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## **Toyota signs on as Naming Rights for Ontario, California Arena**

*New ten-year deal struck to begin July 1, 2019*



**Tuesday, June 11, 2019 (Ontario, California)** SMG Worldwide has announced today they have entered into a partnership agreement with the Southern California Toyota Dealership Association in a new naming-rights deal for the Southern California arena located in Ontario. Formerly known as Citizens Business Bank Arena the landmark venue has been renamed as the Toyota Arena. The naming rights agreement was negotiated through Vicki Higgins with ConneXion Partnerships and agreed upon by SMG Worldwide.

"We're thrilled to be a part of the community and support this wonderful entertainment venue that has entertained so many families, sports fans, residents and visitors over the years," said Cliff Cummings, President of the Southern California Toyota Dealers Association. "We look forward to an active and engaged partnership to continue building relationships through the best entertainment venue in the Inland Empire."

The 10,000-seat capacity venue is situated in Southern California's Ontario near the apex of two major freeways, Interstate 10 and the 15 Freeway. The arena was built and is owned by the City of Ontario and since July of 2016 has been managed by SMG Worldwide. Under new management the arena has seen major improvements including a robust calendar of events. The arena hosts over 225 ticketed shows a year and sees attendance of more than 1,000,000 guests annually.

"Toyota has been an arena partner since the arena opened in 2008. Their long-standing relationship with deep roots in our community will now have new opportunities to provide truly vibrant experiences in a

premier venue through live music, sporting competitions, and family shows” said Michael Krouse, President & CEO of the arena. “We are excited to have found the right partner and look forward to the future as Toyota Arena in Ontario, California.”

Citizens Business Bank will remain a major part of the arena with a new title of the Official Banking partner. “We are excited to continue our sponsorship as the Official Bank of the Toyota Arena. Toyota will be a great name partner and Citizens Business Bank is shoulder to shoulder with them on supporting high quality entertainment in the Inland Empire.” said Chris Myers, President & CEO of Citizens Business Bank.

For more information on the event and all upcoming shows at Toyota Arena please visit our website at **[Toyota-Arena.com](http://Toyota-Arena.com)**

#### **About Toyota Arena**

**Toyota Arena**, built and owned by the City of Ontario, includes 9,500 fixed seats with additional “portable” seating risers to accommodate capacities of 11,089 for concerts, 9,736 for ice hockey or arena football and 10,832 for basketball. The 225,000 square foot venue features 36 luxury suites located on two levels and a continuous concourse hosting a variety of refreshment stands, merchandise kiosks, a VIP club and other fan amenities. **Toyota Arena** hosts ice hockey, soccer, and a variety of other sporting competitions, concerts, family shows, special events, graduation ceremonies and community activities as well as private events. The Arena is home to Ontario Reign, an AHL Hockey Team, and Ontario Fury, a MASL Soccer Team and the Aqua Caliente Clippers of Ontario, a G league basketball team. **Toyota Arena** is the biggest and most modern arena within the Inland Empire, an area with over 4.7 million people. It is located in the City of Ontario, California, on a 37-acre parcel located between Haven Avenue and Milliken Avenue, Fourth Street and the I-10 Freeway. **For more information visit [Toyota-Arena.com](http://Toyota-Arena.com)**

#### **About SMG**

Founded in 1977, SMG provides management services to 243 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 19 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As a recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston’s NRG Park and the Mercedes-Benz Superdome in New Orleans. SMG also offers food and beverage operations through its concessions and catering companies, currently serving more than 140 accounts worldwide. **For more information visit [www.smgworld.com](http://www.smgworld.com)**

#### **About the City of Ontario**

The City of Ontario *Elevates* the quality-of-life by creating urban lifestyle districts that create sustainable places to live, work and play. Located just 35 miles east of downtown Los Angeles, the City of Ontario is ideally situated as a gateway to Southern California. With major freeways, rail transportation and International Airport, Ontario offers the rest of the world to be a part of a culturally diverse community with rich history that is well positioned for quality development and economic sustainability for its 177,000 residents. Complementing its business and residential core, Ontario offers premium entertainment venues such as the Ontario Convention Center, Toyota Arena, and the Ontario Mills Mall. **To learn more about the City of Ontario, visit [www.ontarioca.gov](http://www.ontarioca.gov) or call (909) 395-2000.**

#### **About Toyota**

Toyota (NYSE:TM) has been a part of the cultural fabric in the U.S. and North America for more than 60 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands. During that time, Toyota has created a tremendous value chain as our teams have contributed to world-class design, engineering, and assembly of more than 38 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 47,000 people (over 36,000 in the U.S.). Our 1,800 North American dealerships (nearly 1,500 in the U.S.) sold 2.8 million cars and trucks (2.4 million in the U.S.) in 2018.

Through the Start Your Impossible campaign, Toyota highlights the way it partners with community, civic, academic and governmental organizations to address our society’s most pressing mobility challenges. We believe that when people are free to move, anything is possible. **For more information about Toyota, visit [www.pressroom.toyota.com](http://www.pressroom.toyota.com)**