



**THE CROSSOVER**  
SPORTS | WELLNESS | ENTERTAINMENT



## **OAK VIEW GROUP EXPANDS FOOTPRINT IN AUSTIN, TX, TO MANAGE, PROGRAM, AND SELL SPONSORSHIPS AT THE CROSSOVER**

IMAGES OF THE CROSSOVER AVAILABLE [HERE](#)

**(AUSTIN, TX – August 20, 2024)** – [Oak View Group](#), the company that manages and operates Moody Center in Austin, TX, is expanding its footprint in the market to manage, program, and sell sponsorships at [The Crossover](#), the world-class facility specifically designed for sports, wellness, and entertainment with more than a dozen different indoor and outdoor facilities to compete, train and have fun.

At The Crossover, Oak View Group, the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions, will seek new opportunities to add live entertainment such as concerts and comedy, and youth sports programming, particularly ice hockey, to the event calendar.

“With Oak View Group’s outstanding resources, particularly here in Austin, we are excited to have them lead our management and programming efforts and oversee our sponsorship opportunities here at The Crossover,” **said Eric Perardi, developer of The Crossover.**

“The Crossover is an incredible property with tremendous opportunities for us to collaborate with Eric and the team to enhance the programming calendar and expand sponsorship partners,” said **Matt Lashoff, Director, Business Development, Oak View Group.** “We look forward to introducing new marketing initiatives and strategies to engage the community and attract new customers.”

The Crossover, featuring competitive sports facilities for indoor and outdoor sports, including ice hockey, soccer, lacrosse, pickleball, beach volleyball, baseball batting cages, dance, and fitness, is designed to bring together a unique blend of amenities in one location and gives quality time back to families with no membership fees.

Aside from being the operations center for the Austin Spurs of the NBA G League and the training center for the Texas Stars of the American Hockey League, The Crossover hosts a range of services, including physical therapy, sports medicine, nutrition and catering to the needs of its visitors, and a Muv dance and fitness center.

Additionally, The Crossover features The Esports Cave, an inclusive and safe place where gamers from any background can play their favorite games and interact with the community. It is also a place to dine with the family after an event or watch the game. Guests can enjoy fare in the restaurant and bar, outdoor covered patio, or at one of the several food truck options outside.

The Crossover also hosts weekly church services on Sundays through the Church of Whitestone founded by Tauren and Lorna Wells.

### **About Oak View Group**

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit [OakViewGroup.com](http://OakViewGroup.com), and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

### **About The Crossover**

Located just north of Austin, Texas, The Crossover offers over 200,000 square feet of sports, wellness, entertainment, and dining options. This state-of-the-art facility has everything needed to compete, train, grow, and have fun, including indoor & outdoor turf fields, sand volleyball, pickleball courts, food trucks, and two full-size regulation NHL ice rinks. A vision of developer Eric Perardi, The Crossover offers fun for all, all under one roof. Here, there is something for everyone!

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