



BERKS COUNTY CONVENTION CENTER AUTHORITY TO PARTNER WITH OAK VIEW GROUP TO INCREASE BOOKINGS AND ENHANCE GUEST EXPERIENCE AT SANTANDER ARENA AND SANTANDER PERFORMING ARTS CENTER



Santander Arena – Reading, PA



Santander Performing Arts Center – Reading, PA

READING, PA (April 28, 2025) - The **Berks County Convention Center Authority** today announced a dynamic new partnership with [Oak View Group](#), the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions. Beginning July 1, 2025, Oak View Group will manage operations, create a best-in-class food and beverage program, and sell new sponsorship opportunities for the 8,800-seat **Santander Arena** and the 1,700-seat **Santander Performing Arts Center**.

“Oak View Group has an excellent reputation for providing a high-quality, premium guest experience, and we’re excited to partner with them to enhance the live entertainment experience here in Reading,” said **Michael J. Gombar, Jr., Chairman of the Berks County Convention Center Authority**. “The live entertainment industry is very competitive and ever-changing. We are confident that Oak View Group has the resources and experience to grow Reading’s presence in the industry as we approach our 25th year of operation. We are also ecstatic about the significant capital investment committed by Oak View Group for upgrades to the Arena and Performing Arts Center. The Authority considers both venues as major anchors for economic development in the Greater Reading area. So, the Authority Board is excited to make this announcement and provide another piece of the puzzle in the revitalization of downtown Reading.”

This new partnership is driven by Oak View Group’s passion for delivering a first-class guest experience with a commitment to innovation, entrepreneurial leadership, and community impact. Known for excellence in concessions, premium hospitality, and customer service, OVG aligns with Berks County Convention Center Authority’s mission to deliver world-class fan experiences. OVG’s trusted and proven leadership, strong relationships, and forward-thinking approach will help introduce new strategic partnerships to enhance the arena and performing arts center’s offerings.

“We are excited to partner with Berks County Convention Center Authority and bring a new level of excitement and activity to both the Santander Arena and Santander Performing Arts Center designed to elevate the guest experience,” said **Peter Luukko, Co-Chair, Oak View Group**. “Reading is a terrific market for live entertainment, and we look forward to generating a new level of excitement in the industry and across the region for both properties.”

The agreement includes day-to-day operations, booking, scheduling, marketing, advertising, and sponsorship sales for Santander Arena and Santander Performing Arts Center. OVG will also manage the **Reading Royals**, the **ECHL affiliate of the Philadelphia Flyers**, which calls the Santander Arena home.

OVG Hospitality will lead a major investment in concession upgrades at both venues, introducing exciting new menu options inspired by **local flavors** to enhance the guest experience. **OVG’s Global Partnerships** team will execute a strategic sponsorship program to attract new partners and create enhanced offerings for fans and guests.

In addition to the Reading Royals, Santander Arena hosts concerts, family shows, and special attractions. The historic Santander Performing Arts Center hosts a variety of concerts, family shows, and is home to the Reading Symphony Orchestra. Work has already begun to ensure a seamless transition for clients, guests and employees of both venues.

In Pennsylvania, Oak View Group operates the PPL Center in Allentown, PA; PPG Paints Arena in Pittsburgh, PA; the Liacouras Center at Temple University in Philadelphia, PA; Kovalchick Convention and Athletic Complex in Indiana, PA; Center; and UPMC Events Center in Moon Township, PA.

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, stadiums, 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, and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

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