to Kyle Field, Reed Arena and other venues across the Texas A&M University campus.

SAA and Texas A&M Athletics will work closely together to enhance the weekend fan experience around Aggie football games, as well as deliver year-round revenue-generating events through SAA’s talent booking and production expertise.

“This is the centennial year of the 12<sup>th</sup> Man at Texas A&M University, and we are thrilled to partner with them to bring live entertainment and production to the university. Texas A&M has a storied history, and we look forward to producing some unforgettable entertainment for Aggie fans,” said Charles Johnston, President of SAA.

“We are thrilled to be working with Select Artist Associates to produce our live event shows at Texas A&M. Their expertise in this area coupled with their creative approach to detailed productions makes them a great partner. We look forward to producing shows surrounding Aggie home football games and throughout the year,” said Darren Davis, CVE General Manager, Reed Arena.

### **About Select Artist Associates, LLC:**

Headquartered in Scottsdale, AZ, Select Artists Associates is an established sports and entertainment production company specializing in the development, creation, management, and implementation of turnkey productions and special events since 1967. SAA is highly respected among top talent agencies, promoters and management companies and has an unparalleled reputation for their production expertise, live event experience, creativity, professionalism and integrity. With its carefully engineered weight load distribution design, SAA’s patented field-friendly roll-on production system is intended for natural grass surfaces and allows for the swift stage entry, set-up and exit at any sporting event. [www.selectartists.com](http://www.selectartists.com).

### **About Texas A&M University:**

Texas A&M University, the flagship university within the Texas A&M University System, is a tier-one research institution with nearly \$1 billion in research grants and more than 69,000 students. The President of Texas A&M University has strategic oversight for campuses in Bryan-College Station and Galveston, Texas and Doha, Qatar. Located on the campus of Texas A&M University is The Health Science Center with the College of Medicine, Dentistry and Pharmacy, as well as The Texas A&M School of Law and Mays Business School. For more information, go to [www.tamu.edu](http://www.tamu.edu).

### **About Kyle Field:**

The showpiece of the sprawling Texas A&M University campus, Kyle Field has been the home of the Texas A&M football team since 1905. Kyle Field is the largest football stadium in the state of Texas and the fourth-largest in the nation with a seating capacity of 102,733. The stadium underwent a \$485 million redevelopment in 2015, which was the largest stadium redevelopment in the history of college football. Kyle Field holds fast to generations-old traditions, while providing a state-of-the-art facility with a variety of premium areas, including the Ford Hall of Champions, the All-American Club (North and South), Heritage Lounge, Presidential Lounge, Legacy Club, Lettermen’s Club and Huddleston Boardroom. Additionally, the modern infrastructure of Kyle Field allows it to seamlessly host other bookings such as large scale private events, major concerts or international/professional sporting events.

[www.12thman.com/facilities/kyle-field/1](http://www.12thman.com/facilities/kyle-field/1)

### **About Reed Arena:**

Prominently located on the Texas A&M University campus, Reed Arena serves as the home court for the Aggies' men's and women's basketball teams and women's volleyball team. This multi-purpose venue can also host a variety of other events including major touring concerts, family shows, rodeo, private events, motorsports and comedy. It is conveniently located within minutes of Bryan-College Station's Easterwood Airport and the Northgate entertainment district, and within walking distance of the George H.W. Bush Presidential Library Center, the Memorial Student Center and the Texas A&M Hotel and Conference Center, as well as Texas A&M's impressive athletics complex of Blue Bell Park (baseball), E.B. Cushing Stadium (track & field), Davis Diamond (softball), Ellis Field (soccer), Gilliam Indoor Stadium (track & field), Kyle Field (football) and the Mitchell Tennis Center (tennis). To purchase tickets, please call: 888-99Aggie (888-992-4443) or 979-845-2311. You may also visit [www.ReedArena.com](http://www.ReedArena.com) for more information.

### **About Texas A&M Athletics | Home of the 12th Man:**

One of the most successful Athletics Departments in the nation, Texas A&M ranked No. 15 in the most recent Learfield IMG College Directors' Cup standings and is one of eight Division I institutions nationally to finish in the top 20 of the prestigious ranking of athletics success for at least 13 consecutive years. For more information, go to [www.12thMan.com](http://www.12thMan.com).

