

**For Immediate Release**

12/20/19

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## ***LSU vs LA TECH Men's Basketball Game Coming to CenturyLink Center!***

**Bossier City, Louisiana** – Today Bossier City Mayor Lorenz Walker announced a highly anticipated men's college basketball match-up between LSU and Louisiana Tech competing at CenturyLink Center on November 24, 2020. The event is being organized and promoted by Russ Potts Productions, Inc. (RPPI), a nationally renowned marketing firm specializing in producing major college and professional sporting events.

"Our team at RPPI is thrilled to bring together two top men's college basketball programs to compete in front of a capacity crowd next November at CenturyLink Center," says **Zach Franz, Senior Vice President of RPPI**. "I'd like to thank our friends at LSU, Louisiana Tech, the Shreveport-Bossier Sports Commission and CenturyLink Center for their year-long efforts assisting with arrangements—bringing us to today's announcement regarding this matchup."

According to **Kelly Wells, Executive Director of the Shreveport-Bossier Sports Commission**, "This local competition, with potential for regional or national television coverage, will be one of the Conference USA's strongest November nonconference matchups, and will bring basketball fans from around the region and across the state." Wells added, "the timing of this announcement is also perfect since we can share the news of this basketball game with the thousands of sports fans here next week for the Independence Bowl."

**Coach Konkol, of Louisiana Tech stated**, "We have played LSU in Baton Rouge and Ruston the past two seasons and look forward to competing against them again next season at CenturyLink Center. We appreciate our fans in Shreveport-Bossier for traveling across I-20 to Ruston for our home games. This game is now an opportunity for us to bring the game to them!"

**Coach Wade, of LSU stated**, "We look forward to bringing the LSU Basketball program to Shreveport-Bossier next year against a very good Louisiana Tech team. We hope fans of both teams will join us for what will be a fun night of basketball."

Tickets for the November 24<sup>th</sup> game will be available in the early spring, according to Rebecca Bonnevier, ASM Global General Manager of CenturyLink Center. Bonnevier also stated that there will be opportunities for fans and local businesses to partner by purchasing corporate sponsorships and VIP Packages, details of which will be announced in the coming months.

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### **About RPPI**

RPPI has organized over 850 major college and professional sporting events in over 35 plus years in the industry. RPPI is led by Founder and President Russ Potts. Russ has been a pioneer in sports marketing since his time at the University of Maryland (his alma mater), then becoming Director of Athletics at Southern Methodist University (SMU). Russ also served as Vice President of the Chicago White Sox before becoming a four-term State Senator in Virginia.

RPPI's sports marketing and event organization arm is currently managed by Senior Vice President Zach Franz, and Vice President of Business Development Adam Syprzak. In addition to sports marketing, promotion, and event organization, RPPI

also provides business development, facilities consulting, fundraising, and corporate sponsorship services. For more Information: [www.rppi.net](http://www.rppi.net) or by phone at: (540) 665-0598

#### **About CenturyLink Center**

Since opening its doors in the late fall of 2000, CenturyLink Center has been on the map as one of the top entertainment destinations in the South. Located on the banks of the Red River in Bossier City, LA, the CenturyLink Center is a 270,000 square foot facility capable of hosting up to 14,000 patrons. The venue features world-class concerts, family shows, motor sports, rodeos, conventions, religious and community events, as well as other special events.

#### **About ASM Global**

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences.

ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world delivers locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners, and operations, and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit [www.asmglobal.com](http://www.asmglobal.com).