



# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## CAMPING WORLD SECURES NAMING RIGHTS FOR STADIUM AND KICKOFF GAME

*Entities now to be known as Camping World Stadium and Camping World Kickoff, respectively*

**ORLANDO, FLORIDA** [April 26, 2016] – Orlando’s football stadium now bears the name of the nation’s top retailer of RVs, RV accessories, and RV-related services. Effective immediately, the stadium formerly known as the Orlando Citrus Bowl, will be known as Camping World Stadium thanks to a new, long-term exclusive agreement as the stadium’s new naming rights partner. Visitors will see the Camping World name and brand proudly and prominently displayed inside and outside the recently reconstructed facility.

In addition, Camping World will be a multi-year series sponsor of early season neutral-site football games debuting this Labor Day which will be named the “Camping World Kickoff.”

“We’re proud to partner with Florida Citrus Sports and the Central Florida community to help build memories for the next generation of residents and visitors,” said Marcus Lemonis, Chairman and CEO of Camping World and Good Sam Enterprises and host of CNBC’s The Profit. “Florida is a key market for us as we have 14 Camping World SuperCenters in this state, more than any other. Having a stadium naming rights deal in place was extremely important for us as we look toward the future. With 60 million-plus visitors to the Orlando area each year, we look forward to strengthening our brand and supporting the growing RV and camping community that has allowed us to be successful in this market.”

Camping World Stadium underwent a \$207.7 million reconstruction in 2014, re-opening as a state-of-the-art venue ready to host world class events. In addition to the Camping World Kickoff games, it is also the nation’s only venue to host three college bowl games: the Buffalo Wild Wings Citrus Bowl, Russell Athletic Bowl and AutoNation Cure Bowl. The iconic facility also annually hosts the Florida Blue Florida Classic and was the state’s only stop on the Rolling Stones’ Zip Code Tour in 2015. Copa America Centenario will play three matches in Camping World Stadium this June; Guns N’ Roses will have a concert on July 29, and Orlando City Soccer MLS and the Orlando Pride NWSL teams are playing their 2016 seasons here. And, in April 2017, Camping World Stadium will become the first stadium in the country to host WWE Wrestlemania for a second time.

Currently, three Camping World Kickoff games are scheduled. The Florida State Seminoles and Ole Miss Rebels are set to square off at 8 p.m. ET on Monday, September 5, as the day’s only game and will be televised nationally on ESPN. The 2018 game will showcase Alabama and Louisville. The highly anticipated 2019 match-up has just been confirmed between in state rivals, Florida and Miami.

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“When we first started discussion about the Kickoff series, we told FCSports that their continued pursuit of high caliber teams was key if our name were to be tied to the series,” said Marcus Lemonis. “The Florida and Miami game is another great example of that commitment and we’re thrilled to help ensure that the highest quality match-ups are brought to the Central Florida community.

“We’re proud to integrate Camping World, a brand that is the leader in its industry, with all that we continue to do at Camping World Stadium to grow economic impact and improve the quality of life for Central Floridians,” said Steve Hogan, CEO of FCSports. “The commitment to both the stadium and the Camping World Kickoff series will ensure that together we deliver on our promises to this community for years to come, and build on the rich heritage of this venue.”

Founded in 1966, Camping World is celebrating its 50th anniversary this year, having grown from a single store in Bowling Green, Kentucky to now 120 SuperCenters nationwide. Camping World serves the needs of camping and RVing families across the nation, whether they enjoy weekends outdoors in a pop-up trailer or live full-time in a custom coach.

Camping World Stadium is not Camping World’s first foray into the world of sports sponsorship. The RV and outdoor accessory retailer also sponsors the NASCAR® Camping World Truck Series, and the Camping World Independence Bowl.

The multi-year partnership between Florida Citrus Sports and Camping World was brokered by Denver-based Impression Sports & Entertainment (<http://www.impressionsports.com>).

To learn more about Camping World Stadium or the Camping World Kickoff games, please visit <http://www.FloridaCitrusSports.com>.

### **About Camping World**

In 2016, Camping World marks 50 years of offering specialized products, expert advice and great service to recreational vehicle owners and campers across North America. From our founding in 1966, we've grown from a single store in Bowling Green, Kentucky to the nation's number one retailer of RVs, RV accessories and RV-related services, with 120 SuperCenters nationwide, a state-of-the-art call center and an award-winning website. Over the last half century, Camping World has become the premier one-stop-shop for everything RVers need to enjoy living and traveling in their RVs, as well as a vital source of products and services to help RV owners maintain and protect their investment. Along with over 10,000 RV parts and accessories, we also offer a full selection of new and used RVs for sale; RV and tow vehicle service and maintenance; collision centers; RV Spa detail and refurbishment centers; technical advice from knowledgeable experts, and hard-to-find parts.

### **About Marcus Lemonis**

Lemonis is known as the "business turnaround king" and host of CNBC's prime time reality series, The Profit, in which he lends his expertise to struggling small businesses around the country and judges businesses based on a "Three P" principle: People, Process, and Product. The Profit returns on Tuesday, August 23rd at 10pm ET/PT on CNBC.

More about Marcus Lemonis can be found at <http://www.marcuslemonis.com>,

Facebook <https://www.facebook.com/marcus.lemonis> and Twitter @MarcusLemonis.

### **About Camping World Stadium**

Camping World Stadium is owned and operated by the City of Orlando. Since opening in 1936 as a Works Progress Administration project by President Franklin D. Roosevelt at a cost of \$115,000 and a capacity of 8,900, the stadium has undergone numerous expansions and name changes over the years. The historic venue underwent a massive \$207.7 million reconstruction in 2014 which yielded 90% all-new construction and a completely modernized stadium. The numerous enhancements and amenities include 41,000 lower bowl seats with chair backs, two 360-degree concourses, multiple giant video displays, a 20,000-square-foot plaza deck, a vibrant open-air exterior and unique indoor and outdoor club spaces to

serve 5,000 patrons. These upgrades have bolstered Camping World Stadium's ability to draw new high-profile events like neutral-site college football games, NFL pre-season match-ups and big-name concerts while retaining its signature annual bowl games and events. The City of Orlando and its partners at Florida Citrus Sports expect the recent reconstruction to generate a \$300 million annual economic impact. More information can be found at <http://www.CampingWorldStadium.com>.

**About Florida Citrus Sports**

Florida Citrus Sports (FCSports) is a not-for-profit membership organization dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its signature events: The Camping World Kickoff, the Buffalo Wild Wings Citrus Bowl, the Russell Athletic Bowl, the Orlando Citrus Parade and the Florida Blue Florida Classic. For more information, visit <http://www.FCSports.com>.

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