



## Front Cover:

Continuing to Make HistoryFirst Mariner Arena  
1962 – 2008  
201 West Baltimore Street – Baltimore, Maryland



Inside Front Cover



Page 1:

Headline: World-Class Entertainment

1ST Mariner Arena will continue to sell out crowds and make history with every show





## Page 2:

### Sub Headline: World Class Entertainment

Since our opening in 1962, the most influential acts in music history have played this venue. More recently, 1st Mariner Arena has played host to a number of the biggest selling contemporary acts in music. Performers in recent years include: Tim McGraw, George Strait, U2, Janet Jackson, Elton John, The Eagles, Hannah Montana, Van Halen, Rascal Flatts, ZZ-Top, Beyonce, Lynrd Skynrd, Hank Williams, Jr., Keith Urban, Mary J. Blige, Jonas Bros., Alicia Keys, Linkin' Park, Jay-Z and Michael Buble.

Why does 1st Mariner Arena easily sellout crowds? The Arena's location in downtown Baltimore is central to three major metropolitan areas. Most importantly, the size and configuration of the venue allows performers to connect with the audience on an intimate level while still providing the seating capacity to contain an enormous crowd. Marching forward, we will continue to provide Baltimore's deeply rooted fans with the opportunity to see the biggest acts in the world.



## Page 3:

Event Photo





## Page 4:

### Sub Headline: Family Entertainment

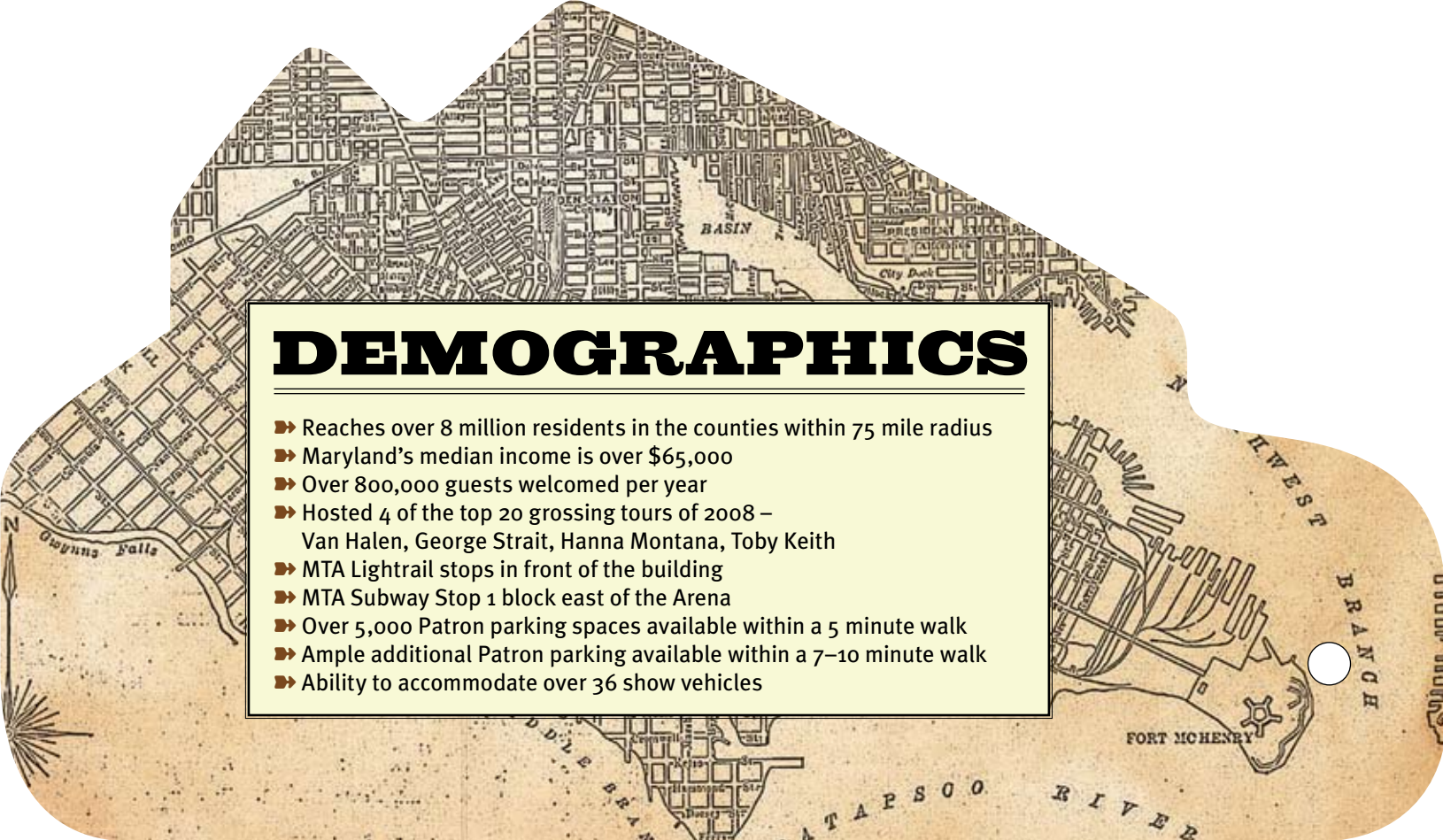
1st Mariner Arena not only hosts the world's top musical acts, but also provides world class family entertainment. The Radio City Christmas Spectacular (Arena Tour), Ringling Bros. and Barnum & Bailey Circus, Disney on Ice, Monster Trucks, Blue Man Group, Arena Cross, Smuckers' Stars On Ice, Sesame Street Live and WWE Wrestling, and The Wiggles are a few of our perennial family shows. The Arena has also opened its doors to fans of Cirque de Soleil, Gymnastics, Tennis, closed circuit Boxing and Professional Bull Riding. We are also home to MISL Champion Baltimore Blast and AIFA Baltimore Mariners. The Arena will also be the future site of UFC (Ultimate Fighting Championship).



## Page 5:

Baltimore Concerts Sell Out

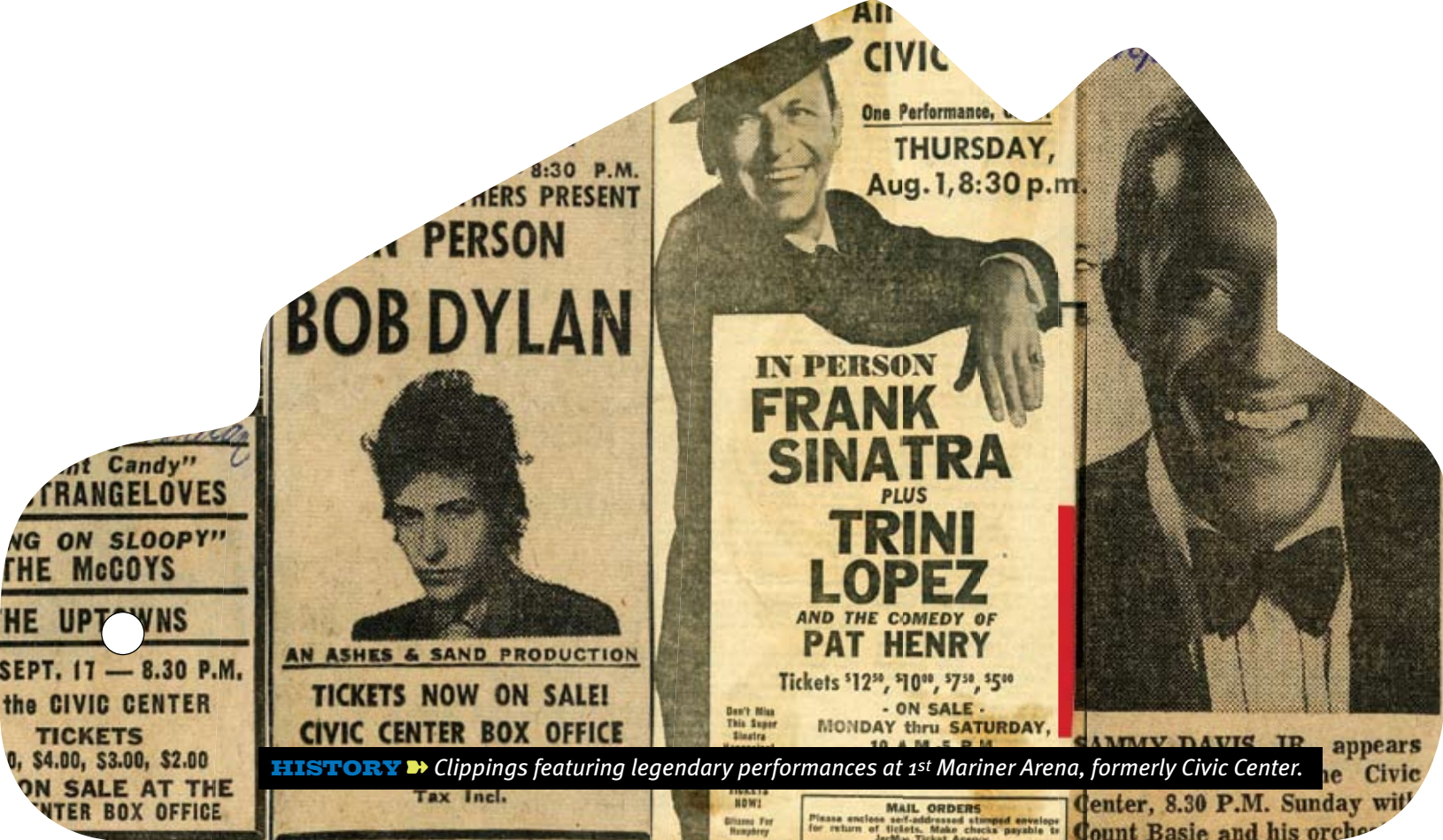




Page 6:

Sub Headline: Demographics

Reaches over 8 million residents in the counties within 75 mile radius  
Maryland's median income is over \$65,000  
Welcomed over 800,000 thousands guests per year  
Hosted 4 of the top 20 grossing tours of 2007 – Van Halen, Rascal Flatts, Hannah Montana, Toby Keith  
MTA Lightrail stops in front of the building  
MTA Subway Stop 1 block east of the Arena  
Over 5,000 Patron parking spaces available within a 5 minute walk  
Ample additional Patron parking available within a 7–10 minute walk  
Ability to accommodate over 36 show vehicles



Page 7:

Event Photo





## Page 8:

### Sub Headline: Production

1st Mariner Arena can create plethora of stage settings from intimate to full house. The building itself has 11,000 permanent seats spanning three seating levels. The floor can be set to accommodate reserved seating or a general admission area.

Building Capacity: 14,000+

Mini-Theatre: 5,000 – 7,000

Sports Events: 14,000+

2,000 Amps Shore Power

19,950 watts total power

Rigging Capacity in excess of 140lbs

Ice Rink Dimensions: 85' wide x 195' long

Two large dressing rooms (30'x30')

Ten smaller dressing rooms 5'x7' or 10'x8'

Seven connecting meeting rooms for pre or post show events



## Page 9:

Event Photo





## Page 10:

### Sub Headline: Marketing/Public Relations

1st Mariner Arena has full-service Marketing & Public Relations Department available to advise and assist you with event advertising, media buying and promotions. We can also place publicity photographs and generate press releases utilizing our media list comprised of over 420 different media outlets in the local and regional area including Maryland, Pennsylvania, Virginia and Delaware. 1st Mariner Arena will publicize your event on its website (featuring audio and/or video capability), indoor and outdoor electronic marquees and scoreboard. We welcome photos for publication in our calendars of events.

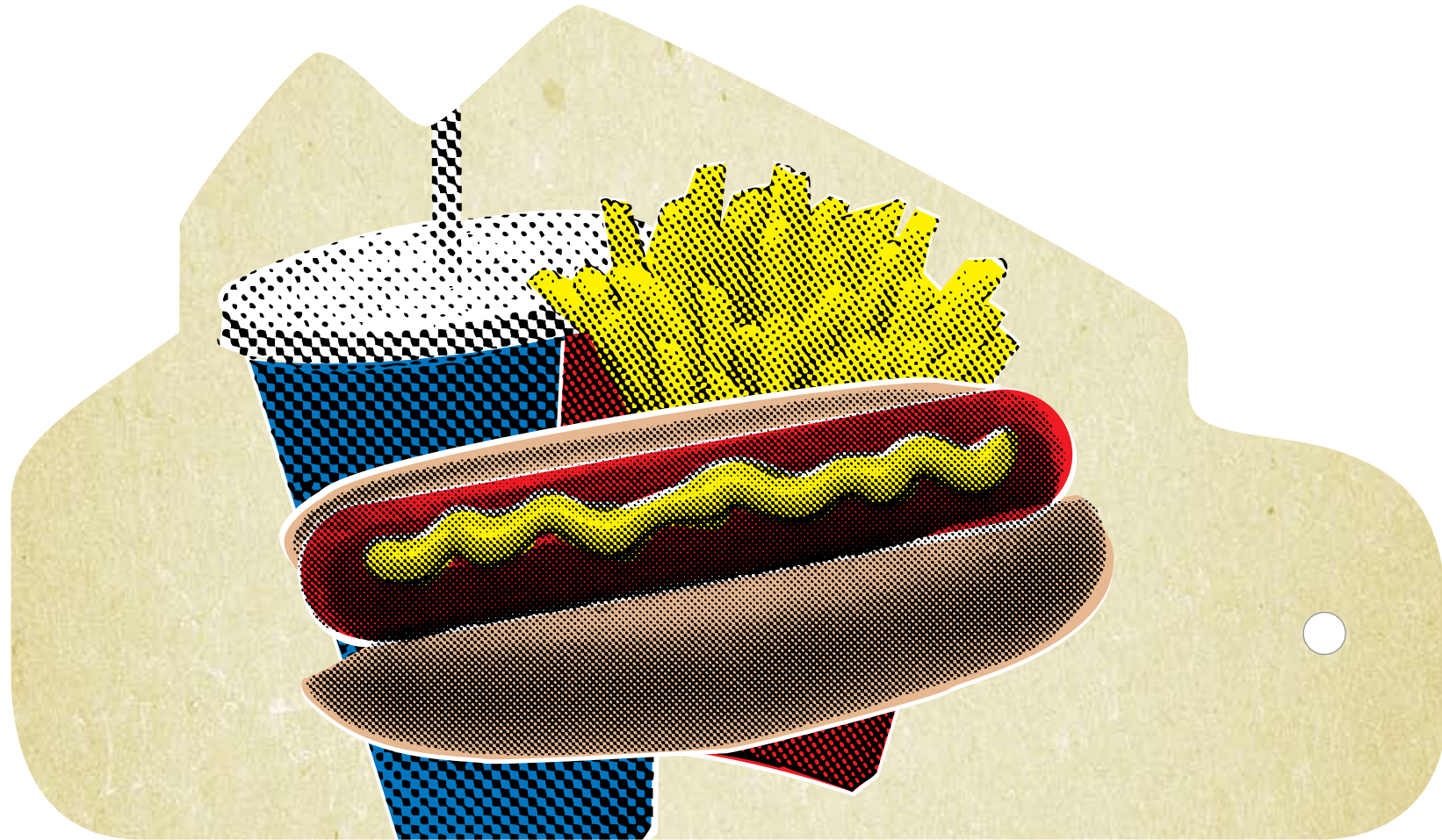


## Page 11:

### Sub Headline: Box Office/Group Sales

The Box Office will assist promoters in scaling the house, providing accurate cad drawings. Staff the necessary Box Office personnel with a "day of event" Event Manager to ensure a smooth run. In addition, 1st Mariner Arena has personal, one-on-one coordination of event outings for community and professional groups for annual family touring shows, such as Radio City Christmas Spectacular, Sesame Street Live, Walt Disney's World on Ice, Ringling Bros. and Barnum & Bailey Circus as well as select sporting events.





## Page 12:

Event Photo

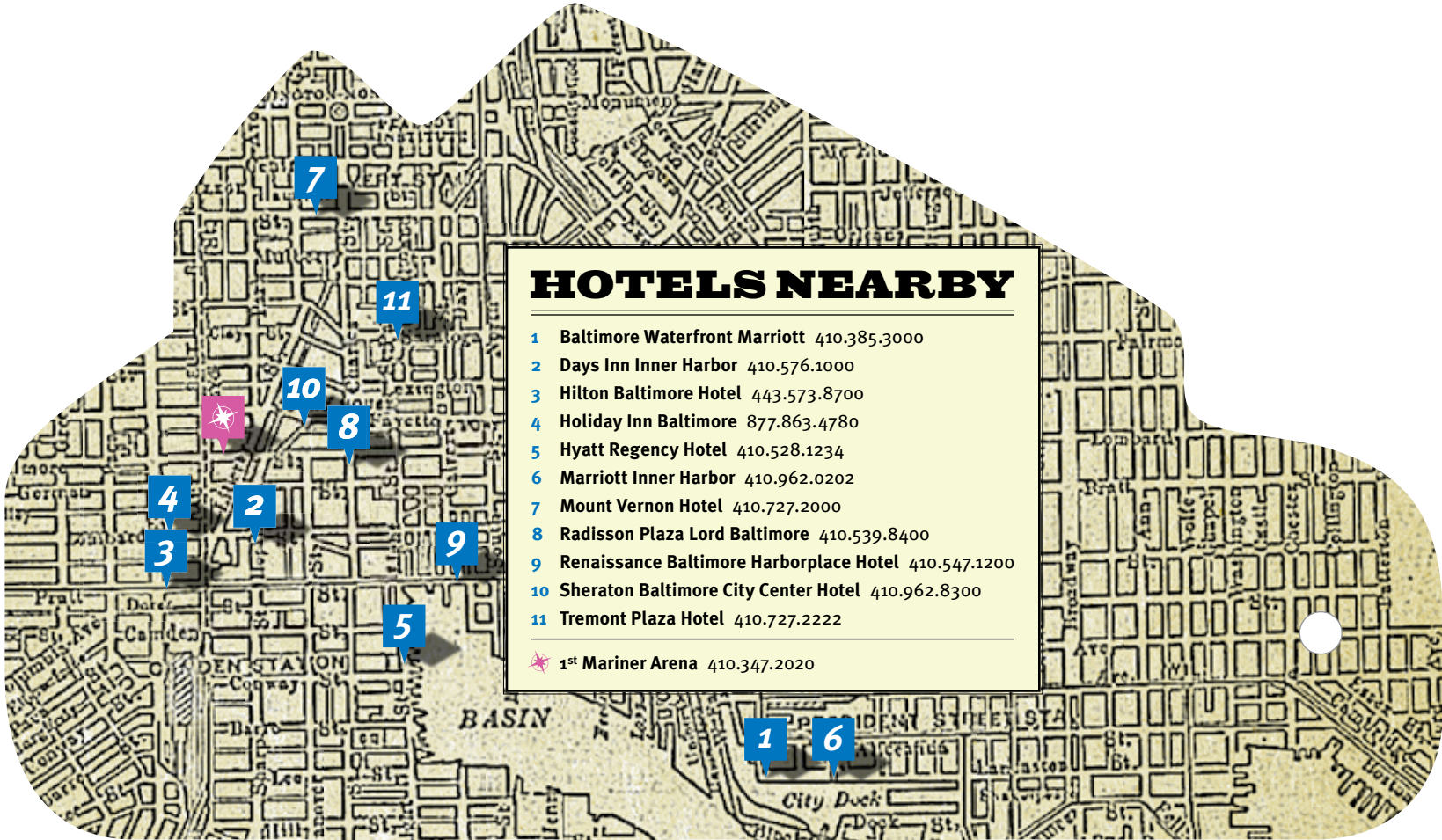


## Page 13:

### Sub Headline: Food & Beverage

1st Mariner Arena's Food & Beverage division is run by Savor Baltimore and SMG owned and operated company. Savor Baltimore oversees all concessions in the building. If you're planning a special pre or post show event Savor Baltimore can assist in all of your catering and bar service needs. Savor can also guide you in planning your tour catering needs as well.





Page 14:

Sub Headline: Hotels Nearby

Baltimore Waterfront Marriott: 410.385.3000  
Days Inn Inner Harbor: 410.576.1000  
Hilton Baltimore Hotel: 443.573.8700  
Holiday Inn Baltimore: 877.863.4780  
Hyatt Regency Hotel: 410.528.1234  
Marriott Inner Harbor: 410.962.0202  
Mount Vernon Hotel: 410.727.2000  
Radisson Plaza Lord Baltimore: 410.539.8400  
Renaissance Baltimore Harborplace Hotel: 410.547.1200  
Sheraton Baltimore City Center Hotel: 410.962.8300  
Tremont Plaza Hotel: 410.727.2222



Page 15:

Event Photo

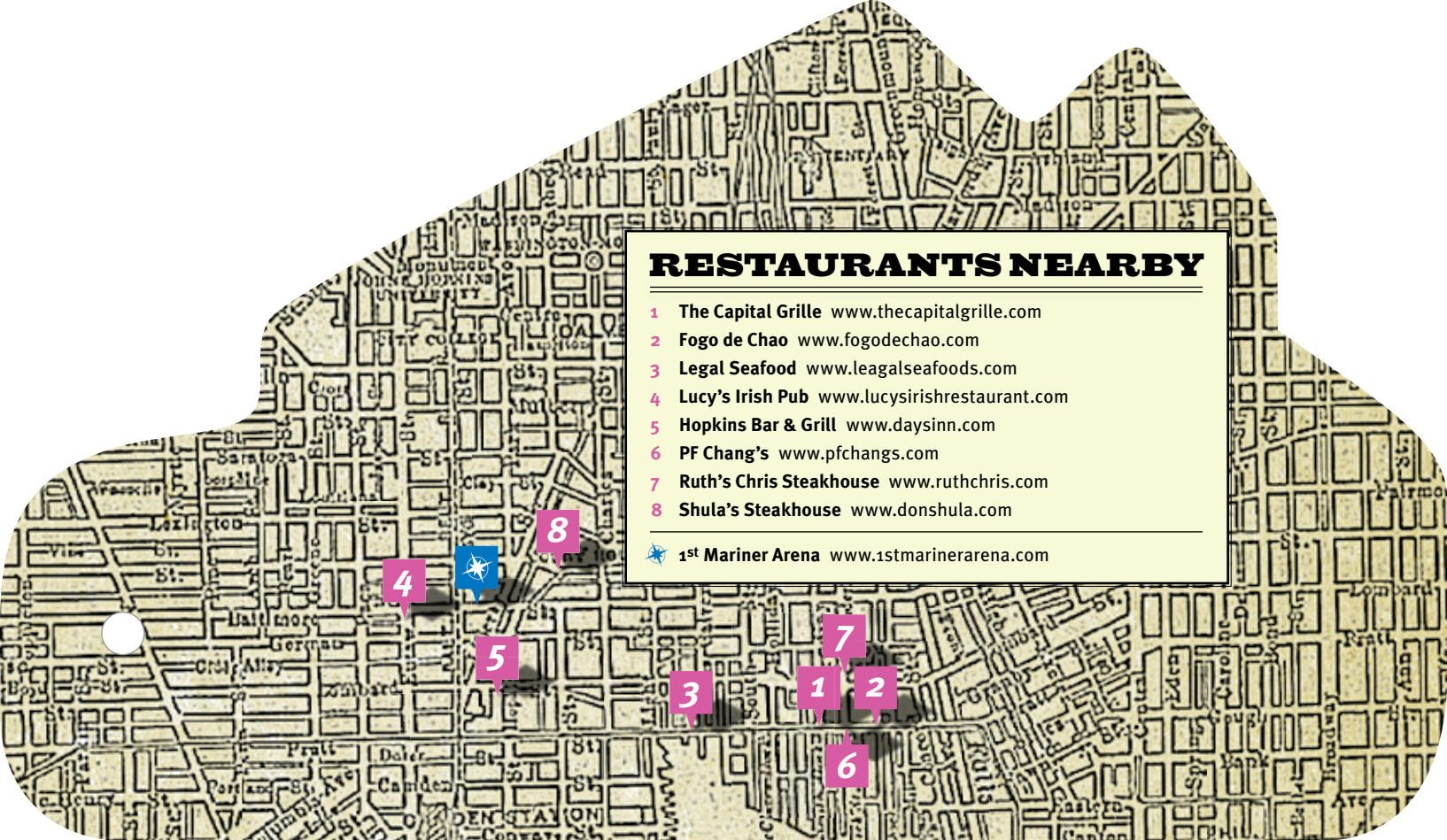




**KISS** ➡ Gene Simmons doing what Gene does best at 1<sup>st</sup> Mariner Arena.

Page 16:

Event Photo



**RESTAURANTS NEARBY**

- 1 The Capital Grille [www.thecapitalgrille.com](http://www.thecapitalgrille.com)
- 2 Fogo de Chao [www.fogodechao.com](http://www.fogodechao.com)
- 3 Legal Seafood [www.leagalseafoods.com](http://www.leagalseafoods.com)
- 4 Lucy's Irish Pub [www.lucysirishrestaurant.com](http://www.lucysirishrestaurant.com)
- 5 Hopkins Bar & Grill [www.daysinn.com](http://www.daysinn.com)
- 6 PF Chang's [www.pfchangs.com](http://www.pfchangs.com)
- 7 Ruth's Chris Steakhouse [www.ruthchris.com](http://www.ruthchris.com)
- 8 Shula's Steakhouse [www.donshula.com](http://www.donshula.com)

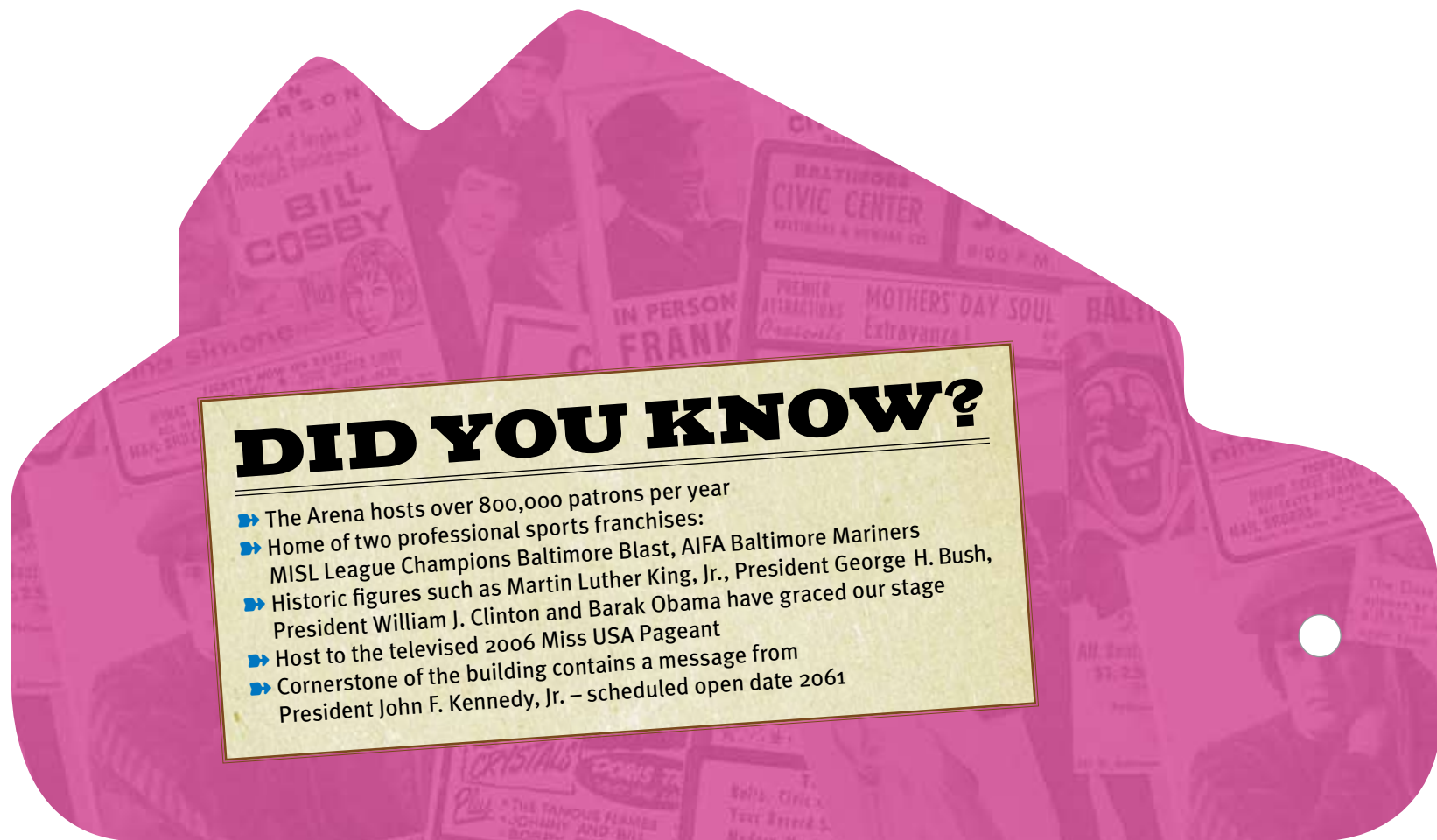
★ 1<sup>st</sup> Mariner Arena [www.1stmarinerarena.com](http://www.1stmarinerarena.com)

Page 17:

**Sub Headline: Restaurants Nearby**

- The Capital Grille [www.thecapitalgrille.com](http://www.thecapitalgrille.com)
- Fogo de Chao [www.fogodechao.com](http://www.fogodechao.com)
- Legal Seafood [www.leagalseafoods.com](http://www.leagalseafoods.com)
- Lucy's Irish Pub [www.lucysirishrestaurant.com](http://www.lucysirishrestaurant.com)
- Luna del Sea [www.lunadelsea.com](http://www.lunadelsea.com)
- PF Chang's [www.pfchangs.com](http://www.pfchangs.com)
- Ruth's Chris Steakhouse [www.ruthchris.com](http://www.ruthchris.com)
- Shula's Steakhouse [www.donshula.com](http://www.donshula.com)





## DID YOU KNOW?

- ▶ The Arena hosts over 800,000 patrons per year
- ▶ Home of two professional sports franchises: MISL League Champions Baltimore Blast, AIFA Baltimore Mariners
- ▶ Historic figures such as Martin Luther King, Jr., President George H. Bush, President William J. Clinton and Barak Obama have graced our stage
- ▶ Host to the televised 2006 Miss USA Pageant
- ▶ Cornerstone of the building contains a message from President John F. Kennedy, Jr. – scheduled open date 2061

### Page 18:

#### Headline: Did You Know

The Arena hosts over 800,000 patrons per year

Home of two professional sports franchises: MISL League Champions Baltimore Blast, AIFA Baltimore Mariners

Historic figures such as Martin Luther King, Jr., President George H. Bush, President William J. Clinton and Barak Obama have graced our stage

Host to the televised 2006 Miss USA Pageant

Cornerstone of the building contains a message from President John F. Kennedy, Jr. – scheduled open date 2061



**HISTORY** ▶ Dr. King spoke at the 1<sup>st</sup> Mariner Arena, formerly Baltimore Civic Center in 1963.

### Page 19:

Event Photo





Page 20:

Headline: Did You Know  
Sub Headline: Historic Acts  
The Beatles – 2 shows  
The Rolling Stones – 3  
Elvis Presley – 2  
Elton John – 2  
Ray Charles  
James Brown  
Bob Dylan  
The Beach Boys  
Frank Sinatra  
Aretha Franklin  
The temptations  
Black Sabbath  
U2



Page 21:

Sub Headline: Multiple Performances





Page 22:

Event Photo



Inside Back Cover





Back Cover