



## **UBS Arena at Belmont Park Signs New Partnership Agreement with Premium Automaker**

*BMW Named Official Luxury Vehicle of UBS Arena and the New York Islanders*

**Belmont Park, NY** (October 26, 2021) – The New York Islanders announced today a new partnership with BMW making the premium automaker the official & exclusive luxury vehicle of UBS Arena and the New York Islanders.

The partnership will focus on elevating the premium experience for concert and hockey fans through several touchpoints, most notably ownership of a VIP entrance, BMW Premium Entry – East. This entrance will be closely located to parking areas reserved for UBS Arena premium members. BMW will also have a vehicle showplace display located within the Great Hall, providing maximum visibility to guests entering the venue.

“We are excited to welcome BMW as a valued partner for both UBS Arena and the New York Islanders,” said Tim Leiweke, CEO of Oak View Group. “To have the opportunity to align with such a prestigious brand as we open this world class venue solidifies what we’ve created here at Belmont Park.”

BMW will provide a variety of unique programs designed to engage both current BMW owners as well as potential future customers. The BMW Parking Program will launch when the building opens in November, which allows guests who arrive to UBS Arena in a BMW to receive complimentary parking for all events. BMW also plans to bring their award-winning experiences, on site to the arena throughout the course of the partnership, while giving fans and partners access to their full suite of event experiences off campus as well.

“We are proud to partner with the New York Islanders to establish a premium presence at UBS Arena through innovative programming and engaging on-site activations,” said Tom Shanley, Regional Vice President, Eastern Region, BMW of North America. “With more than 100 live events annually, we look forward to working together with the New York Islanders to create the ultimate BMW experience with the Ultimate Driving Machine.”

“We thank BMW for their support of the Islanders and UBS Arena,” said Jon Ledecky, Co-Owner of the Islanders. “We look forward to having our fans experience all that BMW is offering as we begin our tenure at UBS Arena on November 20.”

UBS Arena at Belmont Park is a \$1.1 billion multi-purpose venue that is finishing construction adjacent to the Belmont Park racetrack. The world class entertainment venue, with its timeless and classic design, will bridge its iconic past with today's advanced technology and amenities. In addition to being the new home to the famed New York Islanders Hockey Club, the state of the art arena will deliver an unmatched live entertainment experience with clear sightlines and premier acoustics.

### **About UBS Arena**

Opening November 20, 2021, UBS Arena at Belmont Park is made for music and built for hockey. New York's newest premier entertainment and sports venue and home of the New York Islanders is developed in partnership with Oak View Group, the New York Islanders, and Jeff Wilpon. The state of the art arena will host more than 150 major events annually while delivering an unmatched live entertainment experience including clear sightlines and premier acoustics. In an effort to build a greener future, UBS Arena intends on being carbon neutral for operations before 2024, which will make it the first arena to do so on the eastern United States seaboard.

Located on the historic grounds of Belmont Park, UBS Arena is located less than 15 miles from both JFK and LaGuardia Airports, and is accessible via car and ride share at exits 26A, 26B, and 26D off of the Cross Island Parkway. For guests using the Long Island Railroad, UBS Arena will be accessible to East and Westbound travelers at the Queens Village LIRR station, Eastbound travelers at the brand-new Elmont Station (accessible Westbound in Fall 2022), and via the Belmont Spur station, operating from Jamaica on event-days only. In addition to the Long Island Rail Road, the arena is also accessible via MTA Bus Routes Q2 and Q110 and the Nassau County Inter-Express N6 bus service.

Upcoming events at UBS Arena at Belmont Park include Eric Church on Saturday, December 4, Genesis on Friday, December 10 and a sold out Sebastian Maniscalco show on December 27.

For additional information, please visit [UBSArena.com](http://UBSArena.com) or [@UBSArena](https://www.facebook.com/UBSArena) on Facebook, Instagram and Twitter.

### **About the New York Islanders**

Founded in 1972, the New York Islanders Hockey Club is the proud winner of four Stanley Cup Championships and nineteen consecutive playoff series victories. The Islanders have had nine members inducted into the Hockey Hall of Fame and play in the National Hockey League's Eastern Conference.

The Islanders Children's Foundation has helped countless youngsters in need around the world since its inception. Donations are raised through the efforts of our players, management and employees, along with our fans and partners.

UBS Arena at Belmont Park is the team's new, state of the art home starting this season.

### **About Oak View Group (OVG)**

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG is focused on being a positive disruption to business as usual in the sports and live

entertainment industry and currently has eight divisions across four global offices (Los Angeles, New York, London, and Philadelphia). OVG is leading the redevelopment and operations of Climate Pledge Arena at Seattle Center as well as leading arena development projects for UBS Arena in Belmont Park, NY; Moody Center in Austin, TX; New Arena in Coachella Valley, CA; and Co-op Live in Manchester, UK. OVG Global Partnerships, a division of OVG, is the sales and marketing arm responsible for selling across all OVG arena development projects. OVG Facilities, a division of OVG, is the facility management, booking, security, and sanitization services arm that performs services for both OVG's arena development projects and clients on a 3rd party basis. OVG Media & Conferences, a division of OVG, publishes *Pollstar* and *VenuesNow*, in addition to hosting live entertainment-centric conferences around the world. OVG's Arena Alliance, a division of OVG, is a collection of the top 32 venues in North America that provides a platform for booking, content, and sponsorship sales opportunities. Learn more at [OakViewGroup.com](https://OakViewGroup.com), and follow OVG on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).

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