



## Iowa State Selects Oak View Group to Bring More Live Events to Five On-Campus Properties

*Oak View Group to also Manage Event Parking Services for On-Campus Live Events*

**Ames, Iowa (March 25, 2026)** [Oak View Group](#), the global leader in premium live entertainment infrastructure and services, has been selected by **Iowa State University** to secure and manage live events in the **Iowa State Center**, **ISU Director of Athletics Jamie Pollard announced today.**

As part of this five-year agreement, Oak View Group will also oversee the day-to-day management of CY Stephens Auditorium, including booking and programming, and providing input on design and improvements. OVG will also secure concert and event programming in Jack Trice Stadium and Hilton Coliseum, provide input on the operation and design of the future Sukup Cylo amphitheater and manage event parking services for all Iowa State Center live events.

“The Iowa State Center has long been recognized as one of the nation’s top destinations for live music and performing arts shows, and this partnership with Oak View Group will allow us to further that legacy while also affording new opportunities when CyTown and the Sukup Cylo come online in 2027,” **said Pollard.** “Oak View Group’s proven track record of success will help us realize additional opportunities to bring new events to the Iowa State Center that will not only grow revenues but enhance entertainment options for our community.”

**The Iowa Center**, the vision of Dr James H. Hilton, who served as President of Iowa State University from 1953-1965, currently **includes Jack Trice Stadium, Hilton Coliseum, CY Stephens Auditorium, Fisher Theater, and Scheman Building.** CyTown, the University’s innovative multi-use district being built between Jack Trice Stadium and Hilton Coliseum in partnership with Goldenrod, will open in 2027. Jack Trice Stadium has played host to the Rolling Stones (twice), Paul McCartney, Genesis, U2 and most recently in May of 2024 George Strait and Chris Stapleton, while Hilton Coliseum has hosted some of the world’s most famous entertainers since its doors first opened in 1971, including Elton John, Billy Joel and Bruce Springsteen.

Oak View Group is directly involved in both of the concerts slated for Jack Trice Stadium in 2026, Luke Combs in April and Post Malone/Jelly Roll in July.

“The excitement is building on campus at Iowa State University, and we’re thrilled to help the University expand their live event content at their on-campus venues by bringing top-notch live entertainers and artists to the region,” **said Greg O’Dell, President, Venue Management, Oak View Group.** “We look forward to working with our new partners at ISU and generating new live experiences that bring people into Ames and support local businesses.”

### **About Iowa State Athletics**

Iowa State University sponsors 18 intercollegiate athletic programs, seven men's and 11 women's teams. A founding member of the Big 12 Conference, the Cyclones have won 19 team national championships, 162 conference team titles and 140 individual national crowns. ISU student-athletes also thrive in the classroom, having established a school-record Graduation Success Rate Score (GSR) for 10-straight years, as its 2024 mark equaled the school-record of the previous two years and its most-recent multi-year 990 institutional Academic Progress Rate (APR) was also a school-record. Iowa State's 92 percent GSR for its male student-athletes was a school record, ranked second in the Big 12 and improved for the 10th-straight year, while its female student-athletes GSR of 98 percent tied for third in the conference, matched the second-highest score in department history and marked the 19th-straight year it topped 90 percent. Iowa State University and the ISU Research Park are partnering with Goldenrod Companies on construction of the first multi-use district to be built on a college campus, the innovative CyTown, which is located between Hilton Coliseum and Jack Trice Stadium and slated to open in 2027.

### **About Oak View Group**

Oak View Group (OVG) is the global leader in premium live entertainment infrastructure and services, with a platform spanning venue development and end-to-end capabilities across venue management, hospitality, and sponsorship sales. Founded in 2015, the Company serves a collection of seven world-class owned venues and a client roster of the most iconic arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions, spanning four continents.

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