

JONATHAN BYRD'S EVENT & ENTERTAINMENT ESTABLISHES PARTNERSHIP WITH GRAND PARK

*Company to manage commercial business, marketing of
Grand Park Events Center*

WESTFIELD, Ind. (April 26, 2016) - Jonathan Byrd's Event & Entertainment, LLC today announced it entered a multi-year partnership with the City of Westfield, Indiana, to manage the commercial business and marketing of the Grand Park Events Center, set to open in July 2016.



Jonathan Byrd's Event & Entertainment will manage all aspects of the Grand Park Events Center business, including event scheduling, sponsorship coordination, consumer marketing, special event production, communications, activation logistics, account services and vendor procurement.

Grand Park Events Center is one of the centerpieces of the 400-acre Grand Park Sports Campus, located just 20 miles north of downtown Indianapolis. The facility will feature three full-sized indoor soccer fields, a restaurant and administrative offices. It also includes multi-use space for trade shows, live entertainment, conventions and special event programming, including large indoor sports events in the massive, 370,000 square-foot facility.

"Jonathan Byrd's Event & Entertainment is honored to extend Byrd Enterprises' commitment to the City of Westfield by managing the Grand Park Events Center," Byrd Enterprises, Inc. President Ginny Byrd said. "The facility is located within one of the largest amateur sporting complexes in the world and is a popular hub for family-friendly sports competition, entertainment and business activity for groups traveling to Westfield from across America."

Byrd Enterprises' portfolio of companies includes Jonathan Byrd's Hospitality and Restaurant Group, a 28-year-old, family-owned company that provides family dining

experiences plus catering services. Byrd Enterprises announced in November 2015 the expansion of its business to include Jonathan Byrd's Event & Entertainment. The Byrd

family's focus was to grow a new business and become a regional leader in event management by expanding pre-existing relationships in catering and hospitality.

The City of Westfield will continue to have a large role in the overall strategy for the Grand Park Events Center.

"This partnership with Jonathan Byrd's Event & Entertainment makes perfect sense for the Grand Park Events Center," Westfield Mayor Andy Cook said. "With their strong background in catering and large-scale events, they bring a wide range of expertise to the facility."

Jonathan Byrd's Event & Entertainment is operated and co-owned by Byrd Enterprises' marketing partner, Indianapolis-based LST Marketing.

"LST Marketing is proud of its association with Jonathan Byrd's Event & Entertainment and the City of Westfield in this unique public-private endeavor," LST Marketing CEO John Lopes said. "Grand Park is among the most impressive sports facilities in the United States."

In addition to its management of the Grand Park Events Center, Jonathan Byrd's Event & Entertainment also will manage special events at Grand Park and provide various logistics and event production services to all Grand Park constituents.

Jonathan Byrd's Event & Entertainment, LLC

Jonathan Byrd's Event & Entertainment is a joint venture between Indiana-based Byrd Enterprises, Inc. and LST Marketing, LLC, with expanding operations throughout Indiana.

Jonathan Byrd's Event & Entertainment manages the commercial business of the Grand Park Events Center in Westfield, Indiana, including event scheduling, special event production, sponsorship coordination, consumer marketing, communications, activation logistics, account services and vendor procurement.

The Grand Park Events Center is a centerpiece of the 400-acre Grand Park Sports Campus, one of the largest sporting complexes in the world. The indoor facility features three full-sized professional soccer fields, a restaurant, a spectator lounge, retail space, locker facilities, weight training facilities, suites and administrative offices. It also includes multi-use space for trade shows, live entertainment, conventions and special event programming, including large indoor field sports events in the massive 370,000 square-foot facility.

Please visit <http://grandpark.org/grand-park-event-center/> for additional information. For booking and sponsorship information, please contact TJ Land at tj.land@lstmarketing.com or 317-383-0256.

Grand Park Sports Campus

Grand Park in Westfield, Indiana, is a destination like no other. The thoughtfully designed 400-acre Grand Park Sports Campus features 26 baseball and softball diamonds, 31 multipurpose fields for soccer, football, and lacrosse. The Grand Park Events Center will open in summer 2016, featuring three full-sized indoor soccer fields, a restaurant, administrative offices and facilities to host major events. The Jonathan Byrd's Fieldhouse indoor basketball facility opened in January. Grand Park also features an abundance of green space and more than 10 miles of pedestrian/bicycle trails, including the largest trailhead on the Monon Corridor.

More than 1.5 million sports visitors are projected to participate in or attend tournaments and events at the Grand Park Sports Campus on an annual basis, making the surrounding area a prime location for economic development. The master plan outlines approximately 1,400 acres of land available for residential and commercial development including hospitality (hotel, restaurant and retail), mixed-use, life science and corporate office uses.

Visit GrandPark.org for more information and download the Grand Park app for the latest updates: [iOS](#) and [Android](#). Please contact Michelle Krcmery, Marketing Manager for Grand Park, at mkrcmery@westfield.in.gov or (317) 804-3157 for additional information.

Grand Park social media:

[Twitter: @GrandParkSports](#)

[Facebook: facebook.com/GrandParkSports](https://www.facebook.com/GrandParkSports)

[Instagram: @GrandParkSports](#)

JONATHAN BYRD'S
EVENT  ENTERTAINMENT

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