

PRESS RELEASE



SOUTHERN ILLINOIS
SALUKIS



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FOR IMMEDIATE RELEASE

DATE: May 16, 2019

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SOUTHERN ILLINOIS UNIVERSITY CARBONDALE AND BANTERRA BANK ANNOUNCE ARENA NAMING-RIGHTS AGREEMENT;

FIRST-TIME CORPORATE NAMING-RIGHTS AGREEMENT FOR AN SIU ATHLETIC FACILITY

CARBONDALE, Ill. – Southern Illinois University Carbondale and Banterra Bank, the region's largest, locally-owned bank, announced a 10-year naming-rights agreement that will rebrand SIU Arena as Banterra Center. The multi-million-dollar agreement, which includes a 10-year extension option, annual payments plus an affinity program, offers up to \$10 million for SIU, with a \$4-million guarantee for the first 10 years. The partnership is the largest corporate naming-rights agreement in SIU's 150-year history, the first corporate naming-rights agreement for a SIU athletic facility and the first naming right for the 55-year-old arena.

In addition to signage, advertising and promotional opportunities, the agreement includes exclusive rights to an SIU Athletics-branded affinity debit card through Banterra Bank. Profits from the debit card initiative, which is still in development, will go to a newly established Banterra-SIU Scholarship Fund.

"The partnership represents Banterra's commitment to the success of the university, our athletics program and the region," said John M. Dunn, SIU chancellor. "We're deeply grateful for Banterra's generous financial commitment, which includes scholarship support for student-athletes. The Banterra Center will continue to be at the heart of our men's and women's basketball programs, attracting fans, community members and many others who support Saluki athletics."

The naming rights partnership comes at an exciting time for SIU Athletics following SIU's recent announcement of hiring men's basketball coach, Bryan Mullins.

"We've sponsored SIU Athletics for 10 years, because we know the value of having this university in our region and the number of passionate, loyal Saluki fans among our four-state footprint and beyond," said Jeff May, president and CEO of Banterra Bank. "We're proud to have our Banterra name on an iconic facility such as SIU Arena, to take our partnership to an entirely new level with SIU Athletics, and to have an ongoing reminder that our company truly takes care of our communities."

SIU Athletic Director Jerry Kill led the efforts to get SIU's first corporate naming-right partner in the university's 150-year history. He said the partnership with Banterra serves as a strong example of future naming-right opportunities for SIU's athletic venues.

"As we sought out a naming rights partner, it needed to be a company that aligned with our core values and had the brand power to take us to the next level," said Kill. "I knew after our first meeting with Banterra's leadership that this was a group that we wanted on our team. Both Saluki Athletics and Banterra are going to make the most of this partnership to benefit our students-athletes, customers and fans."

Working alongside Kill and the entire athletics administration is Saluki Sports Properties, which played an integral role in helping Banterra elevate its relationship. As the university's athletics multimedia-rights holder and local Learfield IMG College team, Saluki Sports Properties oversees athletics' corporate partner program and has worked closely with Banterra Bank over the past ten years.

The community can expect to see updated signage with a new Banterra Center logo on arena exterior, interior, and marquee sign as well as other marketing efforts for traditional and digital advertising, promotion and business development, Kill said. The marketing efforts will begin immediately following the May 16th announcement.

About SIU Arena

SIU Arena's construction began in 1962, and was completed in 1964 at an original cost of \$4.3 million. The 8,284-seat, multi-use facility received a \$29.9 million renovation that was performed in phases over a 15-month time span and completed in 2010. The arena is home for SIU Saluki men and women's basketball, as well as ongoing events and it has a rich history of providing memorable concerts to the region. This vast list of concerts ranges from Ella Fitzgerald to Elvis, Fleetwood Mac to Garth Brooks, Van Halen to The Temptations. Family events have included performances such as Harlem Globetrotters, Ringling Bros. & Barnum & Bailey Circus, and Sesame Street Live. The arena is also used for SIU graduation, youth basketball camps, high school tournaments and other ongoing events.

About Southern Illinois University and Saluki Athletics

Excellence on the field of competition and in the classroom is the standard at Southern Illinois University and Saluki Athletics, which provides 17 intercollegiate sports for men and women. All sports compete at the NCAA Division I level within the Missouri Valley Conference (MVC), except for football, which belongs to the Missouri Valley Football Conference (MVFC), and men's swimming & diving, which competes in the Mid-American Conference (MAC). The proud Saluki tradition includes many former professional athletes, 50 Olympic athletes, and recent NCAA post-season appearances by men's basketball, football, softball, men's swimming & diving, men's and women's golf, and men's and women's track & field. SIU leads the MVC with 98 Academic All-Americans all-time. For more information, call 877-SALUKIS or go to www.SIUSalukis.com.

About Learfield IMG College

Learfield IMG College unlocks the value of college sports for brands, fans and universities through the representation of collegiate institutions, conferences and arenas. As a fully integrated sports marketing and solutions platform, Learfield IMG College provides access to licensing and multimedia sponsorship management, including publishing, radio, digital and social media; fan engagement, ticket sales and professional concessions expertise; branding; campus-wide business and sponsorship development; and venue technology systems.

About Banterra Bank

Banterra Bank began as a single bank in Ridgway, Illinois in July of 1975. Today, **Banterra** has nearly \$2 billion in assets and is ranked in the Top Ten Percent of U.S. Charter Banks and Top Five Percent for Illinois Charter Banks, according to asset size. **Banterra** has 40 locations in Illinois, Indiana, Kentucky, Missouri, and Arizona. In addition to offering a variety of personal and business banking products, Banterra provides services nationwide through specialty lending divisions including Aircraft Finance, Machine Tool Finance, Corporate, Transportation and RV and Marine Lending. Banterra also offers Banterra Insurance for auto, home, life, business and Banterra Investment services. For more information, call 866-BANTERRA (226-8377), or go to www.banterra.com.

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