



UBS Arena and the New York Islanders Add Adam Cross as Senior Vice President, Corporate Partnerships

Belmont Park, NY (August 19, 2024) – UBS Arena and the New York Islanders have named Adam Cross as Senior Vice President, Corporate Partnerships. In his role, Cross will oversee all corporate partnerships, partner activation and strategy for UBS Arena and NY Islanders. He joins an OVG global partnership team that oversees six (6) U.S. based owned and operated arenas throughout the U.S. Adam will report to Ryan Brach, Executive Vice President of Global Partnerships at Oak View Group.

“I have known Adam for a long time and have admired his industry relationships, work ethic and unique partnerships he’s created throughout his career,” said Ryan Brach, Executive Vice President of Global Partnerships at Oak View Group. “He’s the right person to lead our UBS Arena and NY Islanders corporate partnership team and look forward to achieving great things together.”

Adam Cross previously served as the Senior Vice President of Corporate Partnerships with Harris Blitzer Sports and Entertainment. Adam orchestrated the partnership strategy across the HBSE enterprise with the goal of securing new corporate partnerships for the organizations. In addition, Adam also lead the internal Business Solutions team responsible for creating bespoke marketing platforms for each one of HBSE Corporate Partners.

Prior to joining Harris Blitzer Sports and Entertainment Adam spent 10 years with Six Flags Theme Parks as the Vice President of Corporate Alliances leading their national, local and international corporate partnerships efforts. Adam was part of the team to build, sell and program the first digital out-of-home theme park national media platform, "Six Flags Media Network." Adam started his partnerships career in sports and entertainment with the New York Yankees.

High-Res Head Shot of Cross Available [Here](#)

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About UBS Arena

UBS Arena is made for music and built for hockey. New York's newest premier entertainment and sports venue and proud 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 has welcomed top artists from around the globe since opening in November 2021 including Billy Joel, Bruce Springsteen, Chris Stapleton, Dua Lipa, Drake, Harry Styles, Marc Anthony and Suga. The venue delivers an unmatched live entertainment experience for guests including clear sightlines and premier acoustics.

UBS Arena is at the forefront of sustainability, recently achieving Zero Waste TRUE Silver certification in May 2024 in addition to its LEED Green Building Certification and carbon neutrality for operations.

Located on the historic grounds of Belmont Park, UBS Arena is located just 30 minutes by LIRR from Grand Central or Penn Station and is easily accessible from across the region via mass transit or car. To plan your trip, please visit [UBSArena.com/plan-your-trip](https://ubsarena.com/plan-your-trip).

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

About the New York Islanders

The New York Islanders Hockey Club is the proud winner of four Stanley Cup Championships and record nineteen consecutive playoff series victories.

The Islanders play in the National Hockey League's Eastern Conference, and have eight players, one coach and one general manager inducted into the Hockey Hall of Fame.

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 is the team's state of the art home and features world class premium hospitality, great sightlines from every seat, and a loud and intimate bowl.

Isles Lab, the official team store of the New York Islanders, offers fans traditional NHL merchandise, unique collaboration and exclusive products. Isles Lab is located inside UBS Arena or can be shopped online at IslesLab.com.

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