



MULLETT ARENA

THE NEW PREMIER DESTINATION FOR
SPORT & ENTERTAINMENT IN THE DESERT



ABOUT OAK VIEW GROUP

THE LARGEST DEVELOPER OF SPORT & ENTERTAINMENT FACILITIES IN THE WORLD

Led by industry innovators in Tim Leiweke and Irving Azoff, our purpose at OVG is to be a **positive disruption** to business as usual in sports and entertainment.



CLIMATE PLEDGE ARENA
SEATTLE



UBS ARENA
NEW YORK



MOODY CENTER
AUSTIN



ENMARKET ARENA
SAVANNAH



ACRISURE ARENA
COACHELLA VALLEY



CFG BANK ARENA
BALTIMORE



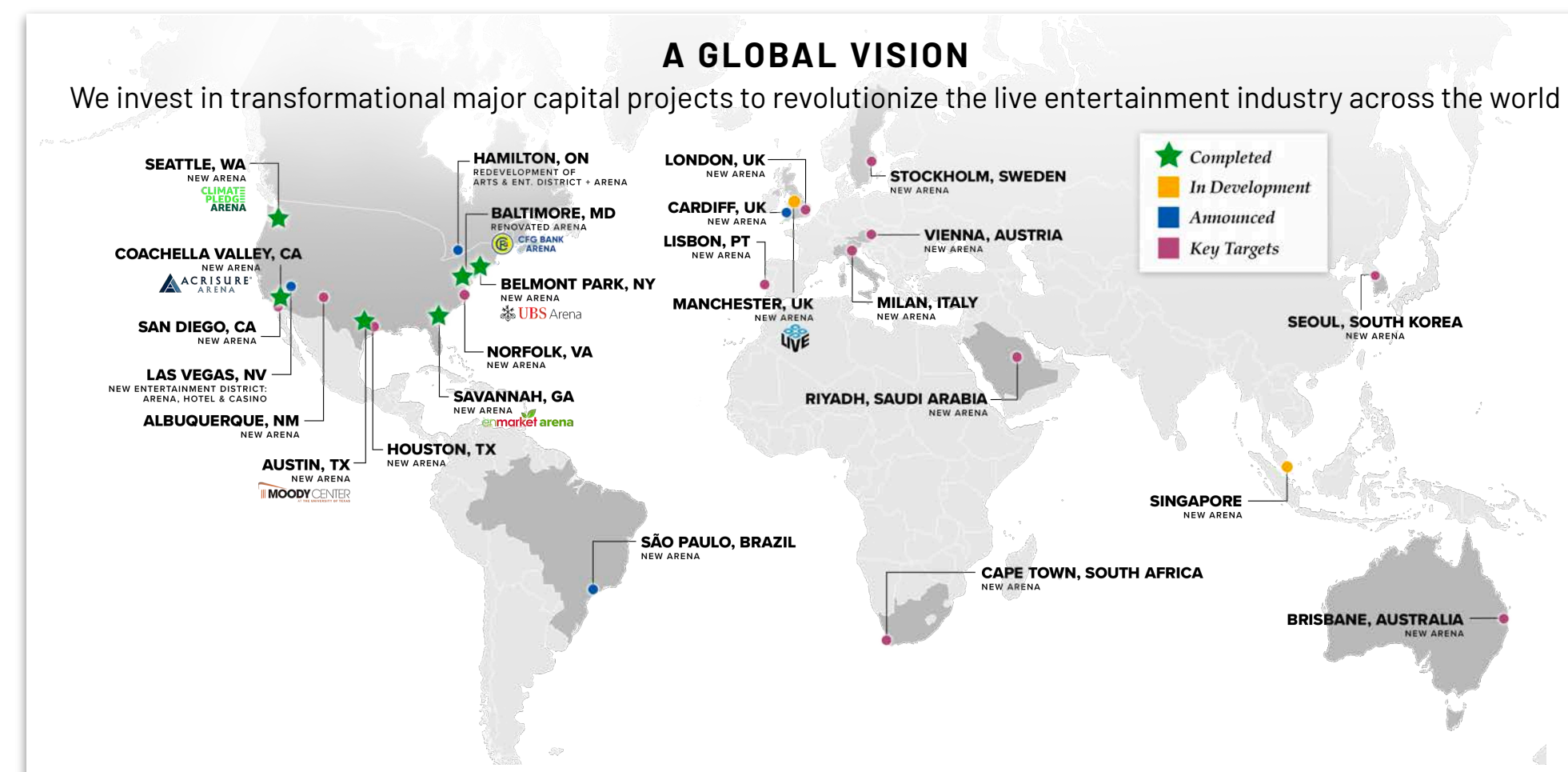
CO-OP LIVE
MANCHESTER



CARDIFF ARENA
CARDIFF



LAS VEGAS ARENA
LAS VEGAS



OVG'S NEWEST ENDEAVOR
**PLANTING ROOTS IN THE
HEART OF THE VALLEY**

As the leader in the live entertainment and hospitality space, OVG is redefining the fan experience by building the next generation of venues for **flourishing communities such as Tempe.**



MAJOR COMPANIES IN GREATER PHOENIX AREA



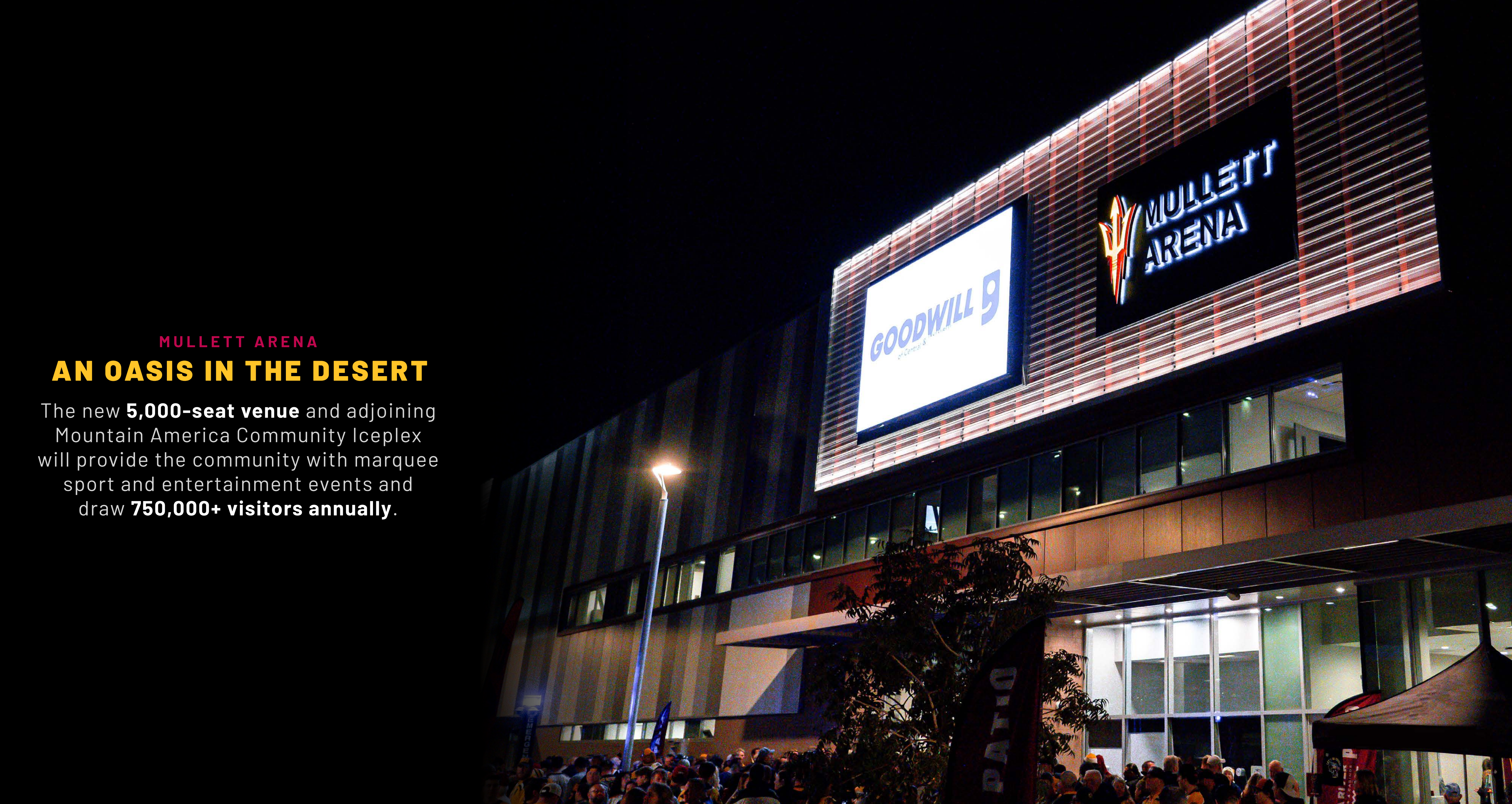
THE SILICON DESERT A HUB FOR INNOVATION AND DEVELOPMENT

The Greater Phoenix area – and Tempe in particular – has established a diversified and **booming tech ecosystem** home to both startups and Fortune 500 companies, with roughly 8,000 tech companies and 195,000 tech employees generating an estimated \$27.4B in direct economic impact.¹

THE NOVUS INNOVATION CORRIDOR
**A PLACE FOR WORK, PLAY,
AND LIVE ENTERTAINMENT**

The 355-acre, **\$750M mixed-use development** located on ASU's flagship Tempe campus will add **34K new jobs** and 5,400 new residents upon completion.





MULLETT ARENA

AN OASIS IN THE DESERT

The new **5,000-seat venue** and adjoining Mountain America Community Iceplex will provide the community with marquee sport and entertainment events and draw **750,000+ visitors annually**.



Mullett Arena will be home to three of the most successful teams at the **largest public university** in the nation.



ASU Arizona State University

 **ICE HOCKEY**

 **WRESTLING**

 **VOLLEYBALL**

3M
SUN DEVIL
FANS IN U.S.

#1
LARGEST PUBLIC
UNIVERSITY IN THE U.S.

141K
ENROLLED
STUDENTS

1 OF 1
ONLY NCAA DIVISION I
PROGRAM IN WESTERN U.S.

3RD
NEWEST NCAA
DIV. I PROGRAM

#1
FASTEST STARTUP PROGRAM
TO QUALIFY FOR NCAA TOURNEY

#12
CURRENT TEAM
RANKING

4TH
PLACE FINISH AT
2022 NCAA CHAMPIONSHIPS

8
OLYMPIANS IN
PROGRAM HISTORY

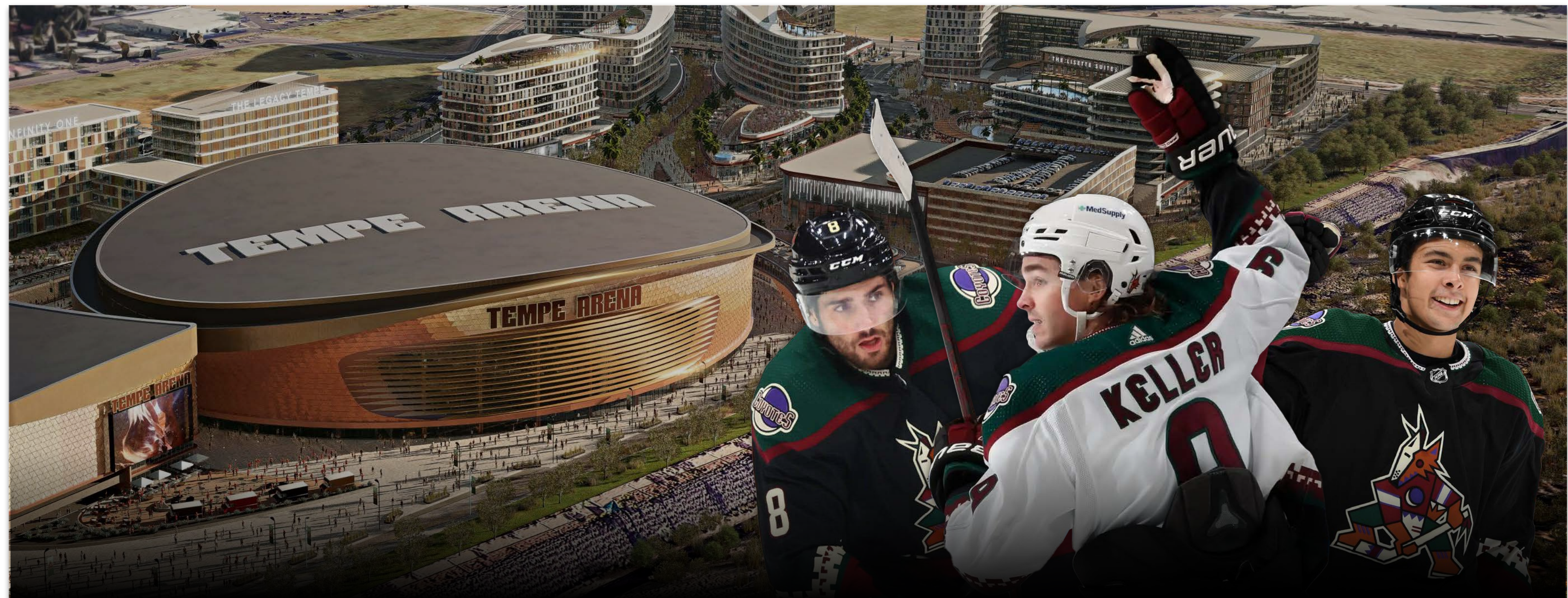
2
CONSECUTIVE YEARS
WITH TOP 25 ATTENDANCE

#1
ASU LED PAC-12 IN
DIGS FOR 2022 SEASON

1ST
SEASON FOR NEW HEAD
COACH JJ VAN NIEL IN 2023



Demand is through the roof for the most intimate experience in U.S. pro sports, as **the NHL is playing at Mullett Arena** for at least three seasons while the Coyotes work toward securing a long-term home in Tempe.



A BRIGHT FUTURE

With a promising core of **elite young players** and plans for a transformative new arena in Tempe, the Arizona Coyotes are building sustainable success on and off the ice. The organization is negotiating a deal with the city of Tempe to develop a **privately-financed \$1.7B entertainment district**, arena, and practice facility two miles west of Mullett Arena.

THE COYOTES WAY CORPORATE PILLARS



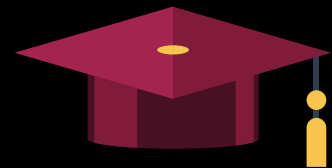
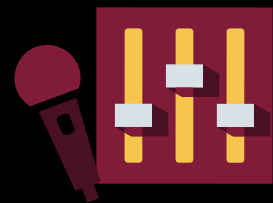
IMPACT



INCLUSION



INNOVATION



In addition to hosting two anchor tenants, Mullett Arena will have a wide variety of **live entertainment events**, from concerts to family shows to community gatherings.



COMEDY SHOWS



CONCERTS



WRESTLING



MIXED MARTIAL ARTS



FAMILY SHOWS



GRADUATION CEREMONIES



The desert community will welcome the opportunity to beat the heat at an **NHL-regulation ice rink** attached to the arena that is open year-round and is expected to draw over 250,000 visitors annually.



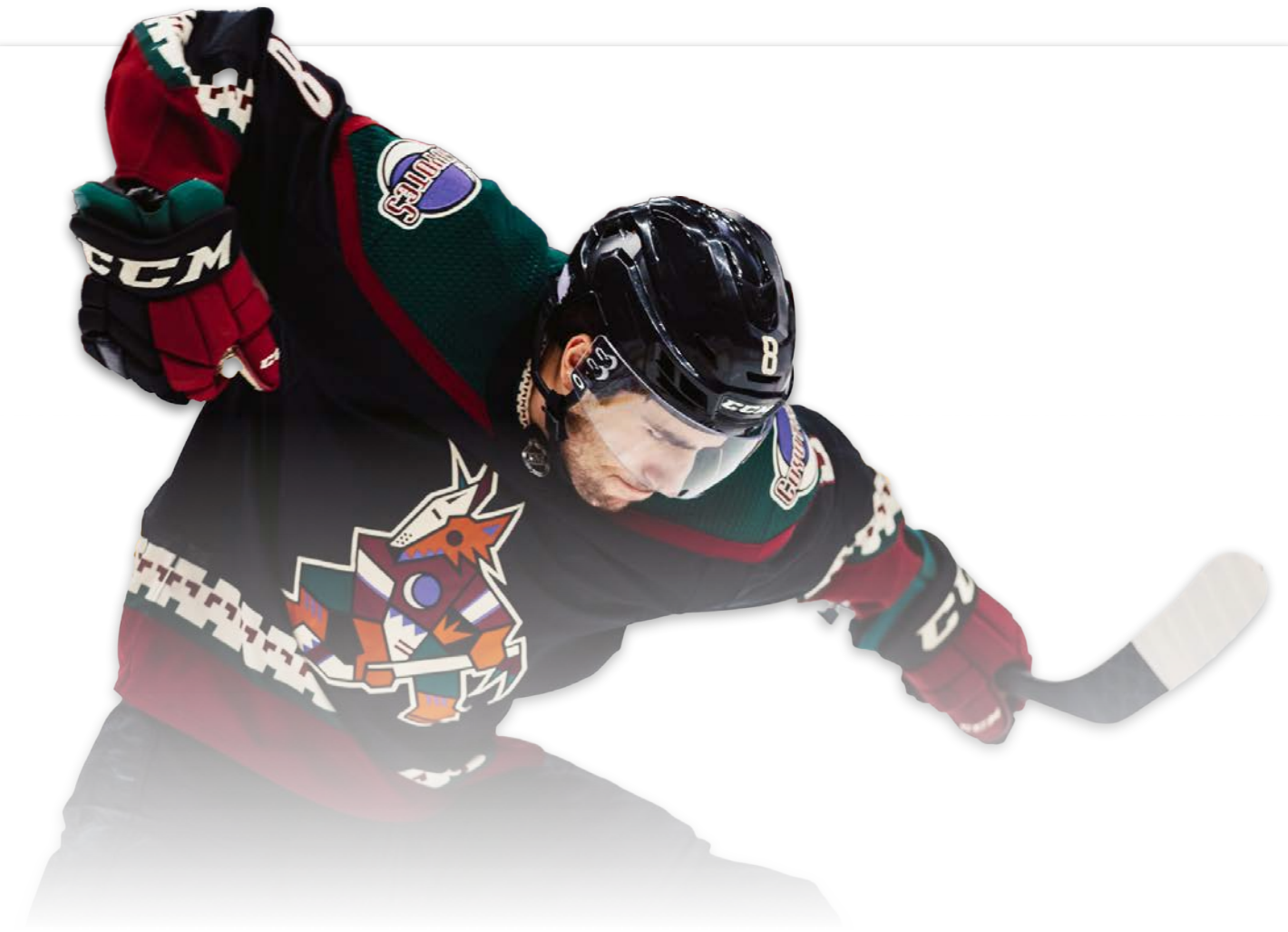
100+ ESTIMATED TICKETED EVENTS ANNUALLY

ANCHOR TENANTS
CORNER THE MARKET FOR HOCKEY & MORE

Mullett Arena will own hockey in the desert, while also attracting a diverse audience as a **destination for live events.**

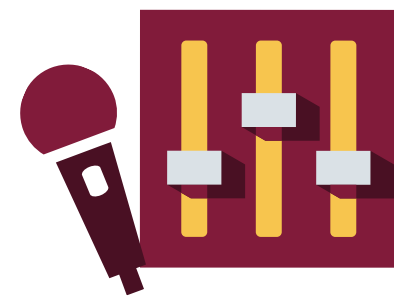


30+  **SUN DEVIL ATHLETICS**  **HOCKEY WRESTLING VOLLEYBALL**



40+  **ARIZONA COYOTES**

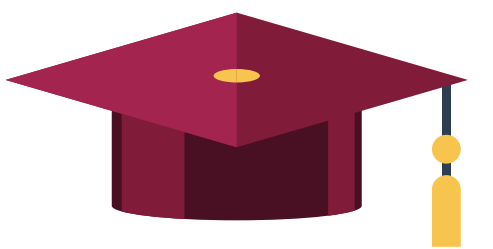
10+
CONCERTS



10+
FAMILY SHOWS
















10+
COMMUNITY



SAMPLE CALENDAR
**YEAR-ROUND
 PROGRAMMING**

Between Sun Devil Athletics, Arizona Coyotes, family shows, concerts, and community events, Mullett Arena will be a **hotbed for live entertainment** throughout the year.

 ICE HOCKEY
 WRESTLING
 VOLLEYBALL
 ARIZONA COYOTES
 FAMILY SHOWS  
 CONCERTS  
 COMMUNITY  

VISITOR / SCHOOL SEASON							OFF-SEASON				
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
[Yellow bar from Oct to Mar]											
	[Yellow bar from Nov to Mar]										
[Yellow bar from Oct to Dec]											[Yellow bar from Aug to Sep]
[Yellow bar from Oct to Jun]											
[Yellow arrow from Oct to Sep]											
[Yellow arrow from Oct to Sep]											
[Yellow arrow from Oct to Sep]											

TARGET PERSONAS
REACH AN ASSORTED AUDIENCE

With its multitude of event offerings, Mullett Arena will attract a **diverse, yet specialized audience** of hockey fans, snowbirds, tech bros, and students, to name a few.

JEFF

PROUD ASU ALUM AND HOCKEY DIE-HARD

1.5M+

Arizona residents play, closely follow/watch, or consider ice hockey one of their top interests.¹

200K+

Arizona residents support the Arizona Coyotes and consider the NHL one of their top interests.¹

270K+

Members of the ASU Alumni Association live and work in Maricopa County.²

JEFF WILL PRIMARILY ATTEND



RYAN

AFFLUENT SNOWBIRD FLIES SOUTH IN WINTER

#1

Maricopa County has more second homes than anywhere else in the country.³

#1

Maricopa County saw the nation's most dramatic price growth* in both rental (+33%) and sales prices (+25%).³

TOP 10

Scottsdale (11%), Mesa (8%), and Surprise (8%) all rank top 10† in second homes as a percentage of total.⁴

RYAN WILL PRIMARILY ATTEND



MATT

YOUNG ADULT IN TECH SEEKING A NIGHT OUT

20%

Tempe has a robust tech sector – about 20% of jobs and companies in the city are tech-related.⁵

+35%

The professional, scientific, & technical services industry in Maricopa County is projected to grow 35% this decade.⁶

#2

Maricopa County is projected to have the second-fastest population growth^ of 20-34 year olds (+7.2%) in the U.S.⁷

MATT WILL PRIMARILY ATTEND



MAC

ASU STUDENT INVOLVED IN CAMPUS LIFE

55K

Students are enrolled at the ASU Tempe campus and 135K are enrolled across all four campuses and online.²

46%

The Fall 2021 incoming class was the most diverse ever with 46% coming from minority backgrounds.²

942

The student section at ASU MPA has 942 seats reserved for every event, accounting for nearly one-fifth of visitors.

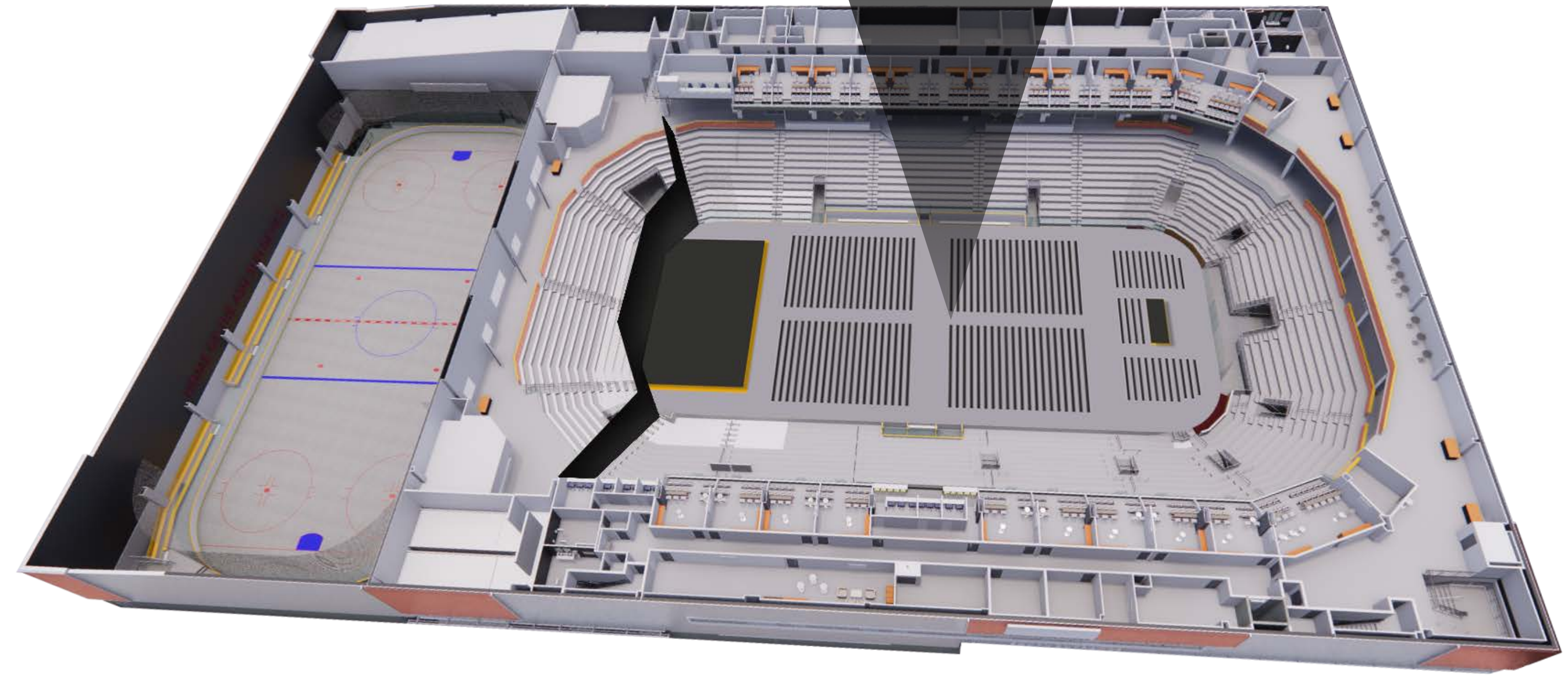
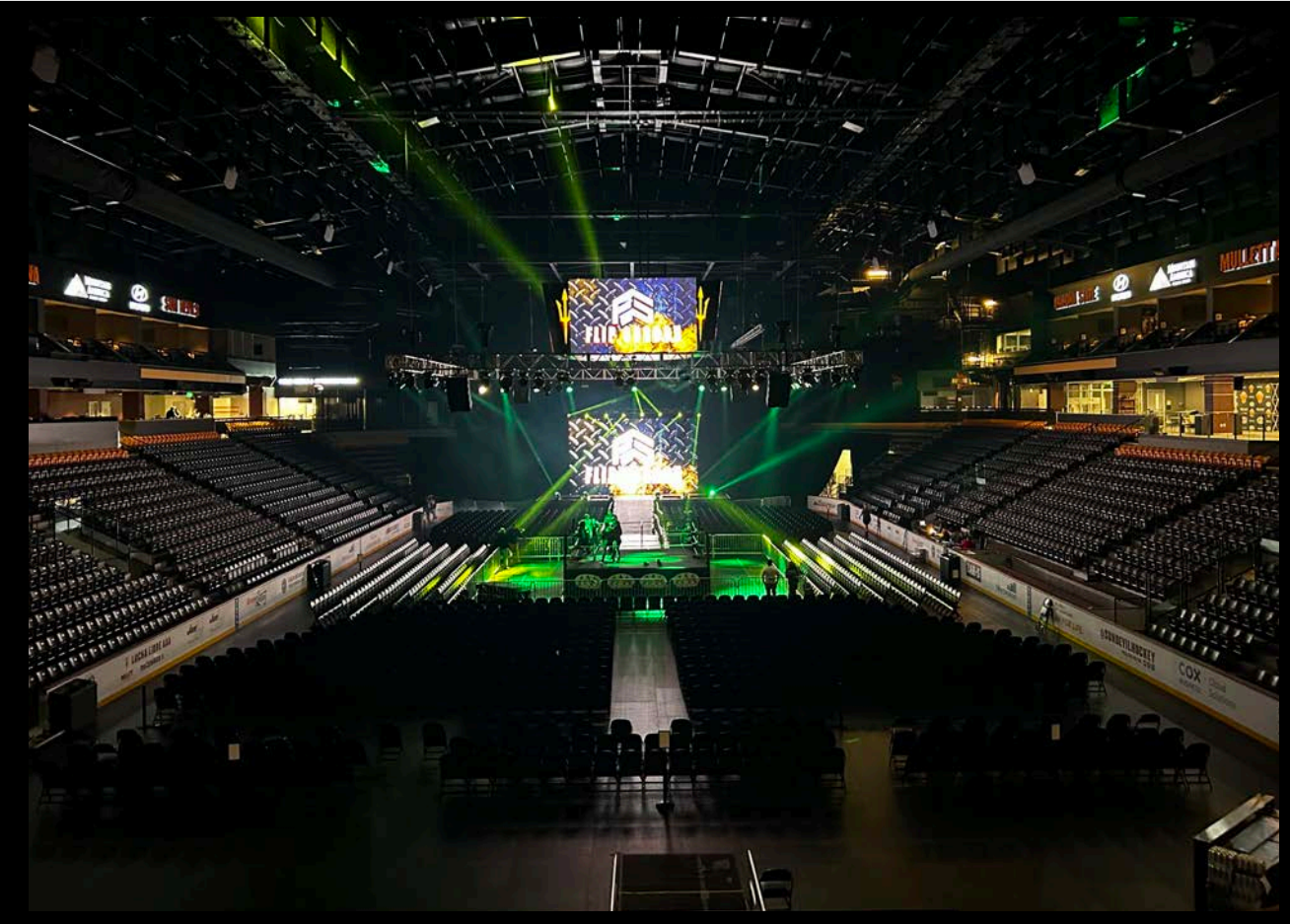
MAC WILL PRIMARILY ATTEND



ARENA TOUR

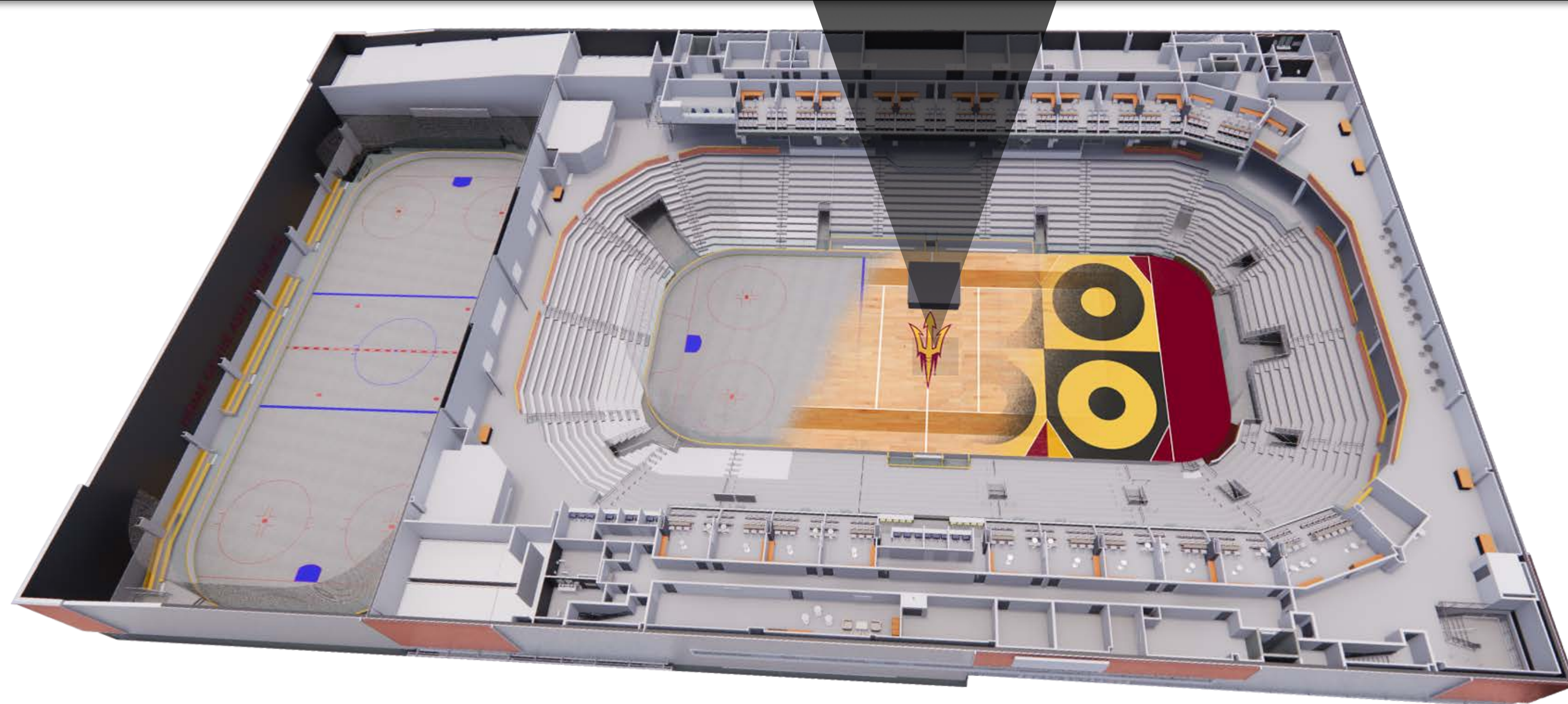
SPECIAL EVENTS CONFIGURATIONS

The arena can expand to **6,400 capacity** with **1,600 floor seats** during concerts.



SUN DEVIL ATHLETICS

The hockey arena floor can be converted to layouts suitable for Sun Devil Wrestling and Volleyball.

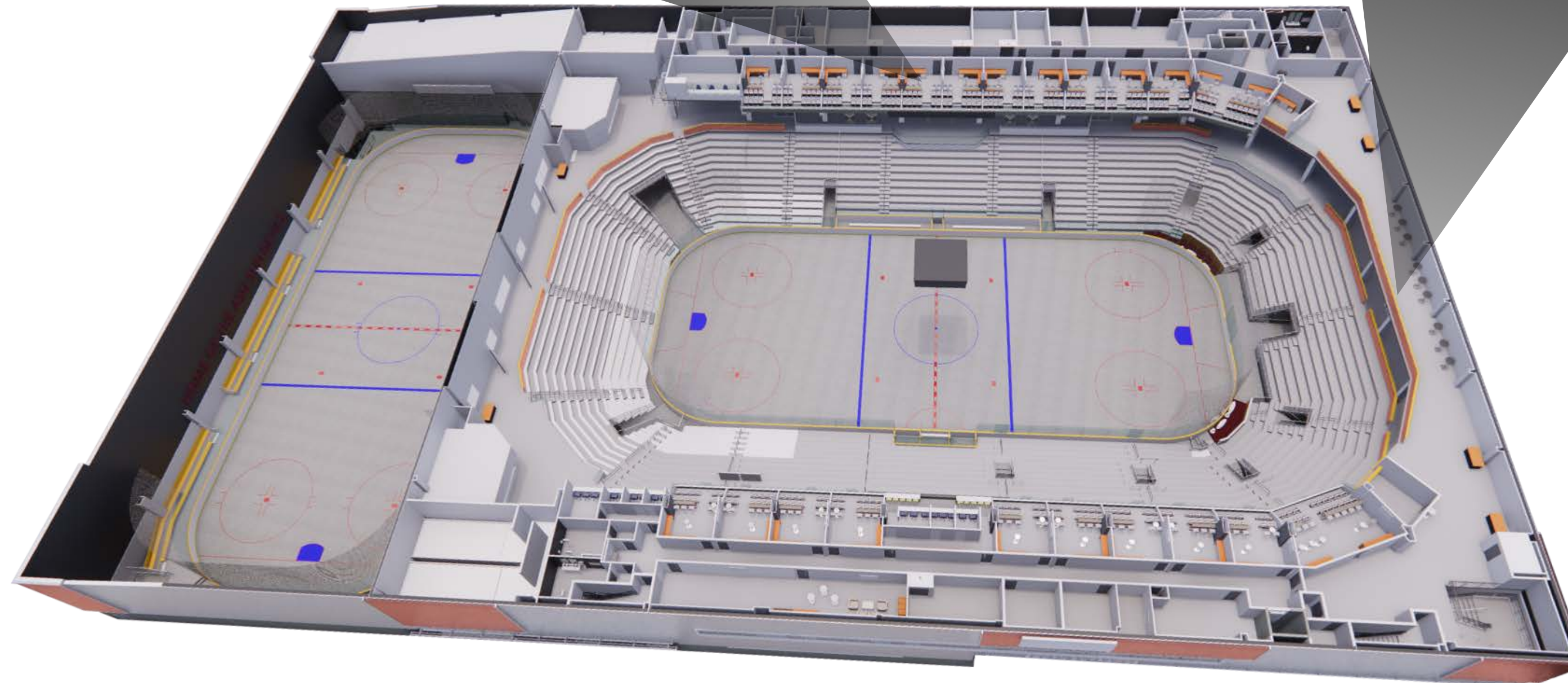


PREMIUM SPACES

The **Coors Light Club Chill** is a space tailored to accommodate large groups of people. Equipped with a sprawling buffet counter and bar, the club has a banquet/seated capacity of 150, theater capacity of 250, and standing capacity of 450.



The **Dos Equis Devil Deck** is located on the third floor along the east side of the arena. It is a platform that bookends our two suite banks with an open air, unobstructed view of the entire arena. Ideal for private groups up to 200 for seated, 300 theater, or 500 standing.

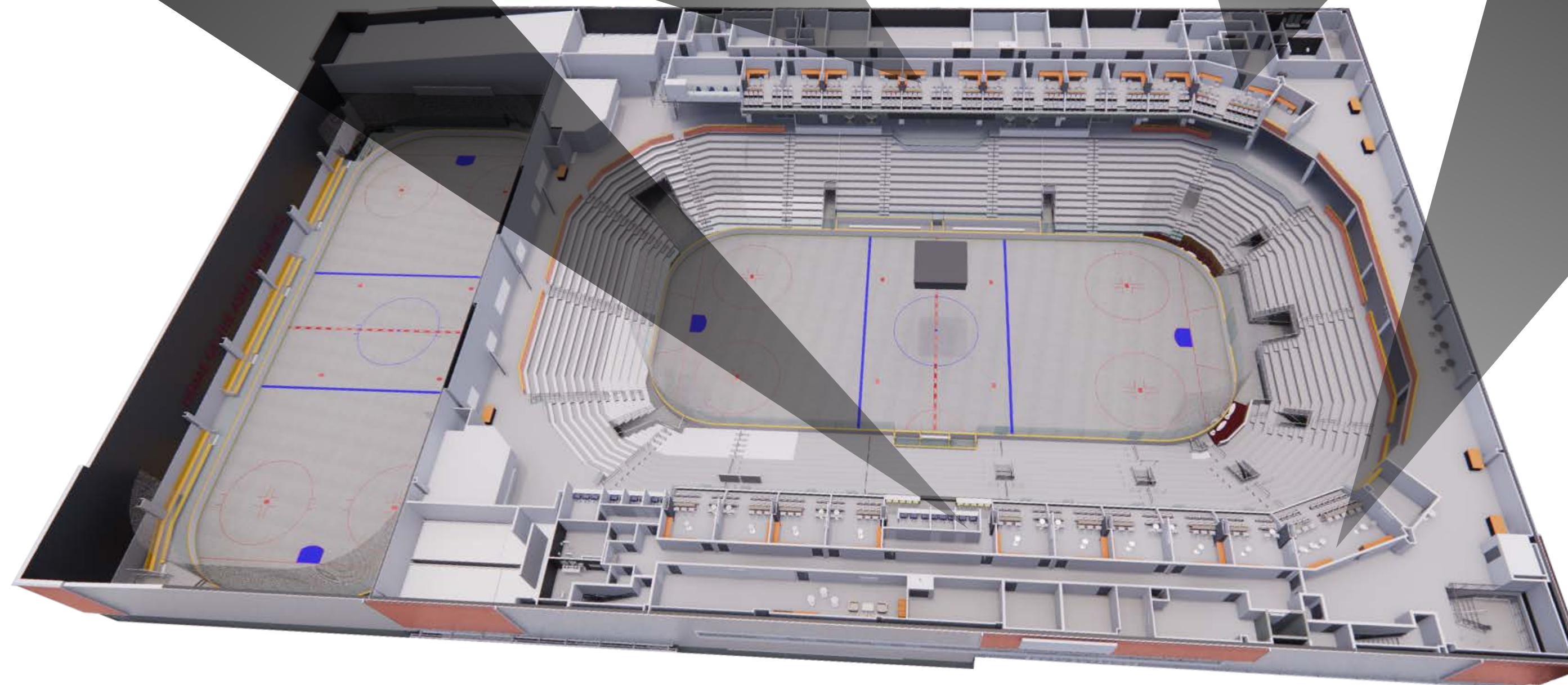


CORPORATE ENTERTAINMENT

Mullett Arena holds 20 **premium suites** that have a capacity of up to 17 people and are designed to offer upscale amenities, perfect for hosting your A-list guests.

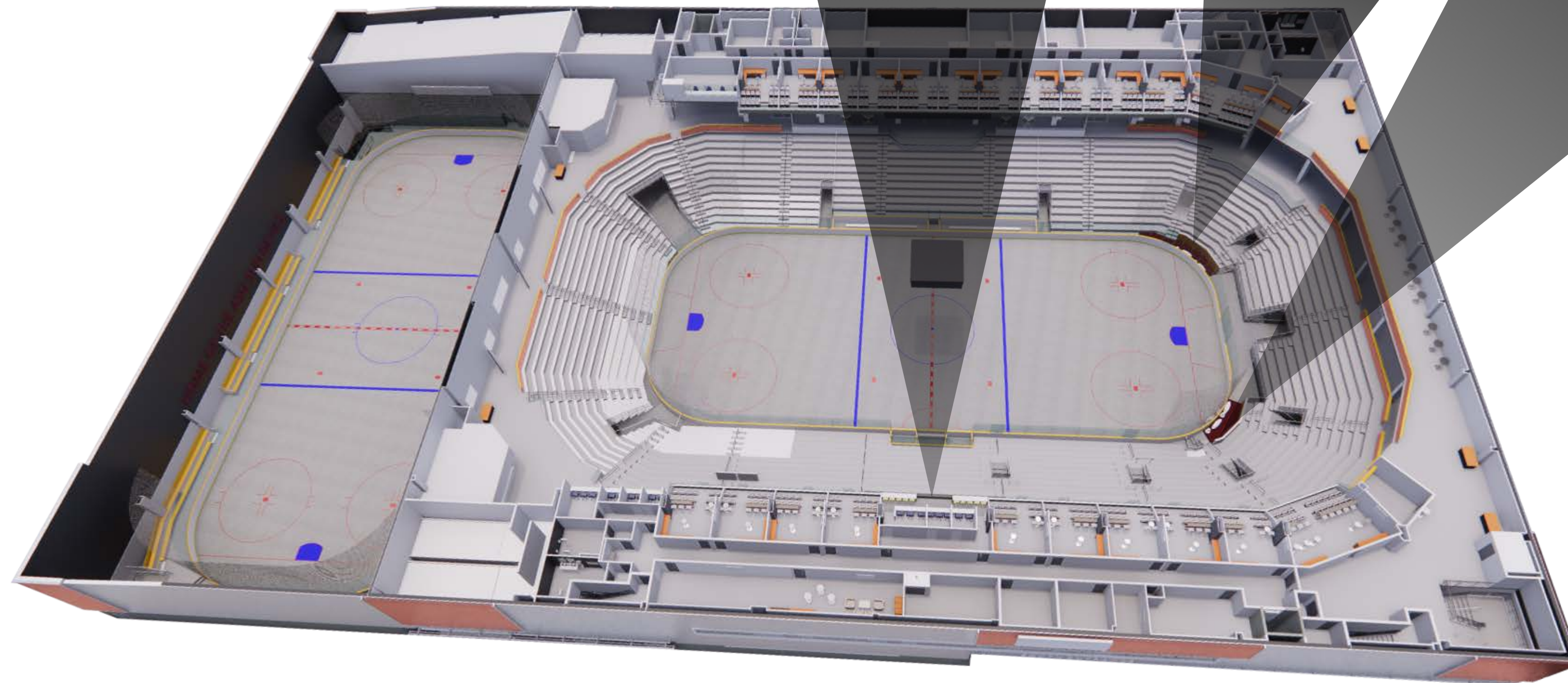


There are two **group suites** that are capable of seating up to 29 people. These impeccable spaces are ideal for catering to current clients, potential partners, or employees.



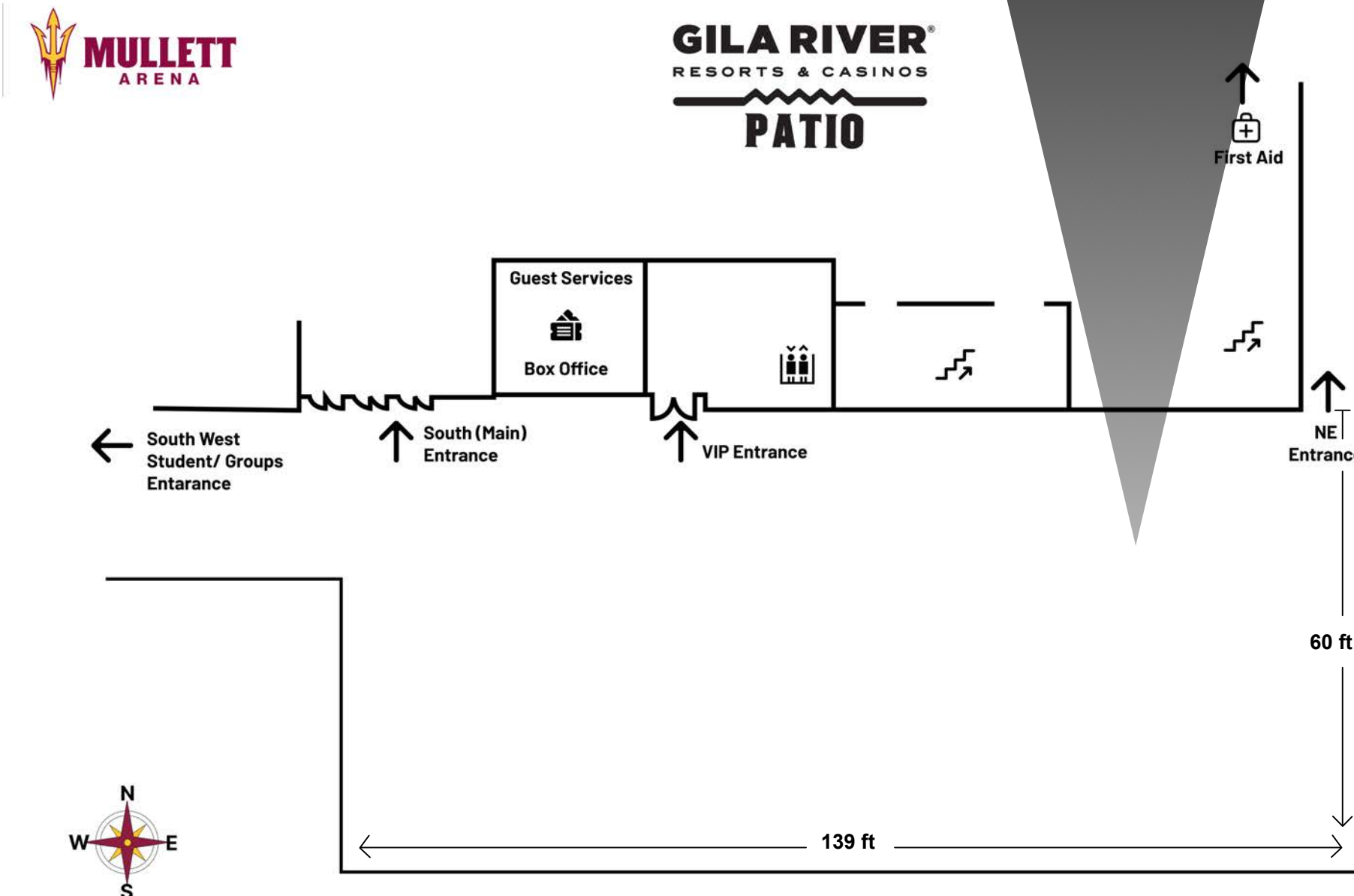
LOGE BOXES

Our venue has 10 **loge boxes** located on the concourse level and five rink-side boxes that present the ultimate fan experience. Both locations come with dedicated attendants to provide first class service. Each loge box includes four plush seats.



GILA RIVER RESORTS & CASINOS PATIO

The **Gila River Resorts & Casinos Patio** is the concrete pad in front of our venue, situated between the Box Office and the Sun Devil Track & Field grandstands.



OVG HOSPITALITY

OVG Hospitality is the **exclusive caterer** for the Mullett Arena, providing award-winning food services and delivering the best accommodations to the venue's guests. Our team of esteemed professionals have the background and experience to successfully manage events of any size or complexity.



OVG
Hospitality

ARENA AMENITIES

Mullett Arena features six locations throughout the venue to grab something to eat or drink, including but not limited to:

Sparky's Hot Spot
for concession staples

Shaq's Big Chicken
delivering bold flavors

Venezia's New York Style Pizzeria
satisfying everyone's pizza cravings

Cold Beers & Cheeseburgers
quenching thirsts while fulfilling appetites

—

The Mullett is a full-service venue for events with a wide range of equipment and furniture that can be utilized. For any needs outside of our inventory, we can provide contact information for great local vendors!





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