



Nevada DECA Sports & Entertainment Marketing Day 2023

March 21, 2023

The Dollar Loan Center Arena

Henderson, NV

AGENDA

* Registration includes one Knight Hawks ticket to a game of your choice: March 25th, April 8th, or April 21st PLUS discount pricing for additional family members

8:00 -8:30 Arrival (Security screening, check-in, and proceed to Sections 4 and 5 of the Arena)

8:30 Opening Remarks

About TDLC and Dollar Loan Center's involvement in building the arena with Chuck Brennen, Dollar Loan Center

8:45 The How and Why of Naming Rights - Scott DeAngelo, Sr VP of Marketing for Allegiant Airlines

9:15 Q & A with Chuck and Scott

9:25 Break

9:35 Marketing Pro Sports and Entertainment in Las Vegas - a panel discussion

10:15 Arena Tour

11:00 Lunch

11:45 Careers in Sports and Entertainment-a panel discussion

12:30 Wrap up

12:45 Depart for schools

THE DOLLAR LOAN CENTER

A decorative horizontal flourish with a central star and symmetrical scrollwork on either side.