

STICKS UP TO

25



CAPITAL ONE ARENA CELEBRATES A QUARTER CENTURY

Twenty-five years ago, Capital One Arena (then known as the MCI Center), the new home of the NHL's Washington Capitals, NBA's Washington Wizards and Georgetown University's men's basketball team, opened its doors for its inaugural event. On Dec. 2, 1997, the Wizards beat the Seattle SuperSonics, 95-78, in front of a sold-out crowd that included then-President Bill Clinton.

The Capitals premiered in their new home three days later, on Dec. 5, beating the Florida Panthers, 3-2, in overtime. Then, the Georgetown Hoyas succumbed to Villanova in its arena premiere.

On its opening, Washington Post columnist Thomas Boswell said the arena "is an unpretentious jewel that maximizes everything about its fabulously energized location."

Over the next quarter century, Capital One Arena, one of the busiest arenas in the country, has hosted more than 4,500 events that have attracted more than 47 million people from across the city, region, the U.S. and around the world.

"Congratulations on 25 years! It has been Aramark Sports + Entertainment's honor to serve as the trusted food and beverage provider at Capital One Arena and we look forward to our continued partnership," said Alison Birdwell, President and CEO of Aramark Sports + Entertainment.

HUMBLE BEGINNINGS

In the mid-1990s, then Capitals' and Wizards' owner Abe Pollin wanted to move the teams from their Maryland home to downtown Washington, D.C. He worked with the city to secure a site and privately financed the \$260 million arena.

Located in the bustling entertainment neighborhoods of Chinatown and Penn Quarter, Capital One Arena is a mile from both the White House and the U.S. Capitol and just a few blocks from the National Mall. It sits atop the Gallery Place Metro Station, D.C.'s third busiest metro stop.

Prior to the opening of Capital One Arena, Penn Quarter was in a state of urban decay. But Capital One Arena was the catalyst for the revitalization of Chinatown. It spurred over \$9 billion in redevelopment, transforming the area into an entertainment destination with more than 145 restaurants and retail locations, along with condos and businesses. Today, the arena, along with the commerce corridor it anchors, contributes more than \$700 million in annual tax revenue to the city.

"The power of sports and live entertainment is that it builds a sense of community like nothing else," said Jim Van Stone, President of Business Operations and Chief Commercial Officer of Monumental Sports & Entertainment (MSE), which owns and operates the venue. "There's been an incredible transformation of downtown D.C. and the economic development which has grown around this space is phenomenal. If you ask long-term residents, they'll say this arena is among the top five reasons, if not the top reason, for this transformation."

A PLACE TO CALL HOME

The Capitals, Wizards and Hoyas have played all their home games at Capital One Arena for the last 25 years. But during that time, the arena had also been the home of the WNBA's Washington Mystics for 20 years, from 1998-2018, before the debut of their new home at the Entertainment & Sports Arena in D.C.'s Ward 8; the Washington Power of the National Lacrosse League, from 2001-2002; and the AFL's Washington Valor, from 2017-2019.

"Capital One Arena has been a terrific partner and home to Georgetown's men's basketball team for the last 25 years. The arena has been the centerpiece of championship seasons, record-breaking performances and exciting victories," said John J. DeGiola, President of Georgetown University. "The entire Georgetown community is grateful to Monumental Sports for bringing together countless students, alumni and community members to celebrate Hoya basketball and for being an important partner for our community. Congratulations on 25 years and we look forward to our continued partnership in the time ahead."

Additionally, two events have appeared at the arena for two decades — the Harlem Globetrotters and the Washington International Horse Show. Other favorites fans have enjoyed throughout the years include WWE, Monster Jam and Disney on Ice.

A DIVERSE SPECTRUM OF EVENTS

Over the years, Capital One Arena has seen its share of legendary sports performances, concerts and dignitaries. It has been the site of two Stanley Cup runs for the Capitals, including their first-ever Stanley Cup win in the 2018 season.

Even though the Capitals won their Stanley Cup on the road, fans celebrated at a viewing party at Capital One Arena with the free tickets snatched up quickly — in just 20 minutes.

With its prime spot in the heart of D.C., Capital One Arena has hosted many high-profile events, including the 2001 NBA All-Star Game; 2002 and 2007 WNBA All-Star Games; 2003 World Figure Skating Championships; the first and second rounds of the NCAA men's basketball tournament in 1998, 2002, 2008 and 2011, and the East Regional in 2006, 2013 and 2019; the 2009 NCAA Frozen Four; 2005 and 2016 ACC Men's Basketball Tournament; 2017 Big Ten Men's Basketball Tournament; and the 2018 and 2022 Atlantic 10 Men's Basketball Tournament.

Centrally located between Baltimore, Md., and Richmond, Va., the District of Columbia supports eight universities and three research institutions, along with three airports. The region is home to about 10 million people.

This has made the arena a must-play destination for top performing artists. A who's who of performers have graced the arena's stage, including Elton John, Prince, Barbra Streisand, Tina Turner, Beyoncé, U2, Lady Gaga, Madonna, The Three Tenors, Drake, Bon Jovi, Tim McGraw and Faith Hill, Keith Urban, Paul Simon and Sting, Taylor Swift, Usher and more.

"We're uniquely positioned in the nation's capital and draw local, regional and global fans. We've always been an important tour stop along the way," said Jordan Silberman, General Manager of Capital One Arena. "We have visitors from every background and every taste of entertainment who value the great hospitality we show them night after night. Shows find tremendous value coming to our facility because of our market and what this venue has to offer."

CAPITAL ONE ARENA FAST FACTS

Opened: **1997**
Years open: **25**
Construction cost: **\$260 million**
Hockey capacity: **18,573**
Basketball capacity: **20,356**
Events per year: **220+**
Total events: **4,500+**
Fans per year: **3+ million**
Total fans: **47+ million**
Suites: **110**

Caesars Sportsbook: **18,000 square feet**
LEDs inside the arena: **75,000 square feet**

FACILITY NAMES

MCI Center: **1997-2006**
Verizon Center: **2006-2017**
Capital One Arena: **2017-present**

ANCHOR TENANTS

Washington Capitals (**NHL**)
Washington Wizards (**NBA**)
Georgetown Hoyas (**NCAA**)



In the heart of Chinatown and Penn Quarter, Capital One Arena has taken up residence on F Street, between 6th and 7th Streets for 25 years.
Photo by Ned Dishman/NBAE

A HISTORY OF SELLOUTS

Dignitaries and other leading figures have appeared, including the Dalai Lama and former First Lady Michelle Obama. Then President Barack Obama and Vice President Joe Biden were also spotted courtside at a Wizards game. The arena also served as a voting location for the 2020 general election.

"We have a variety of unique and diverse events," said Van Stone. "We have seven events a week, which is almost an entire NFL season, and we have a different type of audience every night."

PUTTING TOGETHER THE PUZZLE

With three primary tenants playing close to 100 games in the six months from October through April, plus the possibility of playoff games, along with concerts and other family shows, creating the schedule for Capital One Arena can be like a jigsaw puzzle.

"At the core, we want to make sure our three main tenants are always taken care of," said Silberman, "but the Caps and Wizards, the NBA and NHL, typically get the first crack at the schedule. We have good working relationships with both leagues and they understand there could be a show that can only play on a certain day and they'll work with us so we can peel back a hold to give to a touring act."

Though it's indoors, Capital One Arena is like a "Field of Dreams," following the mantra, "if you build it, they will come."

The Capitals have sold out every game in the arena since 2009, an amazing streak of 558 games and counting.

"Part of what makes D.C. unique is that it's so international and we are evolving from having a big transient population to experiencing tremendous regional growth as more people move here and families plant roots here," said Silberman.

Over the years, hundreds of concerts have also sold out the arena, including in 2019, which had over 20 sellouts. Among these were Cher, Queen and Adam Lambert, Justin Timberlake, Shawn Mendes and Panic at the Disco.

Post pandemic, Harry Styles and Bad Bunny set concert attendance records. Other sellouts were Chris Brown, Kendrick Lamar, Lizzo, 21 Pilots, Dua Lipa, Maxwell, Daddy Yankee and The Killers.

Capital One Arena has become a destination location. "Our city gives people

the opportunity to travel in, not just to go to a concert or game, but also to experience Washington D.C. and all the monuments, historical sites and free museums," said Silberman. "That's always been something uniquely different about us."

CHANGING OF THE GUARD

Pollin had been the long-time owner of the Wizards, having purchased the team in 1964, and the Capitals, starting the team in 1974. He brought both teams into the heart of D.C. with the development of Capital One Arena.

Then, in 1999 and 2000, he took on a minority partner in Ted Leonsis, who purchased a 44% stake in the Capitals, Wizards and Capital One Arena. Upon Pollin's passing in 2010, Leonsis purchased the remaining stake. He became the sole owner and formed Monumental Sports & Entertainment.

IT'S ALL IN THE NAME

Through a naming rights deal with MCI Communications, a provider of long-distance phone service and, at the time, the largest company based in D.C., the arena took on the name of MCI Center when it opened in 1997. Verizon bought MCI Communications in 2006 and changed the name of the arena to the Verizon Center.

But, five years ago, Capital One, headquartered in nearby McLean, Va., signed a 10-year naming rights deal with MSE to name the facility Capital One Arena.

"Capital One is a well-known brand in the world of sports and entertainment," said Van Stone. "This partnership has a great hometown connectivity and feel to it and we're fortunate to have been partners with them for a long time before they became our naming rights partner."

"One of the most exciting things to have occurred in the first year of our partnership was when the Capitals won the first-ever Stanley Cup in franchise history," Van Stone continued. "That's a great way to launch a partnership."

Guests with a Capital One card



Fans can place sports bets or enjoy food from Guy Fieri's D.C. Kitchen + Bar in the Caesars Sportsbook, the first retail sportsbook at a U.S. sports facility.
Photo by Avi Gerver

receive an enhanced experience at the arena. They have a dedicated entrance and receive a 10% discount on tickets, retail purchases and food and beverage.

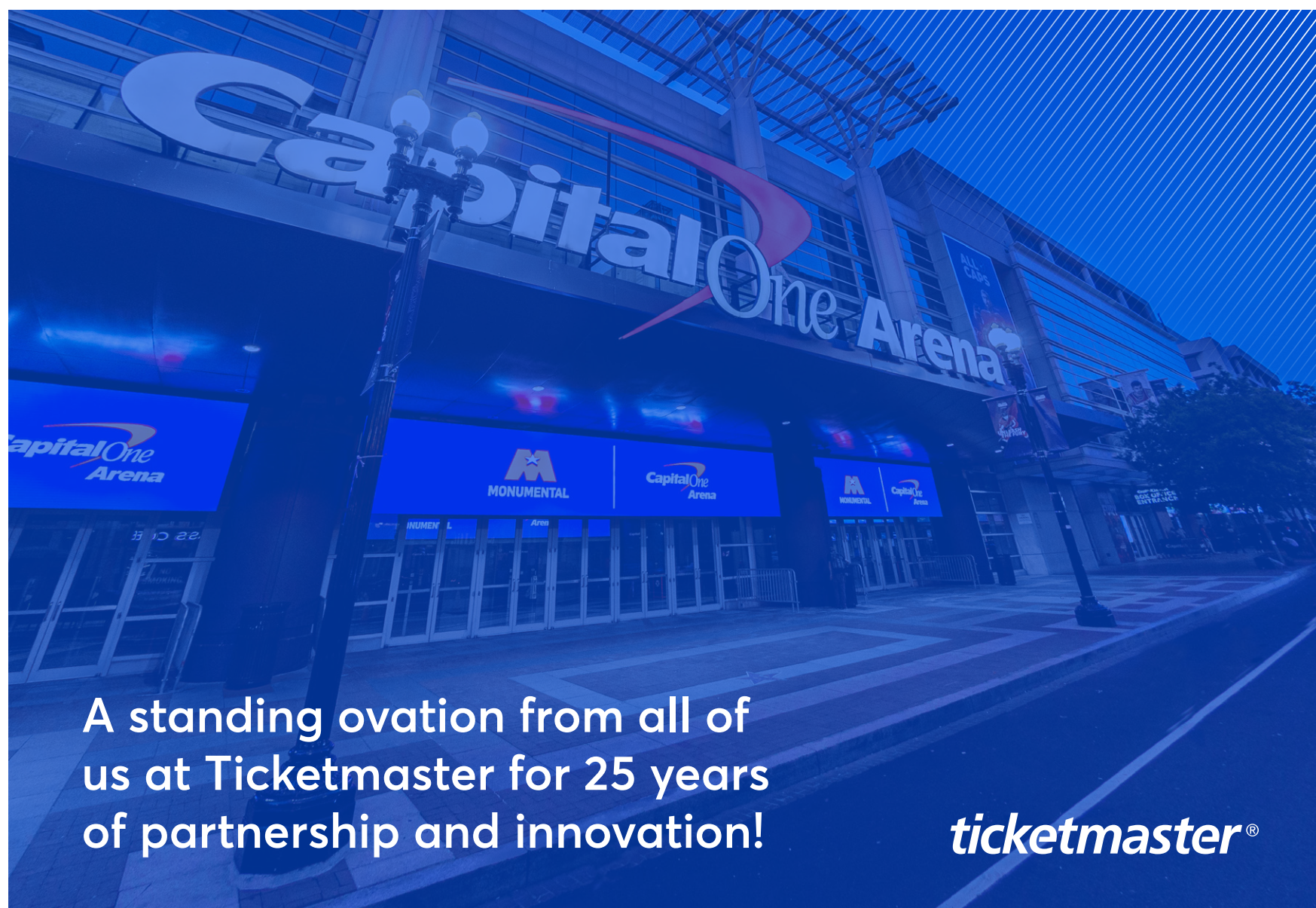
CORPORATE PARTNERS

Over the past 25 years, hundreds of companies, including Ticketmaster, have been arena partners, but two companies that have been with the facility over the long haul are Anheuser-Busch and Geico, which have been partners from day one.

"Ticketmaster's partnership with Capital One Arena and Monumental Sports & Entertainment is transformative on many levels," said Kurt Schwartzkopf, Executive Vice President and Co-Head of Sports for NBA and NHL Arenas at Ticketmaster. "They have led the way in adopting our technology and were one of the first organizations to move to 100% digital tickets 10 years ago. We can't thank Ted Leonsis and his



The Players Club is the arena's most exclusive members-only club.
Photo by Jeffrey Sauers/CPI Productions



A standing ovation from all of us at Ticketmaster for 25 years of partnership and innovation!

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entire team enough for their trust in allowing us to collaborate, innovate and evolve with them over the years. Today we celebrate with you on 25 years of LIVE at Capital One Arena!

Over the years, the arena has had a combination of national and local partners. But its location in D.C. gives Capital One Arena a unique opportunity.

"Because D.C. has 190 embassies, we do very well internationally," said Van Stone. "We've had a lot of global partners, including Etihad Airways and Alibaba."

BEATING THE ODDS

In 2018, the Supreme Court repealed PASPA, the Professional and Amateur Sports Protection Act, which banned sports betting on single games outside the state of Nevada. This opened the door for states across the country to establish sportsbooks.

Three years later, in May 2021, Capital One Arena became the first U.S. sports facility to have a retail sportsbook located on-site. The two-story, more than 18,000-square-foot Caesars Sportsbook has become one of the top sports bars in the District. It features sports betting and Guy Fieri's D.C. Kitchen + Bar across two floors, with the option for ticketed guests to enter the arena concourse from the second floor.

"We looked at this as an opportunity to bring an incremental million people a year to the Capital One Arena complex," said Van Stone. "We're seeing people come a couple of hours early for their event and spend time in the sportsbook and then stay a couple of hours after the event for the food and beverage experience."

UPGRADING THE FAN EXPERIENCE

In 2007, at the 10-year anniversary of its opening, and in 2018 and 2019, Capital One Arena underwent renovations to upgrade the fan experience. More than \$100 million, privately funded by MSE and Leonsis, produced

modernized concourses, redesigned concession stands, padded seats, premium lounges, partner activation areas, upgrades to the team store and a state-of-the-art sound system.

A major upgrade was the change in signage from static signs to more than 1,200 LED video screens. This enabled MSE to create a customized atmosphere for each of the three teams, along with visiting artists.

"For the teams, having the atmosphere feel like they fully own Capital One Arena for their game was important," said Van Stone.

A CUSTOM LOOK FOR EVERY EVENT

With a neutral palette and the installation of the LED video screens, MSE can program Capital One Arena to have a customized look for every event. When the Capitals play a game, it's their arena and you wouldn't be able to tell the Wizards or Hoyas also play there. Same with individual concerts.

But it goes beyond the signage on the screens. Seating and food and beverage offerings can also change depending on which event or team is using the arena.

For example, the in-bowl experience is different for Wizards and Hoyas basketball games. The Wizards have a hospitality area on the floor, entitled The District. The 1,000-square-foot space that includes an enhanced culinary experience, gives fans proximity to the action and the unique opportunity to engage with the players. But, for Georgetown games, that area is part of the student section.

"We pride ourselves on the number of events we do, having doubleheaders and efficiently configuring the building differently for each event so the artists, athletes and fans have the best experience possible," said Silberman.



The arena is packed with Hoyas fans as Georgetown takes on Syracuse in 2013. Photo courtesy of Georgetown University Athletics

The Capitals' 2017-18 Stanley Cup banner was raised on Oct. 3, 2018. Photo by Ned Dishman/NBAE

A CORE COMPONENT OF THE DISTRICT

With 220 annual events and three million people making the trek to see games and events in the venue, Capital One Arena has become an integral part of the D.C. ecosystem.

"We're excited to be stewards of this area," said Silberman. "A lot of Washington D.C., the museums and national monuments, close at 5. We bring the excitement after 5 and drive a lot of traffic to the area. Capital One Arena is important to the city and tax base."

The addition of Caesars Sportsbook has made a significant impact on the area. With an annual handle of close to \$240 million, Caesars Sportsbook has contributed over \$3 million in tax revenue to the District since its opening.

A FAMILY CONNECTION

A sports venue that's been open for 25 years has produced a lot of stories. Some of the younger employees at Capital One Arena weren't even born when the facility opened. Then, there's the special family connection, with Jordan Silberman and his father, Barry, both having served as general manager of this arena.

As president of Centre Management, Barry presided over the MCI Center's construction and opening and ran the building for many years. Then, in 2021, after having served at the arena in various capacities since 2011, Jordan was named the arena's general manager.

"This arena is obviously a part of my DNA and my family's DNA," said Jordan Silberman. "It's pretty cool to continue to shepherd it into the future and be part of an opportunity to not only think historically to when it first opened, but to also reimagine what it can be going into the future."

LOOKING AHEAD

"We're looking forward to the next 25 years," said Silberman. "Ted has a vision for creating a shared sense of community and will continue to invest in this facility and keep it a state-of-the-art, world-class venue for touring acts and our beloved sports teams."



CONGRATULATIONS
CAPITAL ONE ARENA
 ON 25 YEARS!



CONGRATULATIONS ON 25 YEARS!

THE ENTIRE GEORGETOWN COMMUNITY IS GRATEFUL TO MONUMENTAL SPORTS FOR BRINGING TOGETHER COUNTLESS STUDENTS, ALUMNI, AND COMMUNITY MEMBERS TO CELEBRATE HOYA BASKETBALL AND FOR BEING AN IMPORTANT PARTNER FOR OUR COMMUNITY.



25

YEARS
THE CAPITAL
OF ENTERTAINMENT

THE 25TH ANNIVERSARY CELEBRATION



Capital One Arena

25 THE CAPITAL OF ENTERTAINMENT 25

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