



## Miami Marlins and loanDepot park Partner With Oak View Group's Stadium Alliance

### *loanDepot park is Latest Major League Ballpark to Join OVG Alliance Alongside Nine Other Prominent Venues*

LOS ANGELES & MIAMI – February 15, 2022 – [Oak View Group](#) (OVG), the global venue development, advisory, and investment company for both the sports and live entertainment industries, and the [Miami Marlins](#) of Major League Baseball, today announced [loanDepot park](#), the home of the Marlins, is the latest major league ballpark to join Oak View Group's Stadium Alliance, an invitation-only group for venues to further develop their respective live entertainment business. loanDepot park joins nine other U.S. venues in the Alliance including several prominent MLB ballparks like Globe Life Field (Arlington, TX), Target Field (Minneapolis, MN), and Dodger Stadium (Los Angeles, CA).

As part of the Alliance, OVG will offer loanDepot park consulting services related to event booking as well as relationships with artists, managers, agencies and promoters.

"This partnership with Oak View Group will help us continue to realize the potential and promise of loanDepot park as a jewel venue in South Florida and a year-round entertainment destination for global artists and internationally-renowned events," said **Adam Jones**, Miami Marlins Chief Strategy Officer.

**Jeff Nickler**, senior vice president of Oak View Group's Arena Alliance & Stadium Alliance said, "We're very pleased to welcome loanDepot park to the Alliance. Given the location of the venue in one of the most vibrant international destinations, we see loanDepot park, with its retractable roof technology, attracting an increasing number of year-round events."

The Marlins have invested significantly to enhance the experience at loanDepot park – completely re-imagining and re-concepting the food and beverage offerings and activating mobile ordering options, installing unique social spaces outside and inside the ballpark, and installing free-flow parking in the surrounding parking garages. To better facilitate additional non-baseball events, the organization recently installed the Shaw Sports B1K synthetic grass surface system to help cut costly sod replacement and reinforce the organization's commitment to sustainability.

It was recently announced by Ye that loanDepot park will host the artist's Donda Experience Performance on February 22. loanDepot park also recently announced it will

be the first Major League Baseball stadium to host the prestigious Caribbean Series (Serie del Caribe) in 2024.

OVG founded the Stadium Alliance in 2015 with the goal of assisting major league ballparks and stadiums in maximizing their calendars and in generating new revenue through incremental concerts and events. Its mission is to utilize our relationships with the top promoters, agents, and managers in the live entertainment industry to deliver the world's most exciting concert content for our members.

### **About Miami Marlins and loanDepot park**

The Miami Marlins combine the tradition of America's pastime with the energy and excitement of South Florida. The two-time World Series Champion Marlins are dedicated to building sustained success on and off the field as a world-class entertainment venture, while making a positive impact on our community. The Marlins play their home games at loanDepot park, one of South Florida's jewel venues and an entertainment destination serving as host to best-in-class local, national and international events. Opened in 2012 in the heart of Little Havana – near downtown Miami and the world famous beaches – loanDepot park features a state-of-the-art retractable roof as well as unobstructed views of Miami's skyline made possible by six operable glass panels. The ballpark became the first retractable-roof LEED Gold Certified facility in the world and just the second MLB facility to receive the WELL Health-Safety Rating, and is a go-to destination for a first-class entertainment experience. From charity walks and concerts to football games and soccer matches, the ballpark hosts myriad events each year that contribute immensely to the vibrant culture of Miami. For more information, visit [Marlins.com/ballpark](https://marlins.com/ballpark).

### **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 leads the operations of Climate Pledge Arena at Seattle Center and UBS Arena in Belmont Park, NY as well as arena development projects for Moody Center in Austin, TX; Acrisure Arena in Palm Springs, 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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