



PALM BEACH  
SPORTS.COM

September 2011

# GAME ON!



## In this Issue

- USA Field Hockey National Hockey Festival Returns to Palm Beach County
- Beach Volleyball to Make A Spalsh in Palm Beach County
- FAU 30,000 Seat Stadium Approaches Opening

## Sponsors



## USA FIELD HOCKEY NATIONAL HOCKEY FESTIVAL RETURNS TO PALM BEACH COUNTY 2012-2013

Palm Beach County will be home to one of the largest amateur sporting events in the world. USA Field Hockey (USAFH) will partner with the Palm Beach County Sports Commission to host the 2012 and 2013 National Hockey Festival at the International Polo Club in Wellington. The Festival takes place over Thanksgiving weekend. USA Field Hockey invites 230 teams and nearly 4,000 athletes from around the United States, Canada, Europe, and the Caribbean to compete in this one of a kind event. The participating teams will contend for titles in men's and women's divisions, including women's age group (Under 16 and Under 19), boy's age group (Under 16), and women's open and mixed (adult). This event is expected to be the largest amateur sporting event hosted by the Palm Beach County Sports Commission, since its inception in 1985.



USA Field Hockey's return to Palm Beach County is a landmark occasion for the local sports scene. Palm Beach County has hosted a version of the National Hockey Festival seven (7) previous times with their last appearance taking place in 2005. Seven years later, USA Field Hockey will return with an

event that has significantly grown in player participation as well as the economic benefits that it brings to a community.

For most families, Thanksgiving is about rituals, stuffed turkeys, and football. However, the tradition is slightly different for field hockey enthusiasts.

In 2012 and 2013, approximately 4,000 athletes and over 8,000 total participants will forego pumpkins and pilgrims for a four-day hockey showcase celebration in Palm Beach County. Fierce competition took place for the right to host this event; however, the Palm Beach County Sports Commission presented the most compelling bid, promising to deliver an incredible experience for all in attendance, at a world class facility. "USA Field Hockey is really looking forward to returning to Palm Beach County in 2012 and 2013, in a new venue," says Steve Locke, Executive Director of USA Field Hockey. "The high level of professionalism from the staff in Palm Beach County will ensure a premier event. The National Hockey Festival is an epic event, as it is the largest of its kind in the world. We look forward to planning a first class event with our friends in Palm Beach County."

(Continued on Page 2)

## USA FIELD HOCKEY NATIONAL HOCKEY FESTIVAL RETURNS TO PALM BEACH COUNTY 2012-2013 (CONTINUED FROM PAGE 1)



The International Polo Club is a remarkable sports complex that maintains over 200 acres of land, consisting of eight (8) polo fields. The venue was a key ingredient in Palm Beach County's successful bid. USA Field Hockey will layout six (6) field hockey competition fields onto one (1) polo field. A total of 30 field hockey fields will be set up to accommodate participating teams.

The partnership with the International Polo Club provides a competitive advantage for Palm Beach County with regard to pursuing and hosting major national and international sporting events. "This is exciting news for the business community in Palm Beach County and Wellington" says John Wash, International Polo Club's President of Club Operations. "International Polo Club is proud to be able to participate and showcase our community and property and are looking forward to hosting this event".

Very few communities have the privilege and ability to host an event such as the National Hockey Festival. In 2011, the National Hockey Festival will take place in Phoenix, Arizona for the second consecutive year. During the last Festival in 2010, Phoenix reported that \$9.2 million of direct visitor spending was generated in addition to 12,466 hotel room nights, a number that makes a significant impact for hotel occupancy levels and bed tax revenues. "Palm Beach County is thrilled to host the National Hockey Festival in 2012 and 2013," says Michael Brady, President of the Palm Beach County Sports Commission. "Palm Beach County is an outstanding sports destination and we are excited to be a part of one of the largest and most prestigious amateur sporting events in the world. The International Polo Club is a world class facility that is capable of hosting an array of international and national events."



The National Hockey Festival origins date back to 1922. The event features future Olympians and some of the most talented field hockey athletes in the world. The prestige and reputation of the National Hockey Festival creates a

long wait list of teams wishing to participate. Today, nearly 19,000 athletes, coaches, officials and fans comprise the membership of USA Field Hockey. Considering these numbers and the quality of field hockey events, USA Field Hockey continues to be one of the most successful National Governing Bodies in the United States. The 2012 and 2013 National Hockey Festival will surely be paramount events that have the ability to go down as the largest and most remembered sports activities in Palm Beach County history.

The USAFH National Hockey Festival will provide a major economic boost to the Palm Beach County economy. Summarized below is the economic impact that occurred during the previous National Hockey Festival, highlighting why this sporting event is a momentous occasion for Palm Beach County and the local business community:

- 8,000 visitors from across the United States, Canada, Europe, and the Caribbean will travel to Palm Beach County during Thanksgiving weekend of 2012 & 2013
- 5 day average length of stay for field hockey visitors
- \$9.20 million of director visitor spending
- 12,466 hotel room nights
- 37 hotel properties were utilized
- 4,116 Thanksgiving dinners served by participating hotels
- Over 4,000 car rental days tracked
- 3,311 airline flights into host community tracked

For more information on the National Hockey Festival, visit [www.usafieldhockey.com](http://www.usafieldhockey.com)





## BEACH VOLLEYBALL TO MAKE A SPLASH IN PALM BEACH COUNTY



Delray Beach will be home to a major Pro volleyball tour in September. The Palm Beach County Sports Commission, the Delray Beach Marketing Cooperative, and the Seagate Hotel & Spa, are proud to announce the Extreme Volleyball Professional (EVP) Tour, featuring some of the nation's most exciting

beach volleyball players, will be coming to the Delray Beach on Saturday, September 17, 2011.

The tour follows the sport's top level athletes as they cross the country stopping in 15 cities, competing for the title of 'King and Queen' of the nets. The Extreme Volleyball Professional Organization plays an important role in keeping professional volleyball alive and thriving. By partnering with various cities to provide volleyball-centered events, the organization is able to showcase the benefits of the sport as well as the fun and excitement such an event can bring to any locale. The tour also incorporates fun amateur division play. Coed teams of juniors, men and women are invited for "all level play" tournaments, which consists of local amateur teams competing against other amateur teams of the same skill level.

The EVP tour further solidifies Palm Beach County and the City of Delray Beach as premier sports destinations. "This event will bring international exposure for Delray Beach as the event will be broadcast nationally and internationally," says Sarah Martin, Executive Director of the Delray Beach Marketing Cooperative. "The goal is to make a positive economic impact for beachside merchants, restaurants and hotels, while expanding the visibility of our City." The Seagate Hotel & Spa, one of Downtown Delray Beach's most luxurious hotel properties, has partnered with the EVP Tour to offer discounted room rates for attendees, staff and competitors. Matches will start at 8am. For more information visit [www.evptour.com](http://www.evptour.com)

### EVP Tour Schedule for September 17:

- 8am: Pro Matches
- 9am: Amateur Matches
- 12pm: Serving Contest
- 2 pm: Playoffs Begin
- 3pm : Women's Semi Finals
- 4pm: Men's Semi Finals
- 5pm: Women's Championships
- 6pm Men's Championships



## FAU 30,000 SEAT STADIUM APPROACHES OPENING



October 15, 2011 will mark the opening of a sports venue unlike any that Palm Beach County has ever experienced. The new Florida Atlantic University (FAU) Stadium will open with a college football encounter. FAU will host Western Kentucky University in a Sun Belt Conference game. However, October 15 will represent much more than college football. The opening of the new \$70 million stadium represents an opportunity to enhance Palm Beach County as a sports destination.

The new 30,000 seat stadium will have an array of amenities that make it one of the premier collegiate sports facilities in the nation. Located in beautiful Boca Raton, the new FAU stadium will have a tropical theme,



giving it a true South Florida atmosphere. This is the only stadium in the United States that offers an ocean view. Sports enthusiasts can enjoy a football game and part of the beautiful Palm Beach County shoreline at the same time.

The amenities are plentiful. The facility will have two suite levels, consisting of 24 luxury suites and a 5,000 sq. ft. premier level that includes a private lounge. A unique feature is the covered 16,000 square ft. outdoor priority club that can be accessed by suite, loge, premier, and priority club seat holders. This area is designed to look and feel like a tiki bar on the beach. Convenience is a major priority, considering the fact that the stadium includes 10 concession stands with a total of 46 points of sale (POS).

Consisting of more than 144,000 sq. ft., the stadium offers plenty of press, meeting, and supplementary space required to host a variety of sporting events, in addition to football. The field measurements are 120' x 75' and the goal posts are removable, which make it a perfect venue for any soccer, lacrosse, rugby, field hockey, or outdoor sporting event. The field surface will be beautiful Celebration Bermuda turf grass. The stadium is designed as a mixed purpose facility that will be used for a variety of activities, including graduations, concerts, convention activities, as well as a variety of national, and international sports activities.

In addition to FAU football games, the stadium has the potential to host NCAA Championship events. This venue will bring an array

(Continued on Back)

## FAU 30,000 SEAT STADIUM APPROACHES OPENING (CONTINUED)

of new collegiate sporting events to Palm Beach County. The Palm Beach County Sports Commission and Florida Atlantic University will work together to make the new FAU stadium and Palm Beach County a frequent home for the NCAA and its collection of sports.

This fall, FAU will unveil its new state-of-the art stadium, which will be an historic day for Palm Beach County. A total of five (5) college football home games will take place during the inaugural college football season at the new stadium. Sports fans won't want to miss the chance to experience this great sports landmark. Tickets are still available for the FAU college football season. For additional information on the new FAU stadium or to purchase tickets, visit [www.FAUsports.com](http://www.FAUsports.com)

### Components of the new FAU Stadium

- Total seating capacity of 29,442
- Beautiful Celebration Bermuda turf grass
- Field measuring 120 yards by 75 yards
- 25 state-of-the-art luxury suites
- Premier level, which includes 136 loge box seats
- Priority Club level, maintaining 3,920 seats
- 1,082 outdoor Premier Club seats
- Indoor 5,000 square-foot Premier Club
- A covered 16,000 square ft. outdoor priority club
- 4 team locker rooms
- 10 concession stands with 46 points of sale
- Removable goal posts ideal for any soccer tournament
- Total square footage: 144,470 sq. ft.

## CORPORATE SPONSORS



1555 Palm Beach Lakes Blvd., Suite 930  
West Palm Beach, FL 33401  
Tel: (561) 233-3180 Fax: (561) 233-3125