



**Bojangles®**

**ENTERTAINMENT COMPLEX**

**BOJANGLES' COLISEUM ★ OVENS AUDITORIUM**

**PROMOTER GUIDE**





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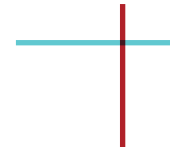
**35 / DISCOVER CHARLOTTE**





# OUR VENUES





## BOJANGLES' ENTERTAINMENT COMPLEX

Ovens Auditorium and Bojangles' Coliseum have been entertaining guests at the east Charlotte auditorium-coliseum complex since 1955. The complex provided the city with its first major civic auditorium and dedicated sports and concert venue. Hosting nearly 19,000 events collectively and welcoming millions of visitors from near and far, these historic venues have a special place in the city's history.

Over the years, the multipurpose venues have hosted a wide array of shows, including top-touring concerts, sporting events, family shows, comedy shows, Broadway shows, symphony and opera performances, nationally known speakers, graduations and several other diverse entertainment events. The coliseum served as the home base for hockey in Charlotte from 1956 to 1977 and again from 1993 to 2005. In 2015, the AHL Charlotte Checkers, affiliate of the NHL Carolina Hurricanes, returned to the

coliseum as the anchor tenant. The celebrated coliseum has been known by many names: Charlotte Coliseum, Independence Arena, Cricket Arena and Bojangles' Coliseum. Ovens Auditorium was named in honor of David Ovens, vice president and general manager of J.B. Ivey department store and the leader of the auditorium-coliseum citizen planning committee in the early 1950s.

As our team continues to celebrate the venues' historic past, we are looking forward to an even more exciting future. In 2019, Ovens Auditorium and Bojangles' Coliseum officially became **Bojangles' Entertainment Complex**. Called **BOplex** for short, the venues offer a fitting tribute to 60-plus years of joint community involvement and entertainment. In early 2020, a 35,000-square-foot connector will be built between Ovens Auditorium and Bojangles' Coliseum, officially unifying the two venues as **one**.

### ACCOLADES

Ovens Auditorium and Bojangles' Coliseum have hosted nearly 19,000 events combined since opening in 1955.

The iconic Bojangles' Coliseum was home to the largest unsupported steel dome coliseum in the world and the first free-spanning dome in the U.S. when it opened—an architectural marvel of its time.

In July 2009, the coliseum's exterior was designated as a historic landmark by the Charlotte-Mecklenburg Historic Landmark Commission.

Ovens Auditorium—the theater with the largest capacity in the city—is consistently named one of the Top 200 Theatre Venues Worldwide by Pollstar.

Bojangles' Coliseum is consistently ranked as one of the largest meeting facilities in Charlotte in the Charlotte Business Journal's annual Book of Lists.

Bojangles' Coliseum received the TripAdvisor Certificate of Excellence in 2017 and 2018.

A 35,000-square-foot connector will debut between Bojangles' Coliseum and Ovens Auditorium in early 2020.

The connector facility expansion will integrate the mid-century modern aesthetic of the existing buildings while incorporating modern conveniences and amenities—including LEED certified design.





The background of the entire page is a blue-tinted photograph of a stage. Several spotlights are visible, casting beams of light downwards. In the foreground, the silhouettes of several people are visible, looking towards the stage. The overall atmosphere is that of a live performance or event.

# OUR STORY

Bojangles' Entertainment Complex is owned by the City of Charlotte and operated by the Charlotte Regional Visitors Authority (CRVA). Brands supported by the CRVA include the Charlotte Convention Center, Spectrum Center, Bojangles' Coliseum, Ovens Auditorium, NASCAR Hall of Fame, Charlotte Regional Film Commission and Visit Charlotte in conjunction with the region's destination marketing brand. The CRVA operates under a "One CRVA" philosophy in which each brand is considered part of one larger, cohesive organization, sharing the same mission and vision. With a dedicated venues team plus the larger CRVA Marketing and Communications team, events hosted at Ovens Auditorium and Bojangles' Coliseum receive dedicated event and promotion support unparalleled in the industry. We call this the CRVA Advantage.

# OUR TEAM

## **GENERAL MANAGER**

Zach Rutledge  
zach.rutledge@boplex.com  
704.335.3111

## **ASSISTANT GENERAL MANAGER**

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diatra.fullwood@boplex.com  
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## **BOOKING MANAGER**

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704.335.3122

## **BOX OFFICE MANAGER**

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kyle.hopper@boplex.com  
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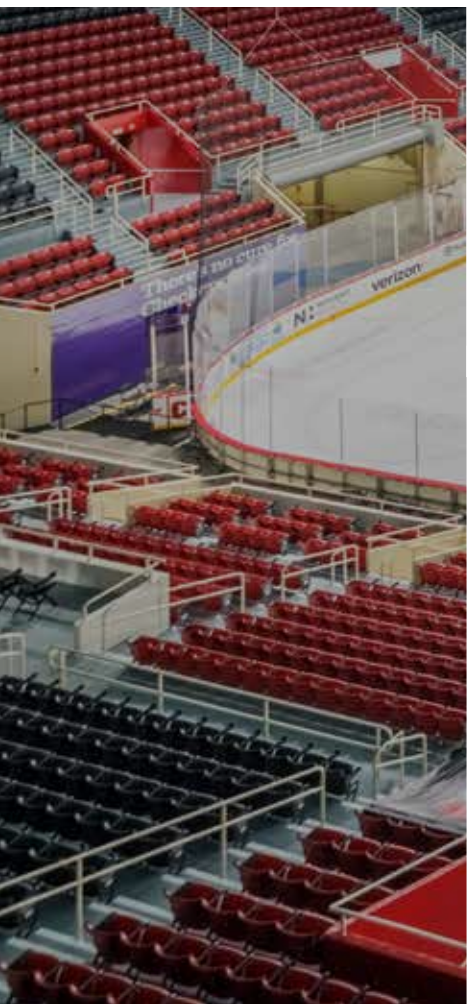
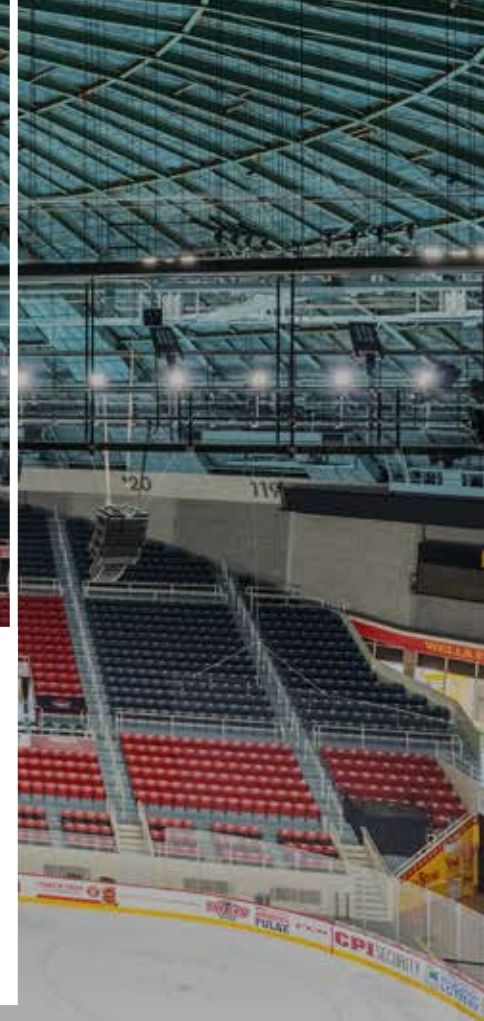
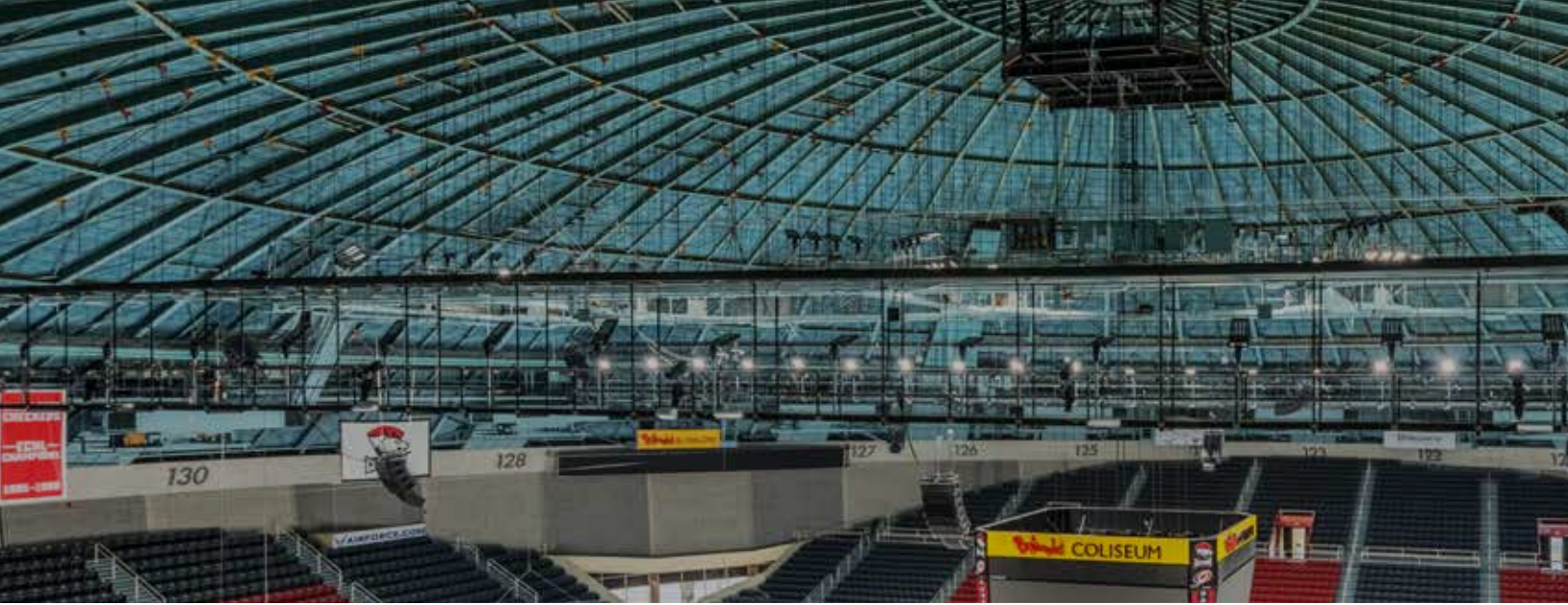
## **TECHNICAL DIRECTOR**

Jeff McManus  
jeff.mcmanus@boplex.com  
704.335.3155

## **MARKETING MANAGER**

Matt Aldrich  
matt.aldrich@boplex.com  
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# BOJANGLES' COLISEUM





## BOJANGLES' COLISEUM

# FAST FACTS

# 10,829

MAXIMUM TOTAL CAPACITY  
(use scaling map as starting point)

# 8,600

FIXED-SEATING CAPACITY  
(in the round)

## 212'L



## 99'W



FLOOR-LEVEL SEATING

# 1,350

180 DEGREE CONFIGURATION : 

# 7,000

  
(depending on stage placement, size and configuration)

## 200'L



## 85'W



FLOOR-LEVEL STANDING

# 2,000

### KEY FEATURES

- HISTORIC VENUE WITH MODERN AMENITIES
- RESTAURANT/BANQUET ROOM
- LOCKER ROOMS
- DRESSING ROOMS

### IN-HOUSE EXCLUSIVES

- FOOD + BEVERAGE
- CATERING

### RECENT RENOVATIONS

From 2015 to 2017, the historic Bojangles' Coliseum underwent an \$18 million renovation that included upgrades to seating, the scoreboard, ribbon boards, the sound system, the broadcast room, concession areas, locker rooms, dressing rooms, electrical, mechanical, storage areas, storm drainage, the ice floor and the venue's restaurant.

The new Daktronics HD video scoreboard is a center-hung display configuration consisting of four main HD video displays, four auxiliary displays and a ring display. The main video displays measure approximately 22'W x 12.5'H. The installation also includes four ribbon displays, one in each corner of the coliseum, measuring approximately 59'W x 4'H.



# EVENT SPACE DETAILS



## RED LINE CLUB

This restaurant and banquet room can accommodate 125 people for seated dining and up to 200 people for receptions.

## DRESSING ROOMS

All rooms are equipped with mirrors and access to bathrooms and showers.

- **TWO TEAM DRESSING/LOCKER ROOMS:**  
600 square feet each
- **TWO STAR DRESSING ROOMS:**  
300 square feet each
- **ONE STAR DRESSING ROOM:**  
150 square feet

## PROMOTER OFFICES

Promoters are welcome to utilize one of the star dressing rooms or the coliseum's conference room as an office or lounge space.

## BUILDING + TECHNICAL SPECIFICATIONS

### IATSE-LABOR

- Union house - IATSE322

### INTERCOM SYSTEM

- Clear-Com System is available. Power supply with belt packs and headsets are available in all spotlight locations (total = 10).

### LOADING DOCK

- Coliseum floor entrance: 18-foot clearance (actual width); ramps or forklifts can accommodate one truck backed into coliseum
- Push is 75 feet from exterior roll-up door with 2-foot-6-inch incline over 40 feet
- No dock; must provide truck ramps
- Elephant door: 13 feet, 6 inches high, 70 feet from stage deck to rigging points
- No vehicle access to building

### OBSTRUCTION

- Scoreboard in the center of the room
- No rigging is allowed from or through the scoreboard
- Scoreboard trims out at a maximum of 75 feet above the arena floor
- Scoreboard dimensions: 24'W x 24'D x 20'H

### SOUND SYSTEM

- House system is available for use or tie-in. The house always reserves the right to deny the use of any audio equipment for any reason. The house requires an in-house Audio Engineer to be present on all calls and will be included on the stagehands bill at settlement. Please contact the Technical Director with your needs.

### POWER

#### ELECTRICAL

- Two 300 amp; 120/208 volt; 3-phase, 5-wire mechanical ground; located upstage center; one on each side of the main entrance tunnel; 50 feet from stage
- One 600 amp; 120/208 volt; 3-phase, 5-wire water pipe ground; located upstage center at main loading door; 100 feet from stage
- One 600 amp; 120/208 volt; 3-phase, 5-wire mechanical ground; located stage left; 50 feet from stage
- One 800 amp; 120/208 volt; 3-phase, 5-wire mechanical ground; located upstage right; 85 feet from stage

#### SHORE

- Four 50 amp; 230 volt; single-phase; located at stage right side of rear loading entrance

#### SPOTLIGHTS

- Eight Xenon Super Trouper II spotlights are located around the arena on a catwalk in permanent positions. Not movable.

#### STAGE/ICE SETUP

- Ice floor: An ice system is built in to the arena floor beneath the concrete. A standard NHL dasher board system is available. The ice floor dimensions, with the dasher board system installed, are 200'L x 85'W.
- Up to 40'L x 60'W (4 foot by 8 foot sections)
- Stage right rolling portable stage

#### WATER

- Located at the loading dock with an in-ground drain near rear load-in door

### RIGGING

#### BASIC

- Open steel pre-hung points from roof of structure
- Coliseum floor to bottom of hanging points: 75 feet
- Bottom of catwalks to roof: 40 feet
- Hanging Points: 2-ton each per rigging diagram

#### TECHNICAL

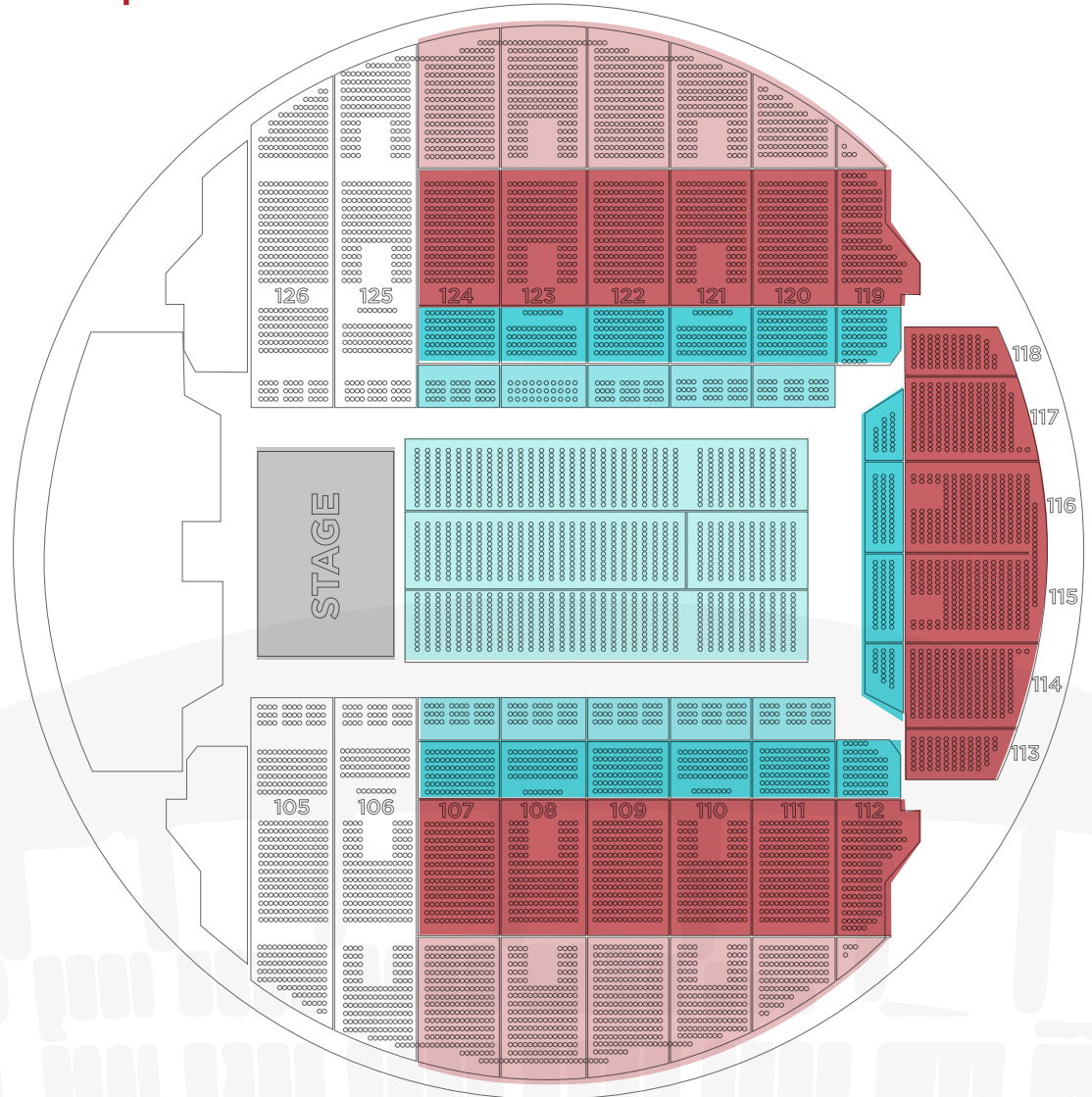
- Distance from arena floor: 80 feet to pre-hung 1/2-inch wire rope attached with beam clamps
- Maximum working load: 4,000 pounds (2 tons) per point
- Outside dimensions of main catwalk: 200'L x 42'8"W above the arena floor in a rectangular shape
- Walkways: 2 feet, 8 inches wide throughout
- Main catwalk grid: 75 feet above the arena floor; can be rigged from at a maximum working load of 2,000 pounds (1 ton) per point; has six bridges that run across the room
- Distance from upstage edge of bridge 1 to the upstage edge of bridge:
  - Bridge 1 - 2 feet, 8 inches (to the downstage edge of bridge one)
  - Bridge 2 - 26 feet, 8 inches
  - Bridge 3 - 74 feet, 8 inches
  - Bridge 4 - 122 feet, 8 inches
  - Bridge 5 - 170 feet, 10 inches
  - Bridge 6 - 197 feet, 4 inches



BOJANGLES'  
COLISEUM

SEATING CHART

- FLOOR / 1,176
- BOX / 354
- CIRCLE / 952
- MEZZANINE / 2,879
- BALCONY / 1,621
- TOTAL 6,982**
- KILLS / 1,682





# OVENS AUDITORIUM





# OVENS AUDITORIUM

## FAST FACTS

2,447

MAXIMUM SEATING CAPACITY

(use scaling map as starting point)



1,314

ORCHESTRA SEATING



44

PIT SEATING



605

MEZZANINE SEATING



484

BALCONY SEATING

### KEY FEATURES

- CHORUS + PERFORMER DRESSING ROOMS
- TWO EVENT SPACES

### IN-HOUSE EXCLUSIVES

- FOOD + BEVERAGE
- CATERING

# EVENT SPACE DETAILS



## THE STARLIGHT LOUNGE

The 5,500-square-foot Starlight Lounge is just one of the various areas available for your event hospitality.

## THE HOSPITALITY ROOM

Whether it be a small stand-up reception for 150 or an elegant sit-down dinner for 80, the 2,100-square-foot Hospitality Room will meet your needs.

## DRESSING ROOMS

All rooms are equipped with mirrors, bathrooms, showers and telephone capabilities.

- **TWO CHORUS DRESSING ROOMS:**  
600 square feet each
- **FIVE PERFORMER DRESSING ROOMS:**  
120 square feet each



## BUILDING + TECHNICAL SPECIFICATIONS

### IATSE-LABOR

- Union house - IATSE322

### AUDITORIUM HOUSE LIGHTS

- General lighting quartz 500-watt incandescent house lighting
- Sound and light position located at the rear of center orchestra section

### ELECTRICAL POWER AND SHOW POWER

- Two 600 amp; 120/208 volt; located downstage right
- Two 600 amp; 120/208 volt; located downstage right  
One located upstage right on stage
- One 400 amp; 120/208 volt; located downstage left on stage
- One 200 amp; 120/208 volt; located in loading dock area; 75 feet from stage
- One 200 amp; 120/208 volt; located downstage left; isolated audio power

### FOLLOW SPOT

- Four 3000 watt Lycian 1295 follow spots are available.

### FORKLIFT

- One 5,000-pound capacity with 6-foot fork extensions.

### INTERCOM SYSTEM

- Clear-Com System is available. Power supply with belt packs and headsets are available in all spotlight locations (total = 10).

### LOADING DOCK

- Can accommodate three trucks simultaneously at loading dock; additional trucks can be accommodated at street level
- Area is standard truck/dock height
- 50 feet to back of stage

### SOUND SYSTEM

- Two additional sound systems can be used for announcements in the lobby area and throughout the dressing rooms. Microphones, stands and basic audio/lighting services provided in-house.

### STAGE SETUP

- Auditorium rigging: Counterweight fly system with 60 linesets; grid height is 60 feet
- Chain motors can be rigged anywhere over the main stage.
- The stage is 4,750 square feet.

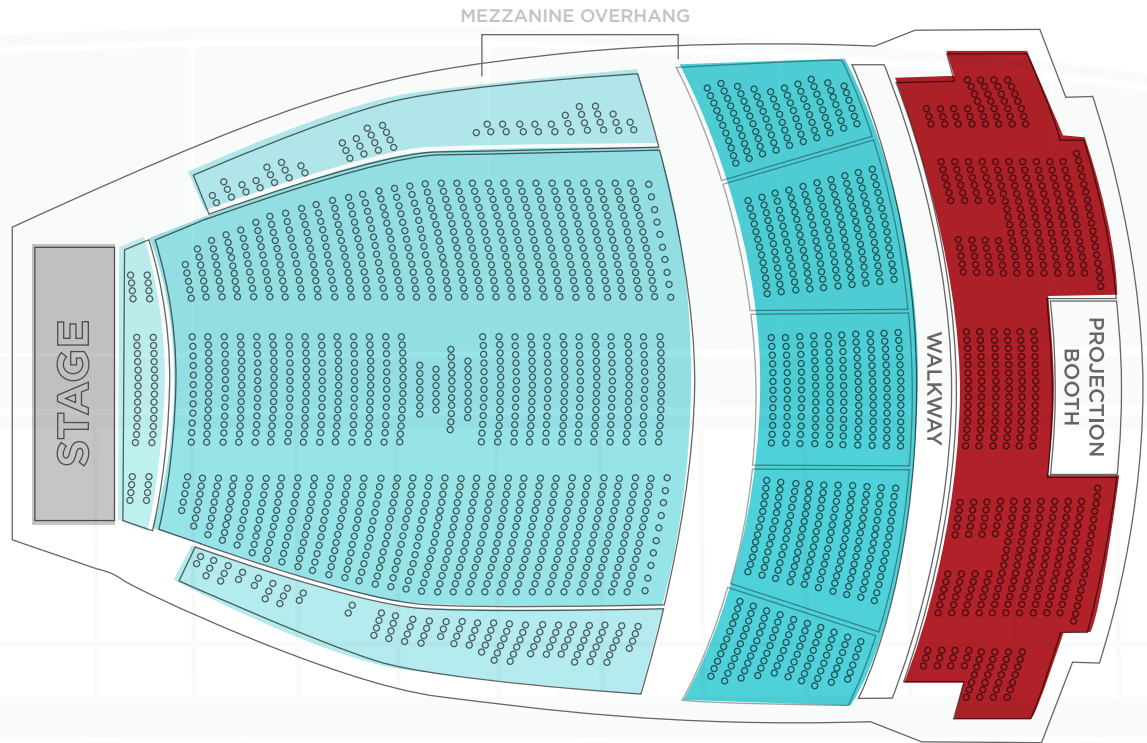
### WASHER AND DRYER

- Two heavy-duty commercial washers and dryers are available in the basement. Connections are available for additional washers and dryers.

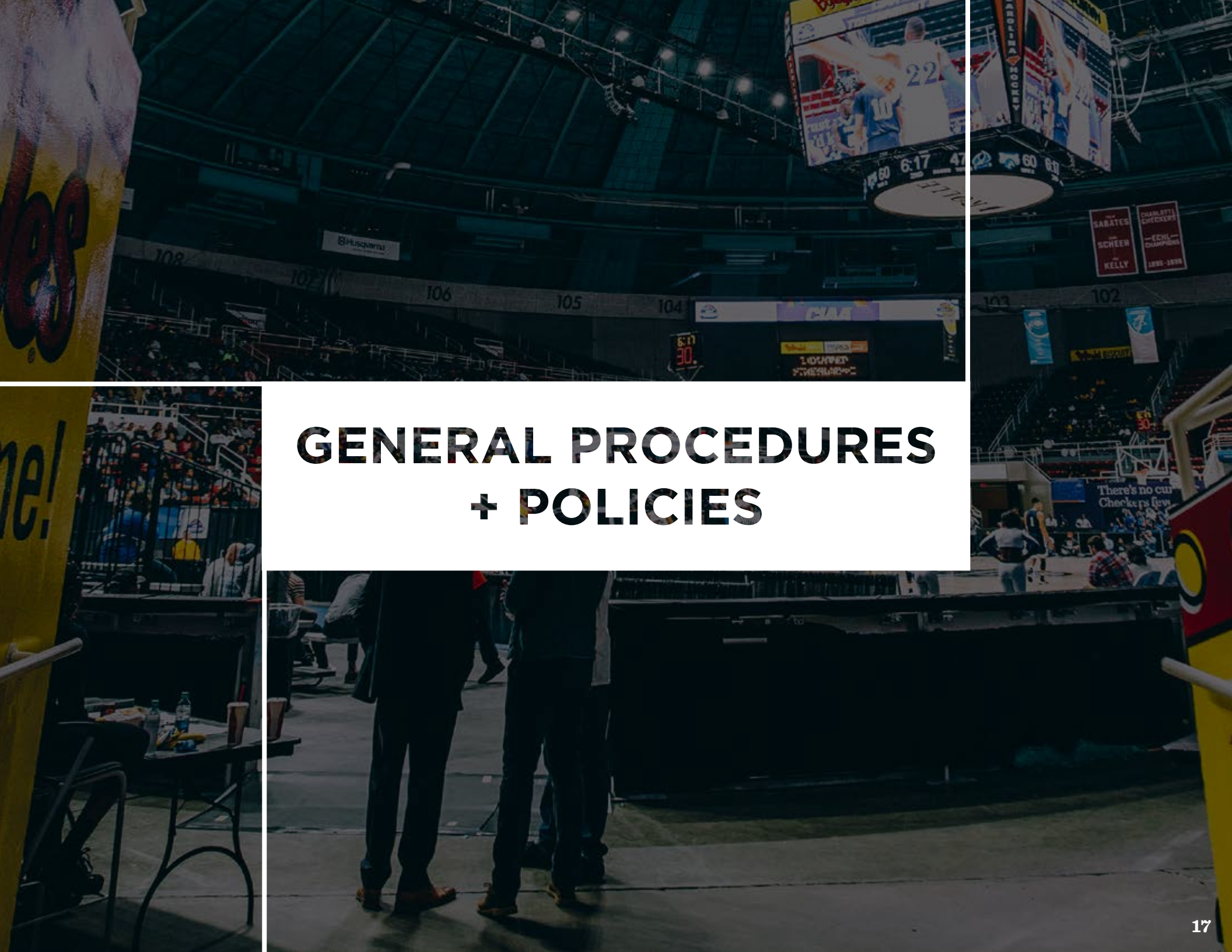
OVENS  
AUDITORIUM

SEATING CHART

- PIT / 44
  - ORCHESTRA / 1,314
  - MEZZANINE / 605
  - BALCONY / 484
- TOTAL 2,447**







# GENERAL PROCEDURES + POLICIES

## BUILDING POLICIES

### DOORS

- The building generally opens one hour prior to event time. The parking lots typically open two hours before an event. There is no re-entry upon exit.

### SMOKING

- Smoking/vaping is prohibited on the grounds and in the building.

### SIGNS AND BANNERS

Signs and banners are allowed if they meet the following requirements:

- Non-flammable
- Do not block the view of other patrons
- Meet the approval standards of Bojangles' Entertainment Complex

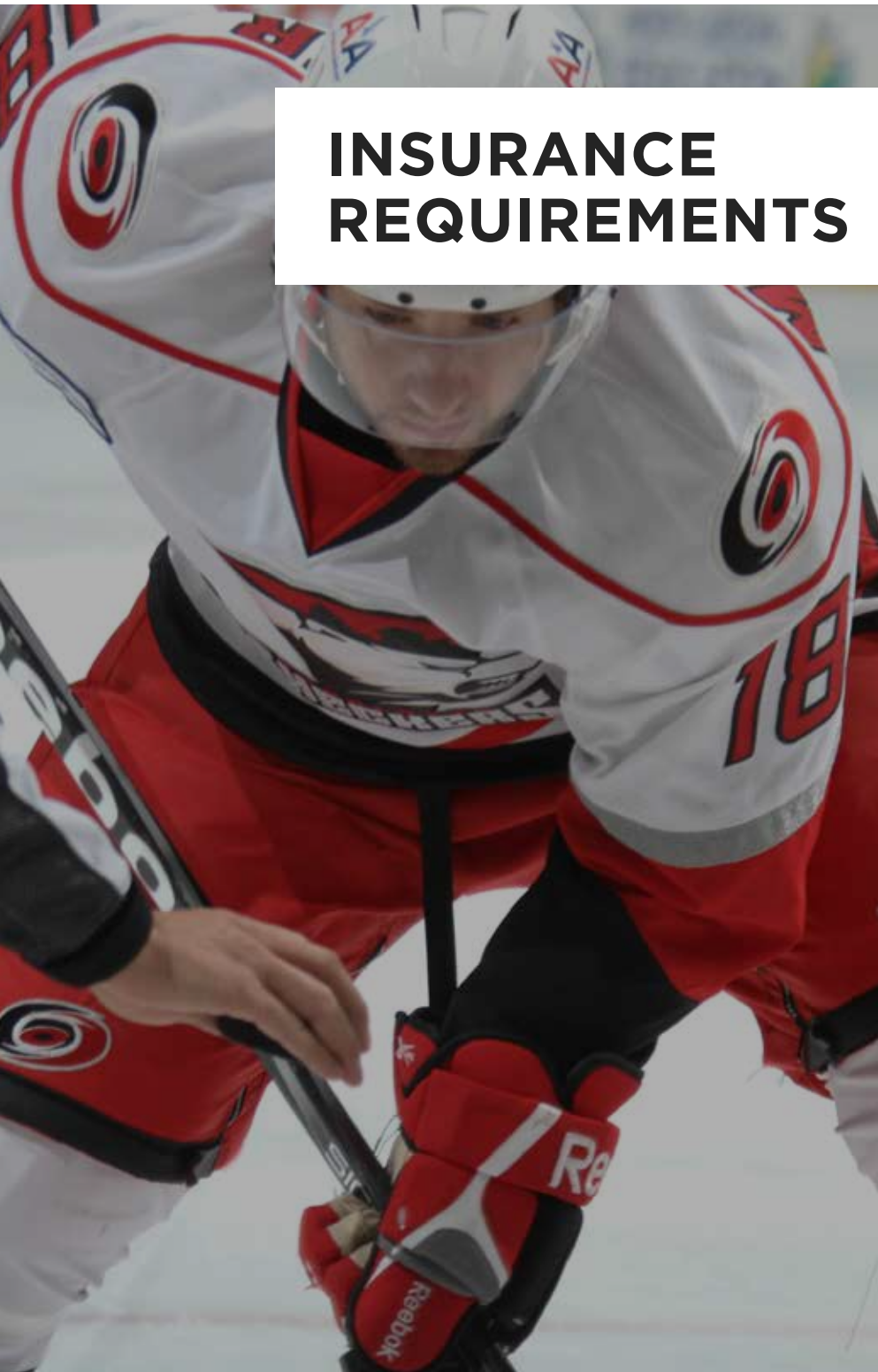
### PROHIBITED ITEMS

- Alcoholic beverages or illegal drugs
- Audio equipment
- Bags and backpacks
- Camera lenses longer than 3 inches
- Fireworks
- Glass or metal containers
- Knives
- Laser pointers
- Outside food or beverage
- Packages and parcels (if contents cannot be displayed)
- Selfie sticks
- Tablets
- Video cameras
- Weapons

All patrons are subject to search. Management reserves the right to prohibit any items not listed and to add prohibited items by request of the show. Prohibited items must be returned to vehicle or will be confiscated or discarded.







# INSURANCE REQUIREMENTS

## COMMERCIAL GENERAL LIABILITY

Licensees of Bojangles' Coliseum and Ovens Auditorium must provide proof of Commercial General Liability (CGL) insurance in the event the licensee, their employees, contractors or attendees cause bodily injury or property damage by their actions or non-actions. The required Certificate of Insurance (COI) for the CGL coverage provided by the licensee must name the Charlotte Regional Visitors Authority, its officers, employees, agents and assigns as Additional Insured and the Charlotte Regional Visitors Authority as Certificate Holder.

— **COVERAGE REQUIRED:**  
**\$2,000,000**

## AUTOMOBILE LIABILITY

If a licensee of Bojangles' Coliseum or Ovens Auditorium and/or its contractors, will be driving any type of vehicle onto Bojangles' Coliseum or Ovens Auditorium property, automobile liability insurance is required in the event of an accident resulting in bodily injury or property damage caused by a vehicle the licensee and/or contractor owns, rents or hires.

— **COVERAGE REQUIRED:**  
**\$2,000,000**

## WORKERS' COMPENSATION

If a licensee or their employees should be on Bojangles' Coliseum or Ovens Auditorium property to make a delivery, host or set up a show, etc., Workers' Compensation coverage is required to protect those employees for bodily injury or disease arising out of and in the course of their employment. Licensees of Bojangles' Coliseum and Ovens Auditorium and their contractors that employ three or more employees are required by North Carolina law to provide Workers' Compensation for their employees. The above requirements are subject to change according to applicable law.

— **COVERAGE REQUIRED:**  
 Insurance meeting that statutory requirements of the State of North Carolina and any applicable Federal Laws and Employers' Liability

**\$100,000**  
 per accident limit  
**\$100,000**  
 disease each employee limit  
**\$500,000**  
 disease per policy limit



**FOOD +  
BEVERAGE**



**DINING + CATERING MENU**

At Bojangles' Entertainment Complex, you'll find Southern hospitality at its finest. From the staff to the cuisine and everything in between, a full-service approach extends to every aspect of the dining experience.

Bojangles' Entertainment Complex is committed to the success of your event. The full-service, in-house Catering department offers a variety of tantalizing menu options, including everything from a simple coffee break to an elegant dinner. Special themed menus can also be developed for your event.

**EVENT DAY ACTIVITIES/CATERING**

- All items must be ordered 72 hours in advance
- Limited items will be available day of event for BOplex
- Advanced orders need to be emailed to catering@boplex.com

**DEPOSIT/GUARANTEE**

All catered functions require a 50% deposit based on the estimated catering cost. The deposit is required at the time of booking or other appropriate date as determined by your Catering Sales Manager. The remaining balance is due with your final guarantee three to five business days prior to your first food function date or other appropriate date as determined by your Catering Sales Manager.

- In an effort to conserve resources and reduce waste, our policy is to set rooms and prepare meals only for the actual number guaranteed.
- All meals are prepared to order for special dietary requirements. Please consult with a Catering Sales Manager for assistance.

**TAX + SERVICE CHARGE**

All catered functions are subject to a 20% service charge and applicable taxes.

**FOOD + BEVERAGE EXCLUSIVITY**

Bojangles' Entertainment Complex has exclusive food and beverage rights. Any outside vendors must be approved in writing by the Catering department. Bojangles' Entertainment Complex reserves the right to adjust menu prices depending on the location of your event within the venues. All prices are subject to change without notice.

**ALCOHOL POLICIES**

The sale and service of all alcohol in Bojangles' Entertainment Complex is regulated by the North Carolina Alcoholic Beverage Control (ABC) Commission. It is our responsibility to administer and abide by the following rules:

- All alcoholic beverages must be dispensed by Bojangles' Entertainment Complex employees.
- All attending guests must be able to produce valid picture identification upon request in accordance with North Carolina ABC laws.
- Bojangles' Entertainment Complex staff reserves the right to refuse service to any patron for any reason.
- No beer, wine or alcohol may be brought into Bojangles' Entertainment Complex by any person or outside service.
- Bojangles' Entertainment Complex may require a uniformed security guard at all functions where alcohol is being served.

**BARTENDERS**

A bartender is required on all host and cash bars. As a general rule, one bartender per 100 guests is recommended. There is a three-hour minimum for each bartender at a cost of \$100, plus \$25 for each additional hour.

**MERCHANDISE AND NOVELTIES**

All programs, novelties, T-shirts, souvenirs, etc. may be sold by the customer during their event. Bojangles' Entertainment Complex's Food and Beverage team is available to provide assistance with sales by request.

A photograph of two women in a convention hall. The woman on the left is wearing a yellow jacket with "EVENT STAFF" printed on it and glasses. The woman on the right is wearing a red shirt and holding a large white document. The background is a blurred convention hall with other people and blue banners.

# STAFFING + SECURITY





For the public safety of all guests attending events, qualified staff and public safety officers are required to be on-site for all event-related activities. Rates for such services will be charged at the prevailing rate in effect during your event.

The following staff positions are provided by the facility, based on the requirements of the building management:

- **BUILDING MANAGER(S)**
- **EVENT SERVICES COORDINATOR & SUPERVISOR**
- **TICKET SELLER**
- **TICKET TAKER**
- **EVENT SECURITY**
- **RECEPTIONIST**
- **EMERGENCY MEDICAL TECHNICIANS**
- **HEAD USHER**
- **USHERS**
- **HOUSEKEEPING ATTENDANTS**
- **EVENT MAINTENANCE PERSONNEL**
- **UNIFORMED SECURITY**
- **FIRE INSPECTORS**



# **BOX OFFICE + TICKETING**





## BOX OFFICE

The main box office for the complex is located at:

**BOJANGLES' COLISEUM**  
**2700 E. INDEPENDENCE BLVD.**  
**CHARLOTTE, NC 28205**  
**704.335.3100**

## TICKETMASTER

Bojangles' Coliseum and Ovens Auditorium are Ticketmaster venues. Tickets can be purchased on Ticketmaster.com or at the box office.

Because our facilities are participating Ticketmaster venues, you receive several additional benefits when booking your show with us:

- Automatically created Facebook events on the venue's Facebook page
- Through Ticketmaster API, Ticketmaster events are automatically populated on the area's top event and concert calendars including Charlotte's destination marketing consumer website charlottesgotalot.com as well as a music-focused, community-initiative website called music everywhere! .com.
- Through a partnership with LiveAnalytics by Ticketmaster, we can share stats and analytics about Ticketmaster users in the Charlotte region as well as fan data with demographics and holistic live event behavioral data from the Ticketmaster database.



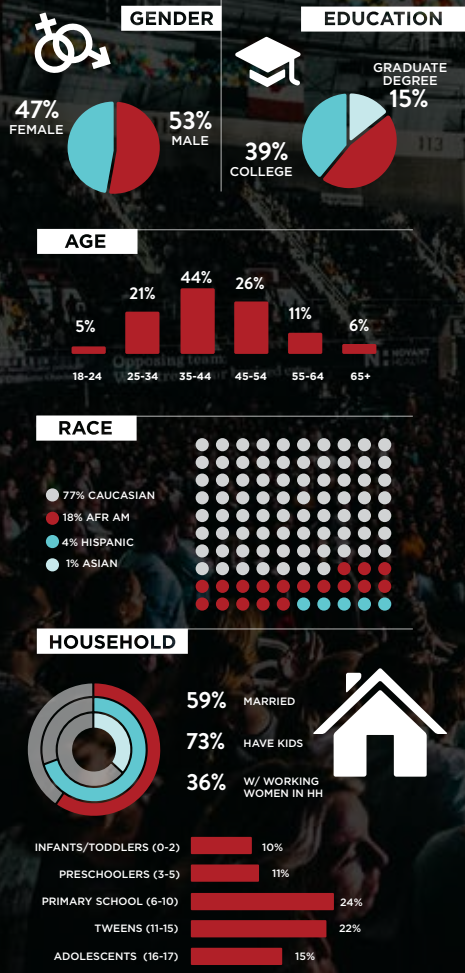
# MARKETING + COMMUNICATIONS SUPPORT

Promotion of the shows and events booked at Bojangles' Entertainment Complex is supported by the CRVA Marketing and Communications team. Our full-service team has expert knowledge of the Charlotte market and can provide assistance and consultation.

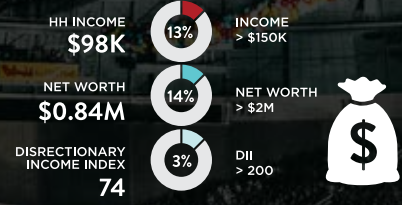


# BOJANGLES' COLISEUM ATTENDEES - FAN MATCH PURCHASERS

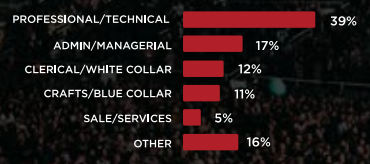
## DEMOGRAPHICS (US)



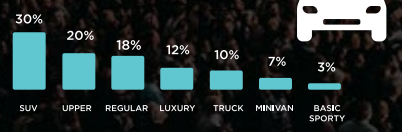
## FINANCIAL STATUS



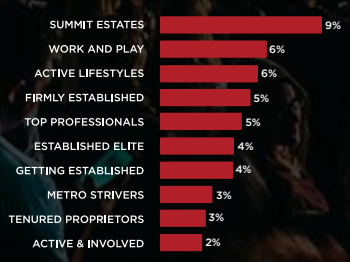
## OCCUPATION



## VEHICLE

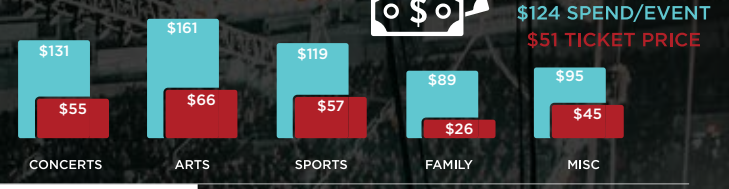


## TOP 10 PERSONICX



## TRANSACTION SUMMARY

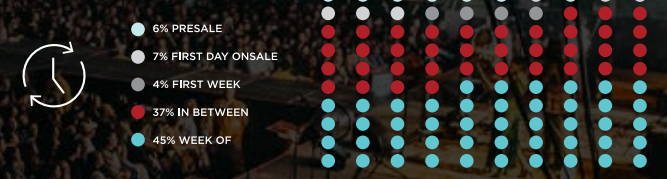
### SPEND PER EVENT



### SHARE OF WALLET



### PURCHASE TIMING



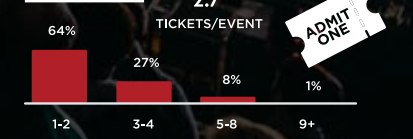
### TRAVEL DISTANCE



### PAYMENT



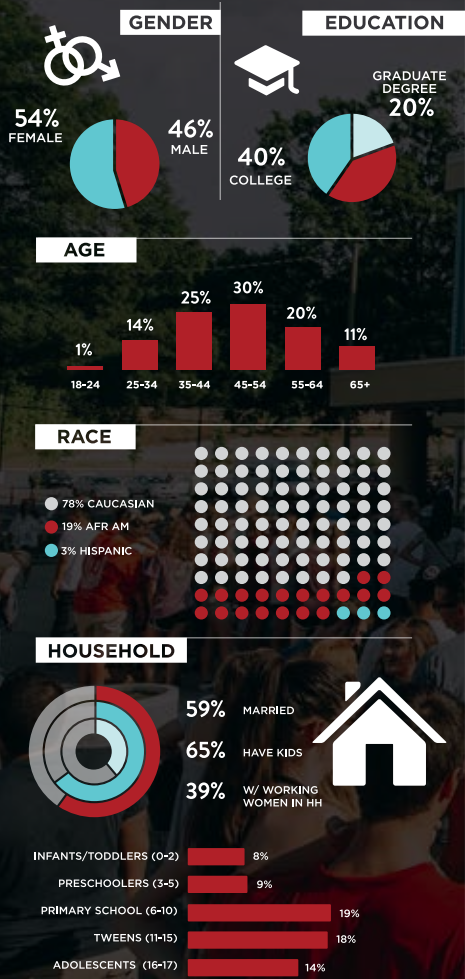
### TICKETS



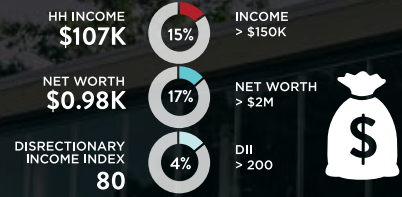


# OVENS AUDITORIUM ATTENDEES - FAN MATCH PURCHASERS

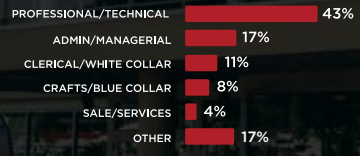
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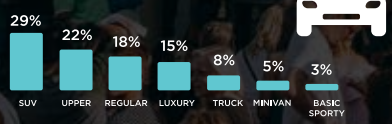
## FINANCIAL STATUS



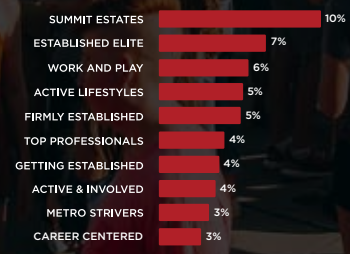
## OCCUPATION



## VEHICLE

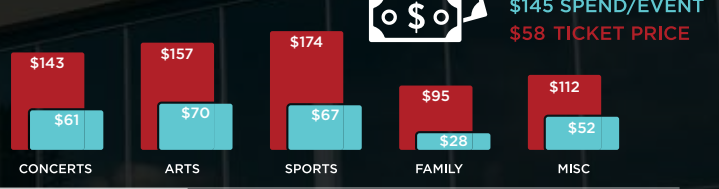


## TOP 10 PERSONICX

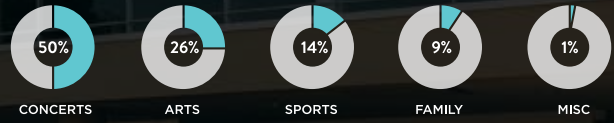


## TRANSACTION SUMMARY

### SPEND PER EVENT



### SHARE OF WALLET



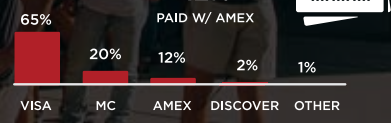
### PURCHASE TIMING



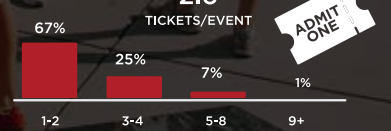
### TRAVEL DISTANCE



### PAYMENT



### TICKETS





# PERSONICX CLUSTER DEFINITIONS



## SUMMIT ESTATES

Summit Estates is the wealthiest of all clusters. In every sense, these families are enjoying the good life — luxury travel, entertainment and consumption of every kind are within easy reach.

## WORK & PLAY

Work & Play contains affluent single parents. These predominantly white-collar, professional metrocentrics enjoy comfortable incomes and are a mix of homeowners and renters.

## ACTIVE LIFESTYLES

Active Lifestyles contains established couples with teenage kids, minivans and mortgages. Luckily, with a rank of fifth in the country, they have high incomes to support them.

## FIRMLY ESTABLISHED

Firmly Established households are upper-middle class couples with school-age children. They are homeowners, often minivan drivers and avid radio listeners.

## TOP PROFESSIONALS

Ranked highly for both income and net worth, Top Professionals are one of the best-educated of all the clusters. These families shop at upscale stores, spend time feathering their nests and adhere to regular fitness programs.

## ESTABLISHED ELITE

Established Elite represents America's elite couples and singles. With no school-age children at home and the second highest income in the country, these households have enormous disposable incomes and pursue correlating luxuries and activities.

## GETTING ESTABLISHED

Getting Established households are reasonably well educated and enjoy upper-middle incomes. Despite solid incomes, their residence in metropolitan areas often requires renting in multiple family dwellings.

## METRO STRIVERS

Metro Strivers are primarily high school or vocational education homeowners who are well entrenched in their communities.

## TENURED PROPRIETORS

Tenured Proprietors are large, upper-middle income families. Located in the cities and surrounding areas, they typically have accrued a net worth of \$500,000 or less.

## ACTIVE & INVOLVED

Active & Involved represents financially secure couples nearing retirement. They are empty nester homeowners, living in outer suburbs and towns, enjoying a luxurious lifestyle.

SOURCE: LIVEANALYTICS BY TICKETMASTER, 2017 CRVA PROFILE REPORT

## ADVERTISING + PROMOTIONS

### WHAT WE OFFER

We're experts when it comes to the Charlotte market. Not only does our Marketing and Communications team promote the events at Bojangles' Entertainment complex, but we are also the team that promotes Charlotte as a destination. The CRVA's Venue Marketing Manager will provide recommendations and consultation for local and regional marketing and advertising buys as well as other promotional opportunities such as blogger/influencer activations and grassroots marketing efforts.

### WHAT WE NEED FROM YOU

- Event promotional assets
- Demographics of your target audience
- Budget or targeted mediums
- Advertising timeline

## WEBSITE PROMOTION

### WHAT WE OFFER

Your event image will be featured on our website with an event detail page, where an event description, image links to the tour and video can be added.

### BONUS

All event listings automatically publish on [charlottesgotalot.com](http://charlottesgotalot.com), Charlotte's destination marketing consumer website, which averages more than 500,000 page views per month.

### WHAT WE NEED FROM YOU

- Image, JPEG file format minimum 900 pixels wide x 600 pixels tall; file no larger than 2 MB
- Horizontal layout preferred
- Images with little or no text are strongly recommended as the event info will be listed directly beneath and linked

Visit [BOplex.com](http://BOplex.com) for examples.





## SOCIAL MEDIA

### WHAT WE OFFER

Approximately 80,000 fans engage with Bojangles' Entertainment Complex through our social media channels each month. Our audiences are highly targeted with an openness to receive and engage with event-related content. Thanks to our audience composition, Bojangles' Entertainment Complex's Facebook page enjoys an organic post reach rate of 9.5 percent—well above the national average of 2.6 percent.

Our dedicated social media team will work with your team to craft social media content that resonates with your event's target demographics, leveraging organic posts, paid social promotions and giveaway opportunities.

### ORGANIC POSTS

As part of our standard services package, we offer eight social media touchpoints per event:\*

- Show announcement
- Ticket presale (if code is available)
- Ticket onsale
- Promotional teaser: Retweet or shares from artists' social media accounts, news stories covering the artist/event, relevant videos, etc.
- One month out ticket reminder push
- One week out ticket reminder push
- Event update: parking, sold out, final push of tickets, etc.
- Day-of post: Welcome to guests, live coverage of the event, fan reposts, event recap, etc.

\*As applicable, posts may vary by event.

### PAID PROMOTIONS

Our team will work with yours to develop and execute paid social promotions specifically targeted to the audiences that matter the most to you. These promotions go beyond the audiences you'll reach through our organic posts to an average of 10,000 Facebook fans per promotion. We understand that no two budgets are alike and will work with you to maximize the dollars you have to reach the people most likely to take action to attend your event. Paid opportunities can be tied to any key timing window, including onsale announcements, ticket reminders, ongoing promotions and ticket giveaways.

- **BOOSTED POST:** A boosted post is a post from your business page that, for a fee, can appear higher up on your audience's Facebook news feeds. Twitter also offers promoted tweets.
- **FACEBOOK AD:** A Facebook ad has the option of including more specific audience targeting and Instagram advertising. Facebook ad placement includes newsfeeds, right column, audience networks and Instagram. The ad will not appear on our page. Twitter also offers ads.

### TICKET GIVEAWAYS/DISCOUNTS

We offer the opportunity to host ticket giveaways and discounts through our social media channels. These types of promotions often result in stronger engagement from fans and a stronger likelihood of fans sharing your event details among their social networks.

### WHAT WE NEED FROM YOU

#### □ PHOTOS/VIDEO ASSETS

Posts that include a photo or video result in 53 percent more likes and 104 percent more comments, so having the best image possible optimized for each channel is key.

When running paid promotions (social ads or boosted posts), Facebook and Instagram give priority delivery and reach to ads with images that contain less than 20 percent text. Optimal dimensions for Facebook newsfeed photos are 1200 pixels wide x 630 pixels tall and optimal dimensions for Twitter in-stream photos is 506 pixels wide x 253 pixels tall. TIP: Photos of performers "in action" on stage perform better and spark more engagement on social than headshots or promotional flyers/graphics.

Videos earn the highest engagement rate from fans. TIP: Videos with calls to action from artists themselves encouraging fans to attend and "behind-the-scenes" videos following an artist or a production process perform better and spark more engagement than promotional "teaser" videos or commercials.

#### □ YOUR SOCIAL DETAILS

Please let us know if there are any specific hashtags or accounts we should include in our posts so we can align with your team in cross-promotion. Facebook events can be co-hosted upon request.

SOCIAL  
AUDIENCES

THE BOPLEX



## EMAIL MARKETING

### WHAT WE OFFER

One email will be sent to a targeted list based on purchase history to promote your upcoming presale or onsale.

Additionally, an event email is sent to all ticket purchasers the day before/day of event. This email provides details such as parking and doors, ensuring attendees are presented with all pertinent information before they arrive at the venue to enjoy the show.

There is no charge for these two emails sent to the venue database; additional emails may be sent for a fee.

Plus: A calendar of events email is sent out monthly to the full email database of approximately 175,000.

### WHAT WE NEED FROM YOU

- Image, JPEG file format, 560 pixels wide x 330 pixels tall, no larger than 2MB (photo provided for web may work for email)
- Presale/onsale language including the passcode and dates valid

## ON-SITE DIGITAL SIGNAGE

### WHAT WE OFFER

On-site TV monitors are a great way to reach venue attendees in advance of your event. These digital screens are displayed in the entrance and lobby areas of both Bojangles' Coliseum and Ovens Auditorium and showcase upcoming events.

### WHAT WE NEED FROM YOU

- Image, JPEG file format, 1920 pixels wide x 1080 pixels tall with event date and venue name (Bojangles' Coliseum or Ovens Auditorium)

## PRINT COLLATERAL

### WHAT WE OFFER

#### FEATURED EVENTS IN RACK CARD

Additionally, a rack card distributed in the lobby of both Bojangles' Coliseum and Ovens Auditorium is produced each month and highlights upcoming events.

### WHAT WE NEED FROM YOU

- High-resolution photo and photo credit (if required)





## PUBLIC RELATIONS + COMMUNICATIONS

### WHAT WE OFFER

The Charlotte DMA is the No. 23 largest media market in the U.S. according to Nielson. We have six broadcast news outlets (most with dedicated morning shows), dozens of target radio stations and our major daily newspaper is The Charlotte Observer. We also have several special segment newspapers like The Charlotte Post, Charlotte Weekly, Q-Notes, Qué Pasa Mi Gente, Hola News Charlotte, La Noticia and The Asian Herald, among many other small-town papers. Glossy magazines like Charlotte Magazine, QC Exclusive, Charlotte Living, SouthPark Magazine, Pride Magazine, Where Charlotte and Charlotte Parent, as well as popular digital publications like Charlotte Agenda, CharlotteFive, Scoop Charlotte and StyleBlueprint are just a few ways to reach your target audience.

Our PR team has developed strong relationships with media in the local and regional market and can provide consultation services or help supplement your current PR efforts with the following:

- A localized press release announcing the show sent to a targeted media list by request
- Local media list to help with your pitching efforts or assistance with pitching broadcast morning show segments and interviews with print or online publications
- Coordination of media passes and photo credentials with local media
- Coordination of media preview for rehearsals or behind-the-scenes access for media (pending show approval)
- Local blogger outreach and ticket giveaway support

### WHAT WE NEED FROM YOU

- National press release or pertinent information needed to craft a press release
- Photo to be featured at the top of the press release as well as a high-resolution photo approved for media use (and credit if required)
- PR or media contact for the show
- Photography policy for the show
- Media passes and/or photo credentials for the show (if media are approved to attend and/or cover)
- If requesting a local media list or pitching assistance, please provide the demographics of your target audience and talent availability for interviews (pre-show and day-of)
- Approved media information so we can assist on-site



## TICKETMASTER MARKETING SERVICES

### WHAT WE OFFER

Ticketmaster provides targeted digital support to help promote your event. The following options are complimentary. Contact your Venue Marketing Manager to learn more and to secure any of these opportunities.

### EMAIL

#### CUSTOM EMAIL (CENS)

Increase awareness of your event with a special ticket offer (e.g., presale, 4-pack, VIP seating) emailed to a targeted list of fans leveraging the Ticketmaster database. Allow approximately 10 business days.

#### AUTOMATED TICKET ALERT

Highlight upcoming events and ticket onsales in your area based on fans' live event preferences in weekly email.

#### AUTOMATED TEAM ALERT & VENUE ALERT

Automatically promote upcoming events that fans have designated as a favorite in a monthly email.

#### AUTOMATED PERFORMER ALERT

Automatically promote a ticket onsale 48 hours in advance based on fans' preferences.

#### AUTOMATED LAST CALL PERFORMER ALERT (U.S. ONLY)

Capture last-minute ticket purchasers with an automated "last call" announcement 96 hours before your event.

#### AUTOMATED PURCHASE REMINDER

Convert fans who have shown interest with a remarketing email 24 hours after they have viewed "Review Order" page during checkout or carted tickets but did not purchase.

## TICKETMASTER ADD-ONS

### WHAT WE OFFER

Ticketmaster offers a host of enhanced support at incremental charges. Your Venue Marketing Manager will coordinate directly with Ticketmaster to procure more information if you are interested in pursuing any of these add-ons.

### BLUE PREMIUM SERVICES

#### DIGITAL SCORECARD

Benchmark your digital presence against industry best practices and identify opportunities across web, email, social and search. Allow approximately 10 business days.

#### PAID SEARCH

Capture demand for your event, defend against unauthorized resellers and target new fans with intent-driven ads that engage and convert. Blue boosts Search Engine Marketing (SEM) results and uncovers new opportunities for your brand with the right strategy, tactics and new technologies. Allow approximately two business days.

#### PROGRAMMATIC AD BUYING

Boost conversion rates with our programmatic ad buying service. Fan Network's fan data, analytics and modeling tools allow you to reach and retarget high-potential ticket buyers with relevant display, video and audio ads across a variety of media and devices. Allow approximately five to seven business days.

#### PREMIUM EMAIL

Leverage the live event industry's most comprehensive fan database to identify and engage new highly qualified fans with relevant email promotions. Allow approximately 10 business days.

#### PAID SOCIAL

Decode your social media options and develop an integrated strategy to reach, engage and convert your fans with a highly targeted and personal approach. Allow approximately two business days.

#### AUTOMATED PURCHASE REMINDER

Convert fans who have shown interest with a remarketing email 24 hours after they have viewed "Review Order" page during checkout or carted tickets but did not purchase.

#### WEB DESIGN AND CREATIVE SERVICES

Design websites with a focus on conversion optimization, mobile responsiveness and organic distribution, helping fans discover your events and buy tickets quickly on any screen.



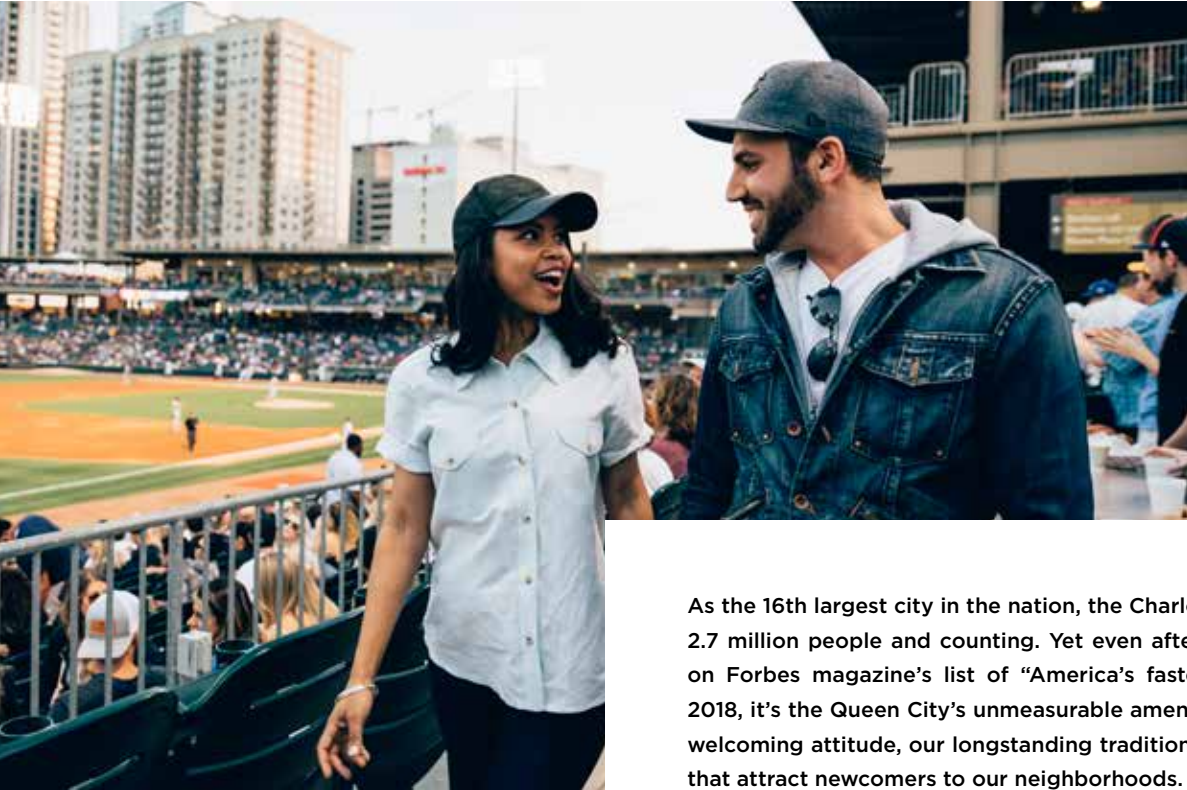




# DISCOVER CHARLOTTE

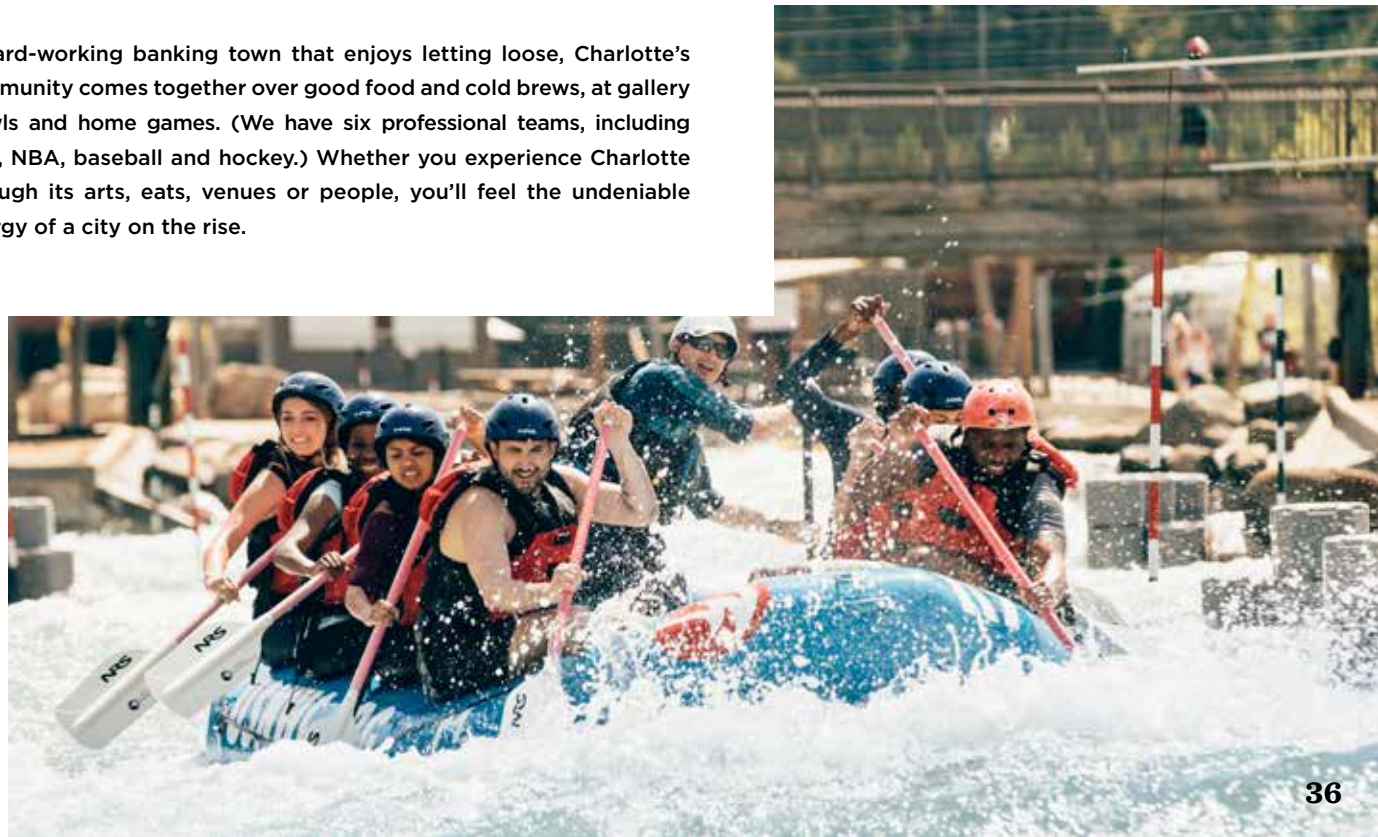






As the 16th largest city in the nation, the Charlotte region is home to 2.7 million people and counting. Yet even after claiming a top spot on Forbes magazine's list of "America's fastest-growing cities" in 2018, it's the Queen City's unmeasurable amenities—our friendly and welcoming attitude, our longstanding tradition of hometown pride—that attract newcomers to our neighborhoods.

A hard-working banking town that enjoys letting loose, Charlotte's community comes together over good food and cold brews, at gallery crawls and home games. (We have six professional teams, including NFL, NBA, baseball and hockey.) Whether you experience Charlotte through its arts, eats, venues or people, you'll feel the undeniable energy of a city on the rise.







## DESTINATION CHARLOTTE

With a busy international airport and easy access via Interstates 77, 85 and 40, it's no surprise Charlotte is the largest and most accessible city between Washington, D.C. and Atlanta, drawing 28.3 million visitors annually.

### CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT

A 10 to 15 minute car ride from Center City Charlotte (just 7 miles), Charlotte Douglas International Airport (CLT) is the nation's 10th largest commercial service airport serving approximately 46 million annual passengers. The airport comprises 103 aircraft gates and is the second largest hub to the world's largest airline, American Airlines.

The airfield at CLT comprises three parallel runways and a fourth crosswind runway that can handle approximately 550,000 operations per year—making CLT's airfield the seventh busiest in the nation. In addition to being a primary hub for American Airlines, US carriers (including Delta, United, Southwest Airlines, Frontier, JetBlue and Via Air) provide daily nonstop service to over 170 destinations.

Two foreign flag carriers, Lufthansa and Air Canada, also provide nonstop service to domestic and international destinations. CLT has 40 daily nonstop international destinations and three daily nonstop flights to US territories.

The airfield and terminal facilities at CLT can easily accommodate daily travel loads in excess of 150,000 passengers and 700 flights.

Upon arrival, CLT ground transportation options include taxis, town car/limousine providers, ride-share companies (Uber and Lyft), chartered bus service and public transportation (express bus service to Center City).

### RAIL

Three Amtrak routes serve Charlotte daily, offering connections to and from destinations such as Raleigh, New York City, Washington, DC, Atlanta and New Orleans.

### BUS

Greyhound is the premier bus service to and from Charlotte, with connections to Raleigh, Atlanta and cities across the USA.

### PERSONAL CAR

I-77 and I-85 link Charlotte to hubs across the Northeast, Southwest and Midwest—most of which are within a half day's drive. Interstate 40 is less than an hour north of Charlotte and offers coast-to-coast highway driving. Uptown Charlotte has a highly connected local street network, so congestion is less than that of similar sized or larger cities. Also, Uptown has tens of thousands of parking garage spaces.

## BRAGGING RIGHTS

"One of America's fastest-growing cities"  
- Forbes

"One of the 10 U.S. cities where everyone wants to live right now"  
- Business Insider

"20 Best Family Vacations for Teens"  
- Trip Advisor

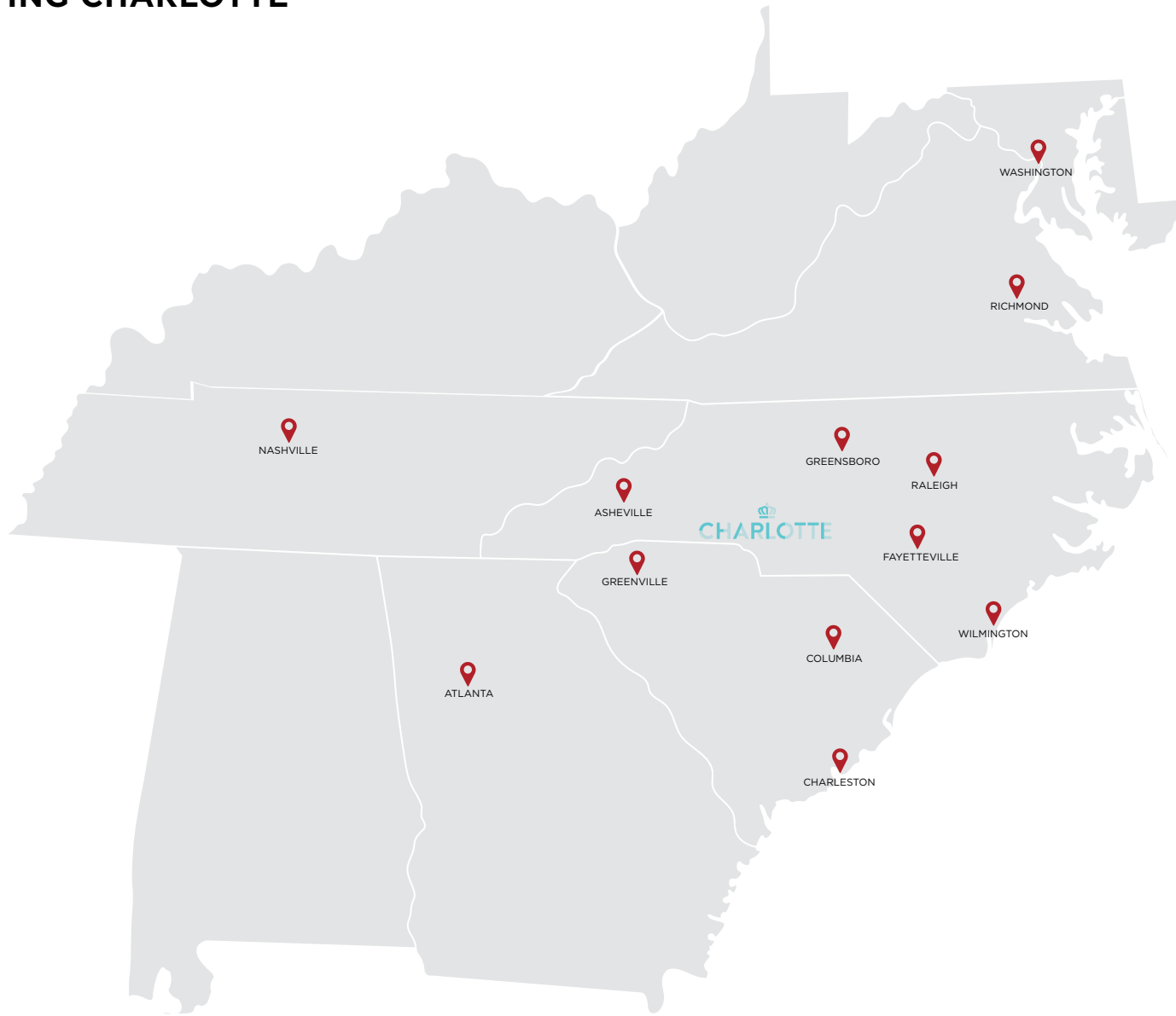
"One of the best art towns in America"  
- Expedia.com

"America's 50 Best Cities to Live In" - USA Today

"21 super cool U.S. cities, ranked" - Expedia.com

"The Most Up-and-Coming Cities in America" - Yelp

## PINPOINTING CHARLOTTE





## BOUND FOR THE BOPLEX

Just outside of Center City, the Bojangles' Entertainment Complex is easily accessible from Uptown Charlotte and surrounding neighborhoods.

### BUS

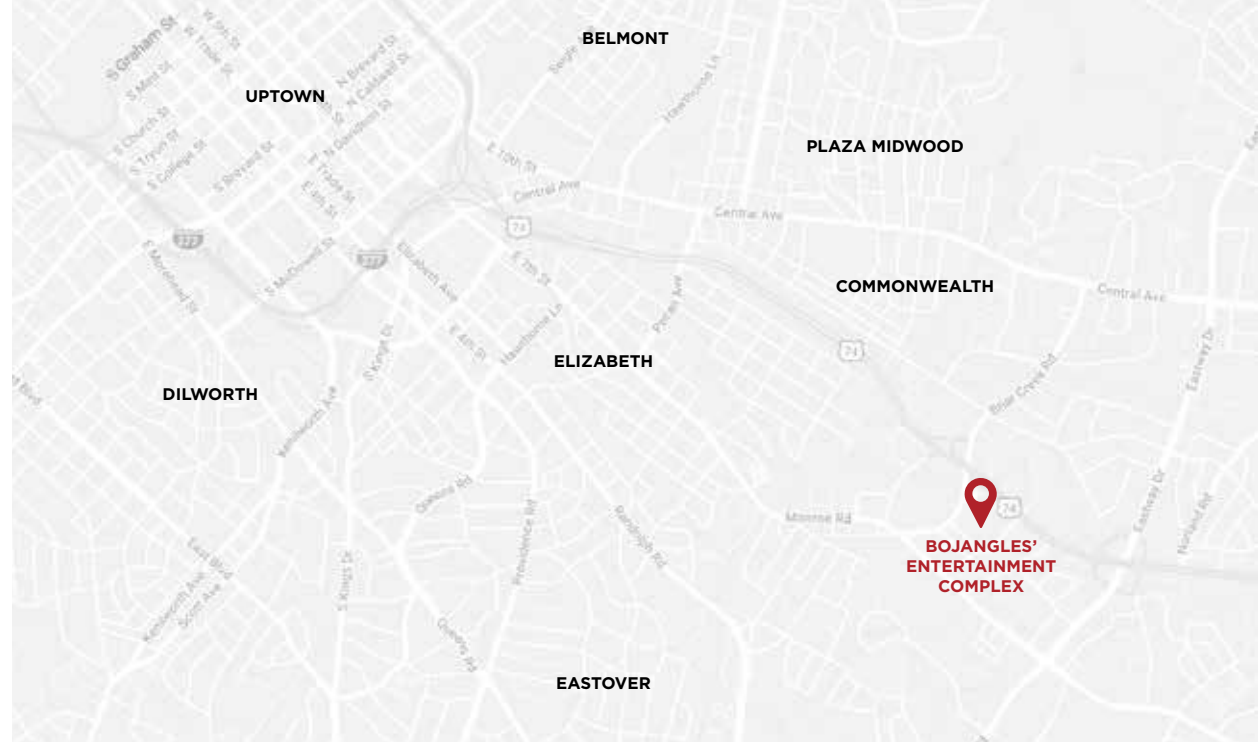
Charlotte Area Transit System (CATS) provides local and express bus service. Most buses operate from 5 a.m. to 2 a.m. on weekdays. The Transit Center, located across from Spectrum Center, serves as the bus terminal for most routes in and out of the Uptown area. The cost is \$2.20 each way; \$3 each way for express routes; seniors and youth under 12 ride for half fare with transit ID, Medicare card or valid school ID; children under 5 ride free. Weekly and 10-ride passes are available, too.

### RIDE SHARES AND CABS

Like many other cities, ride-sharing services are incredibly popular in the Queen City, and the Bojangles' Entertainment Complex has designated areas for ride-share drop-offs. Uber uses your phone's GPS to detect your location and connects you with the nearest available driver. Get picked up anywhere, even if you don't know your location's exact address. Service is available 24 hours per day, seven days per week and 365 days per year. Cost: Enter your pick-up and drop-off locations to get a fare estimate for your trip.

In Charlotte, Lyft offers two types of rides via its app: Lyft, the original offering, which matches you with nearby drivers, and Lyft Plus, which matches you with a six-seat car. By downloading the Lyft app, you can request a ride from a nearby driver. Once confirmed, the app shows the driver's name, passenger ratings and a photo of the driver and his or her car. Cost: Enter your pick-up and drop-off locations to get a fare estimate for your trip.

Charlotte has a number of traditional taxi companies. Some of the most popular are: Crown Cab; Universal Taxicab; Yellow Cab and Affordable Town Car Service. Taxis are available at the airport, Amtrak station and hotels. There are also a number of hotel shuttle services available going to/from the airport. In that same vein, our private town car and limo services vary from traditional style, to stretch limo, to Hummer stretch, and more. Among the more popular limo services are: Five Star Limo, Peak Limousine, CLT Express, SilverFox Limos, Rose Chauffeured Transportation and others.



## BY THE NUMBERS

**46 M**

Number of passengers who pass through the airport every year

**60**

Percentage of the country is within a two-hour flight of Charlotte

**170+**

Number of domestic and international destinations served by nonstop flights

**07**

Mileage from the airport to Uptown Charlotte

**03**

Number of Amtrak routes (Raleigh, New York, New Orleans) that serve the city daily

**1/2**

Number of days it takes to drive to Charlotte from most East Coast, Southeast and Midwest destinations

**03**

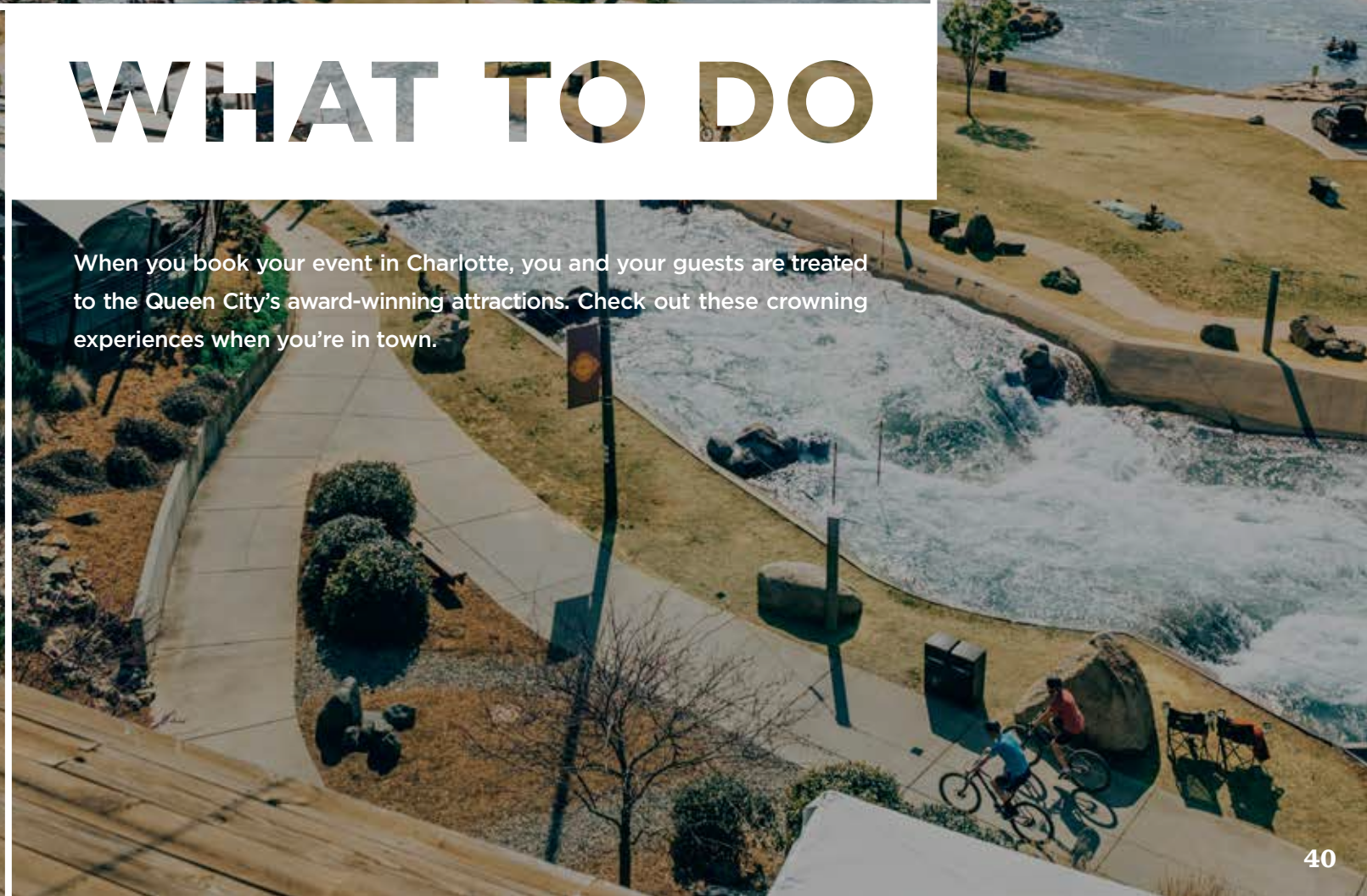
Number of interstates (77, 85, 40) directly linking Charlotte to other regions





# WHAT TO DO

When you book your event in Charlotte, you and your guests are treated to the Queen City's award-winning attractions. Check out these crowning experiences when you're in town.





### NEIGHBORHOODS

Featuring everything from lush parks and greenways, cozy diners and world-class museums to lively breweries and eccentric boutiques—Charlotte’s neighborhoods each feature distinct characteristics that make them their own. Within close proximity to Bojangles’ Entertainment Complex, unique neighborhoods like diverse East Charlotte, quirky Plaza Midwood, downhome Elizabeth or hipster NoDa are begging to be discovered.

### MARKETS

Atherton Mill and Market in South End, 7th Street Public Market in Uptown and Optimist Hall in Optimist Park are community hubs featuring popular shops, plus goods from area farmers and local artisans.

### SHOPPING

Fashion-forward boutiques make Charlotte a hotbed for haute couture, and exclusive brands make it a destination for high-end finds. From quirky thrift shops touting vintage gems to outlets (Concord Mills and Charlotte Premium Outlets are a must) offering steep discounts and malls like SouthPark Mall anchored by top retailers, Charlotte’s shopping circuit is a style lover’s secret weapon—and a stand-out in the Southeast.

### INTERNATIONAL CUISINE

While you won’t find a Chinatown or Little Italy in the Queen City, Charlotte’s East Charlotte neighborhoods and South Boulevard corridor are known for their diversity of offerings from around the world. Most of the city’s international restaurants and shops are intimate mom-and-pop places where you’ll find yourself chatting with the immigrant owners.

### NASCAR HALL OF FAME

Learn the history of NASCAR, and relive racing’s most heart-pounding moments at this engaging museum.

### CAROWINDS

The Carolinas’ beloved theme park boasts a high-thrill water park and something-for-everyone roster of coasters, including the fastest and tallest giga coaster in the world, Fury 325.

### U.S. NATIONAL WHITEWATER CENTER

The world’s largest man-made whitewater river, canopy tours, rock climbing, 30-plus miles of hiking and biking trails, zip lines and more make this a wet-and-wild attraction.

### BILLY GRAHAM LIBRARY

At this free barn-shaped museum, see videos and artifacts, and even hear a talking cow tell of evangelist Billy Graham’s international impact.

### DISCOVERY PLACE SCIENCE

In the heart of Uptown, this immersive science museum features fascinating exhibitions, hands-on labs, daily live shows, an aquarium and an IMAX® theater.

### CRAFT BREWERIES

Dozens of craft breweries call the Queen City home. Enjoy the spacious biergarten at The Olde Mecklenburg Brewery, Charlotte’s first craft beer producer, and grab a growler from NoDa Brewing Company.

### TOPGOLF CHARLOTTE

With more than 100 hitting bays, full-service restaurant and bars, plus a rooftop terrace, Topgolf is an entertaining outing for any skill level.

### LEVINE MUSEUM OF THE NEW SOUTH

Through artifacts, video, music and photography, this interactive museum focuses on the post-Civil War South with an emphasis on Charlotte.

### SEGWAY TOUR WITH CHARLOTTE NC TOURS

Aboard a Charlotte NC Tours Segway, guests can see diverse architecture, historic neighborhoods, parks, museums and more.

### LEVINE CENTER FOR THE ARTS PASS

Perhaps the best ticket in town, this \$20 pass provides two-day access to four distinct cultural hubs: the Mint Museum Uptown and Randolph, Bechtler Museum of Modern Art and the Harvey B. Gantt Center for African-American Arts + Culture (children 4 and under are free).

### NIGHTLIFE

When the sun goes down, head out to the Epicentre for themed nightclubs and see-and-be-seen dance floors, experience local dives like Smokey Joe’s Café, the Thirsty Beaver Saloon or Midwood Country Club, or enjoy a laid-back night out in LoSo.

### ROOFTOP BARS

To enjoy striking views of the twinkling skyline, head to Fahrenheit Charlotte, City Lights Rooftop Bar, Merchant & Trade or Nuvole 22 at the Epicentre.







# WHAT TO EAT

Although Uptown Charlotte boasts 200-plus dining options spanning regional, national and international flavors, there are even more entrees to discover in the neighborhoods outside of Center City. Lucky for you, these restaurants are all within a 10-minute drive or less from Bojangles' Entertainment Complex.



**EASTWAY/INDEPENDENCE BOULEVARD**

**BEAN VEGAN CUISINE**

eatatbean.com  
980.939.1234  
Vegan

**LEMPIRA RESTAURANT**

lempirarestaurant.com  
704.509.6001  
Latin American

**PORTOFINO'S RISTORANTE ITALIANO E PIZZERIA**

portofinocharlotte.com  
704.568.7933  
Italian/Pizza

**SOUTH 21 DRIVE IN**

south21drivein.net  
704.377.4509  
Burgers/Drive-thru

**THE COOKING POT**

the-cooking-pot-charlotte.sites.tablehero.com  
704.909.4000  
African

**EAST CHARLOTTE**

**CAPTAIN STEVE'S SEAFOOD**

captainstevescharlotte.com  
704.535.1400  
Seafood

**EL PULGARCITO DE AMERICA**

704.563.6500  
Latin American

**EURO GRILL & CAFÉ**

facebook.com/EuroGrillCafe  
704.343.9828  
Bosnian/European

**JULIANA PIZZA**

julianapizzanc.com  
704.847.7000  
Pizza

**LANDMARK DINER RESTAURANT**

landmarkdinercharlottenc.com  
704.532.1153  
Greek/American/Diner

**LA SHISH KABOB**

lashishkabob.com  
704.567.7900  
Middle Eastern

**THE SOUTHERN GOURMET**

thesoutherngourmet.net  
704.849.7646  
Southern/Café

**THE TIPSY BURRO SALOON & CANTINA**

facebook.com/Tipsyburro  
704.249.3317  
Tex-Mex/Saloon

**YAMA IZAKAYA**

yamaizakaya.com  
704.910.6387  
Japanese

**ELIZABETH**

**ANNTONY'S CARRIBBEAN CAFÉ**

anntonys.com  
704.342.0749  
Caribbean

**BANG BANG BURGERS**

bangbangburgersclt.com  
704.375.4505  
Burgers

**CAJUN QUEEN**

cajunqueen.net  
704.377.9017  
Cajun/Jazz

**CARPE DIEM RESTAURANT & CATERERS**

carpediemrestaurant.com  
704.377.7976  
New American

**CASWELL STATION**

caswellstation.com  
980.237.4256  
New American

**CUSTOMSHOP**

customshopfood.com  
704.333.3396  
New American

**EARL'S GROCERY**

earlsgrocery.com  
704.333.2757  
Café

**GINBU 401**

ginbu401.com  
704.372.2288  
Chinese/Sushi

**HAWTHORNE'S NEW YORK PIZZA & BAR**

hawthornespizza.com  
704.358.9339  
Pizza/Pub

**SABOR LATIN STREET GRILL**

saborcharlotte.com  
980.237.0308  
Latin/Street Food

**SUNFLOUR BAKING COMPANY**

sunflourbakingcompany.com  
704.900.5268  
Bakery/Café

**THE FIG RESTAURANT**

charlottefigtree.com/  
704.332.3322  
New American

**THE SPOKE EASY**

thespokeeasyclt.com  
980.224.7681  
Bar/Bicycles

**THE STANLEY**

thestanleyclt.com  
980.299.2741  
New American

**VIVA CHICKEN**

vivachicken.com  
980.335.0176  
Peruvian

**1900 MEXICAN GRILL & TEQUILA BAR**

1900mexicangrill.com  
704.334.4677  
Mexican

**MATTHEWS**

**CITY BARBEQUE**

citybbq.com  
704.705.1447  
Barbecue

**MAC'S SPEED SHOP**

macspeedshop.com  
704.444.0332  
Barbecue

**PLAZA MIDWOOD**

**ABUGIDA ETHIOPIAN CAFÉ & RESTAURANT**

abugidaethiopiancafe.weebly.com  
980.237.2760  
Ethiopian

**AKAHANA ASIAN BISTRO**

akahanaasianbistro.com  
704.817.9365  
Sushi

**BISTRO LA BON**

bistolabon.com  
704.333.4646  
French/Tapas

**CATAWBA BREWING COMPANY**

catawbabrewing.com  
980.498.6145  
Brewery

**DIAMOND RESTAURANT**

diamondcharlotte.com  
704.375.8959  
Greek/Diner

**DISH**

eatatdish.com  
704.344.0343  
Southern/American

**FUEL PIZZA**

fuelpizza.com  
704.376.3835  
Pizza

**KRAZY FISH**

krazyfish.com  
704.332.1004  
Seafood

**LEGION BREWING COMPANY**

legionbrewing.com  
844.467.5683  
Brewery

**MIDWOOD SMOKEHOUSE**

midwoodsmokehouse.com  
704.295.4227  
Barbecue

**MOO & BREW**

mooandbrew.com  
980.585.4148  
Burgers/Pub

**PILOT BREWING**

pilotbrewing.us  
704.802.9260  
Brewery

**PINT CENTRAL**

pint-central.com  
980.237.9108  
Pub Tapas/Pub

**PURE PIZZA**

purepizzaclt.com  
980.430.1701  
Pizza

**RESIDENT CULTURE BREWING COMPANY**

residentculturebrewing.com  
704.333.1862  
Brewery





**SOUL CENTRAL**  
soulcentralfood.com  
980.349.4015  
Southern Soul Food

**SOUL GASTROLOUNGE**  
soulgastrolounge.com  
704.348.1848  
Sushi/Tapas

**THE COMMON MARKET**  
commonmarketisgood.com  
704.334.6209  
Casual Market/Beer

**THE PECULIAR RABBIT**  
therabbitspot.com  
704.333.9197  
American

**THE ROASTING COMPANY**  
roastingco.com  
980.859.4567  
Comfort Food

**THOMAS STREET TAVERN**  
704.376.1622  
Pub

**WHISKEY WAREHOUSE**  
whiskeywarehouse.com  
704.334.7005  
Burgers/Pub

**WORKMAN'S FRIEND**  
theworkmansfriend.com  
980.224.8234  
Irish/Pub

**YAFO KITCHEN**  
yafokitchen.com  
980.224.8007  
Mediterranean

**ZADA JANE'S CORNER CAFE**  
zadajanes.com  
704.332.3663  
Breakfast/Café

**UPTOWN**

**ALEXANDER MICHAEL'S**  
almikestavern.com  
704.332.6789  
American/Tavern

**ALL AMERICAN PUB**  
allamericanpubclt.com  
704.370.2000  
Pub

**ANGELINE'S**  
angelinescharlotte.com  
704.445.2540  
Italian

**ARIA TUSCAN GRILL**  
ariacharlotte.com  
704.376.8880  
Italian

**BASIL THAI CUISINE**  
eatatbasil.com  
704.332.7212  
Thai

**BELFAST MILL IRISH PUB**  
belfastmillclt.com  
704.333.7160  
Pub

**CAPISHE**  
capishepizza.com  
980.819.9494  
Italian

**COASTAL KITCHEN & BAR**  
coastalkitchenandbar.com  
704.377.1500  
Southern

**CONNOLLY'S ON FIFTH**  
connollysirishpub.com  
704.358.9070  
Irish Pub

**CORKSCREW ON 5TH WINE & COFFEE BAR**  
corkscrewwinepub.com  
980.256.4717  
Wine Bar

**DANDELION MARKET**  
dandelionmarketcharlotte.com  
704.333.7989  
Bar

**EDDIE V'S PRIME SEAFOOD**  
eddiev.com  
704.333.5262  
Seafood

**ESSEX BAR & BISTRO**  
essexnc.com  
980.406.3857  
New American

**FAHRENHEIT**  
facebook.com/fahrenheitclt  
980.237.6718  
Asian/New American

**FRENCH QUARTER RESTAURANT**  
frenchquartercharlotte.com  
704.377.1715  
Cajun/American

**HAYMAKER**  
haymakerclt.com  
704.626.6116  
Regional/Farm-to-Table

**INK N IVY**  
charlotte.inkanivy.com  
704.332.5424  
Cocktails

**JJ'S RED HOTS**  
jjsredhots.com  
980.207.4922  
Gourmet Hot Dogs

**MIMOSA GRILL**  
mimosagrill.com  
704.343.0700  
Southern/American

**RED GINGER**  
redgingercharlotte.com  
980.819.8837  
Japanese

**RI RA IRISH PUB**  
rira.com  
704.333.5554  
Pub

**RHINO MARKET**  
rhinomarket.com  
980.299.6438  
Food Hall

**ROOSTER'S WOOD-FIRED KITCHEN**  
roosterskitchen.com  
704.370.7667  
American

**SABOR LATIN STREET GRILL**  
saborcharlotte.com  
980.294.0002  
Latin American

**SEA LEVEL NC**  
sealevelnc.com  
704.412.2616  
Seafood

**STOKE CHARLOTTE**  
stokecharlotte.com  
704.353.6005  
American

**SUKOSHI**  
sukoshi.com  
980.495.3800  
Sushi/Casual

**VALHALLA PUB & EATERY**  
valhallapub.com  
704.332.3273  
Pub

**VAPIANO**  
us.vapiano.com  
704.332.2440  
Casual/Italian

**VIDA MEXICAN KITCHEN Y CANTINA**  
charlotte.vidacantina.com  
704.971.8432  
Mexican

**THE ASBURY**  
theasbury.com  
704.342.1193  
Southern

**THE KING'S KITCHEN**  
kingskitchen.org  
704.375.1990  
Southern

**5CHURCH**  
5churchcharlotte.com  
704.919.1322  
New American

**7TH STREET PUBLIC MARKET**  
7thstreetpublicmarket.com  
704.230.4346  
Food Hall





# ACCOMMODATIONS

When looking for a place to stay near Bojangles' Entertainment Complex, the diversity of accommodation options is endless. Book a luxury experience in high-end hotels like The Ivey's Hotel or The Ritz-Carlton, Charlotte in nearby Center City (just a 5-minute drive from the complex) or go for the convenience factor in a nearby neighborhood.

**AIRPORT**

**CLARION HOTEL AIRPORT & CONFERENCE CENTER**  
clarionhotel.com  
980.335.1320

**COMFORT SUITES AIRPORT**  
choic-hotels.com/nc391  
704.971.4400

**COURTYARD CHARLOTTE AIRPORT NORTH**  
marriott.com/cltca  
704.319.9900

**COURTYARD CHARLOTTE BILL GRAHAM PARKWAY**  
marriott.com/cltsw  
704.945.6800

**EMBASSY SUITES CHARLOTTE**  
charlotte.embassysuites.com  
704.527.8400

**EXTENDED STAY AMERICAN CHARLOTTE AIRPORT**  
extendedstayamerica.com/bgr  
704.676.0083

**HAMPTON INN & SUITES CHARLOTTE AIRPORT**  
charlotteairportsuites.hamptoninn.com  
704.394.6455

**HILTON GARDEN INN CHARLOTTE AIRPORT**  
Charlotteairport.hgi.com  
704.790.7000

**HOLIDAY INN CHARLOTTE - AIRPORT CONF CTR**  
hicharlotteairport.com  
704.394.4301

**HOLIDAY INN EXPRESS & SUITES CHARLOTTE AIRPORT**  
holidayinnexpress.com/charlotteairpt  
704.900.8100

**HOME2 SUITES BY HILTON CHARLOTTE AIRPORT**  
charlotteairport.home2suitesbyhilton.com  
704.398.2940

**HOMEWOOD SUITES CHARLOTTE AIRPORT HOTEL**  
charlotteairport.home-woodsuites.com  
704.357.0500

**HYATT HOUSE CHARLOTTE AIRPORT**  
hyattplace.com  
704.730.7000

**HYATT PLACE CHARLOTTE AIRPORT/ LAKE POINTE**  
hyattplace.com  
704.357.8555

**HYATT PLACE CHARLOTTE AIRPORT/ TYVOLA ROAD**  
hyattplace.com  
704.423.9931

**RADISSON HOTEL CHARLOTTE AIRPORT**  
radisson.com/char-lotte-hotel-nc-28217/usacasn  
980.859.5155

**RAMADA PLAZA CHARLOTTE AIRPORT CONFERENCE & MEETING CENTER**  
ramada.com/hotel/15427  
704.688.9977

**RENAISSANCE CHARLOTTE SUITES HOTEL**  
renaissancecharlotte-suites.com  
704.357.1414

**RESIDENCE INN CHARLOTTE STEELE CREEK**  
marriott.com/cltwr  
704.264.2000

**RESIDENCE INN AND FAIRFIELD INN & SUITES CHARLOTTE AIRPORT**  
marriott.com/cltwe  
marriott.com/cltfs  
980.265.5544  
980.265.5557

**SHERATON CHARLOTTE AIRPORT HOTEL**  
sheraton.com/char-lotteairport  
704.392.1200

**INDEPENDENCE BOULEVARD/MATTHEWS**

**COURTYARD CHARLOTTE MATTHEWS**  
marriott.com/cltcm  
704.846.4466

**FAIRFIELD INN & SUITES CHARLOTTE MATTHEWS**  
marriott.com/cltfm  
980.245.9200

**GOLDEN GREEN HOTEL**  
goldengreenhotel.com  
704.333.3563

**HAMPTON INN CHARLOTTE/MATTHEWS**  
charlottematthews.hamp-toninn.com  
704.841.1155

**SLEEP IN MATTHEWS**  
choic-hotels.com/hotel/nc032  
704.841.1660

**WOODSPRING SUITES CHARLOTTE MATTHEWS**  
woodspring.com  
980.949.2200

**UNIVERSITY CITY**

**COMFORT SUITES UNIVERSITY AREA**  
choic-hotels.com/north-carolina/charlotte/comfort-suites-hotels  
704.547.0049

**CONTINENTAL INN**  
continentalinncharlotte.net  
704.597.8100

**COUNTRY INN & SUITES CHARLOTTE UNIVERSITY PLACE**  
countryinn.com/charlot-tenc\_universityplace  
704.549.8770

**COURTYARD CHARLOTTE UNIVERSITY RESEARCH PARK**  
marriott.com/cltun  
704.549.4888

**DRURY INN & SUITES CHARLOTTE UNIVERSITY PLACE**  
druryhotels.com  
704.593.0700

**EXTENDED STAY AMERICA - CHARLOTTE - UNIVERSITY PLACE**  
extendedstayamerica.com/cup  
704.510.1636

**EXTENDED STAY AMERICA - CHARLOTTE - UNIVERSITY PLACE - E. MCCULLOUGH DR.**  
extendedstayamerica.com/unp  
704.510.0108

**HAMPTON INN CHARLOTTE - UNIVERSITY PLACE**  
charlotteuniversityplace.hamptoninn.com  
704.548.0905

**HILTON CHARLOTTE UNIVERSITY PLACE**  
charlotteuniversity.hilton.com  
704.547.7444

**HOLIDAY INN CHARLOTTE UNIVERSITY**  
hicharlotteu.com  
704.547.0999

**HOLIDAY INN EXPRESS - CHARLOTTE/UNIVERSITY**  
hiexpress.com/charlottenc  
704.496.9780

**HOMEWOOD SUITES BY HILTON CHARLOTTE NORTH/UNIVERSITY RESEARCH PARK**  
homewoodcharlotte.com  
704.549.8800

**RESIDENCE INN CHARLOTTE UNIVERSITY RESEARCH PARK**  
marriott.com/cltri  
704.547.1122

**SPRINGHILL SUITES CHARLOTTE UNIVERSITY RESEARCH PARK**  
marriott.com/cltsh  
704.503.4800

**TOWNEPLACE SUITES CHARLOTTE UNIVERSITY RESEARCH PARK**  
townplacesuitescharlot-teuniversity.com  
704.548.0388

**PLAZA MIDWOOD**

**THE VANLANDINGHAM ESTATE INN & CONFERENCE CENTER**  
vanlandinghamestate.com  
704.334.8909

**UPTOWN**

**AC HOTEL CHARLOTTE CITY CENTER**  
charlottecitycentertower.com  
704.348.4002

**ALOFT CHARLOTTE UPTOWN AT THE EPICENTRE**  
aloftcharlotteuptown.com  
704.333.1999

**CENTER CITY SUITES**  
centercitysuites.com  
704.970.8656

**CHARLOTTE MARRIOTT CITY CENTER**  
charlottemarriottcitycenter.com  
704.333.9000







THE IVEYS HOTEL

**COURTYARD BY MARRIOTT CHARLOTTE CITY CENTER**  
[marriott.com/cltup](http://marriott.com/cltup)  
 704.926.5800

**DOUBLETREE BY HILTON HOTEL CHARLOTTE - GATEWAY VILLAGE**  
[charlottegatewayvillage.doubletree.com](http://charlottegatewayvillage.doubletree.com)  
 704.347.0700

**THE DUNHILL HOTEL**  
[dunhillhotel.com](http://dunhillhotel.com)  
 704.322.4141

**EMBASSY SUITES BY HILTON CHARLOTTE UPTOWN**  
[charlotteuptown.embassy-suitesbyhilton.com](http://charlotteuptown.embassy-suitesbyhilton.com)  
 704.940.2517

**FAIRFIELD INN & SUITES CHARLOTTE UPTOWN**  
[fairfieldinncharlotteuptown.com](http://fairfieldinncharlotteuptown.com)  
 704.372.7550

**HAMPTON INN CHARLOTTE UPTOWN**  
[charlotteuptown.hamptoninn.com](http://charlotteuptown.hamptoninn.com)  
 704.373.0917

**HILTON CHARLOTTE CENTER CITY**  
[charlottecentercity.hilton.com](http://charlottecentercity.hilton.com)  
 704.377.1500

**HILTON GARDEN INN CHARLOTTE UPTOWN**  
[charlotteuptown.garden-inn.com](http://charlotteuptown.garden-inn.com)  
 704.347.5972

**HOLIDAY INN CHARLOTTE CENTER CITY**  
[hicharlotte.com](http://hicharlotte.com)  
 704.335.5400

**HYATT HOUSE CHARLOTTE CENTER CITY**  
[charlottecentercity.house.hyatt.com](http://charlottecentercity.house.hyatt.com)  
 704.373.9700

**HYATT PLACE CHARLOTTE DOWNTOWN**  
[charlottedowntown.place.hyatt.com](http://charlottedowntown.place.hyatt.com)  
 704.227.0500

**THE IVEY'S HOTEL**  
[theiveyshotel.com](http://theiveyshotel.com)  
 704.228.1111

**KIMPTON TRYON PARK HOTEL**  
[tryonparkhotel.com](http://tryonparkhotel.com)  
 704.445.2626

**LE MÉRIDIEN CHARLOTTE**  
[lemeridiencharlotte.com](http://lemeridiencharlotte.com)  
 704.372.9610

**OMNI CHARLOTTE HOTEL**  
[omnihotels.com/charlotte](http://omnihotels.com/charlotte)  
 704.377.0400

**RESIDENCE INN CHARLOTTE CITY CENTER**  
[charlottecitycentertower.com](http://charlottecitycentertower.com)  
 704.334.0709

**RESIDENCE INN CHARLOTTE UPTOWN**  
[residenceinncharlotteuptown.com](http://residenceinncharlotteuptown.com)  
 704.340.4000

**THE RITZ-CARLTON, CHARLOTTE**  
[ritzcarlton.com/charlotte](http://ritzcarlton.com/charlotte)  
 704.547.2244

**SHERATON CHARLOTTE HOTEL**  
[sheratoncharlottehotel.com](http://sheratoncharlottehotel.com)  
 704.372.4100

**SPRINGHILL SUITES CHARLOTTE UPTOWN**  
[marriott.com/cltsd](http://marriott.com/cltsd)  
 704.439.8100

**THE WESTIN CHARLOTTE**  
[westincharlottehotel.com](http://westincharlottehotel.com)  
 704.375.2600

**MEDICAL RESOURCES**

Thanks to its proximity to Uptown, the Bojangles' Entertainment Complex is a quick drive from a number of hospitals. Novant Health Presbyterian Medical Center is a 7-minute drive from the complex. And just 11 minutes away, Carolinas Medical Center (CMC), the flagship hospital of Atrium Health, serves as the region's only Level 1 Trauma Center and is equipped with rapid air medical transport through a fleet of helicopters and airplanes.





**Bojangles®**

**ENTERTAINMENT COMPLEX**

**BOJANGLES' COLISEUM ★ OVENS AUDITORIUM**

**BOplex.com / 704.372.3600**