

December 22, 2017

FRANKENMUTH CREDIT UNION PUTS NEW LABEL ON BIRCH RUN EXPO CENTER

*Great Lakes Bay Region venue will now be called the
Frankenmuth Credit Union Event Center*

BIRCH RUN, MI – The GVB Development Group is excited to announce a long-term partnership agreement with the Frankenmuth Credit Union for naming rights to the former Birch Run Expo Center, located along I-75 in Birch Run, MI. Frankenmuth Credit Union will rename the Expo Center the *Frankenmuth Credit Union Event Center*. The Center is privately managed by Oak View Group Facilities.

Apex Marketing Group which negotiates naming rights and sponsorships for arenas, stadiums and convention venues, conducted the process on behalf of the GVB Group, which included all aspects of sales prospecting and contract negotiations.

“The GVB Group is very fortunate to have a partner in *Frankenmuth Credit Union* and the re-branded Event Center will be a place where the Great Lakes Bay Region community will come together to celebrate sports, entertainment and a host of other exciting events.” said GVB President Greg VanBoxel. “We were extremely impressed with Apex Marketing Group’s ability to create a terrific partnership with the Frankenmuth Credit Union.”

“Frankenmuth Credit Union has always nourished a friendly relationship with our neighbors. We have two branches, a school branch and thousands of loyal members in the Birch Run area. So when we heard about the opportunity to procure the naming rights for the Event Center, we knew it would be a testament of our commitment to Birch Run and all the surrounding communities who patron the Center,” said Vickie Schmitzer, CEO, Frankenmuth Credit Union.

“Our motto here at FCU is ‘we are for purpose; not for profit,’ and our intent is to give back goodwill and big heartedness to our membership. That’s why the new Frankenmuth Credit Union Event Center will offer FCU members advance ticket purchase options, discounted ticket prices and even a chance to win a free event in the upstairs loft for friends and family,” added Schmitzer.

The Event Center will feature the *Frankenmuth Credit Union* name and logo on the outside of the building, on I-75 and Beyer Rd signage as well as inside the Center, throughout the venue’s social media and website (www.FrankenmuthCUEventCenter.com) and on all facility and event materials, including tickets, event schedules, media releases, print, television and radio advertisements as well as other event and venue-related marketing materials.

ABOUT FRANKENMUTH CREDIT UNION:

Frankenmuth Credit Union was organized in 1964 by the employees of Carling Brewery. Then and now, Frankenmuth Credit Union's focus has always been on improving the lives of the members it serves. Today that rings true with the type of financial services the Frankenmuth Credit Union provides for its 43,000 plus members/owners, the 18 convenient locations Frankenmuth Credit Union has in the Great Lakes Bay Region and beyond and through their philanthropic impact they are making on the communities they serve.

ABOUT GVB DEVELOPMENT GROUP:

With over 150 years of combined experience, GVB Group specializes in real estate development, entertainment, aviation, consulting and business operations. Headquartered in Grand Rapids, Michigan, GVB Group has been active in the Michigan region since 1992, and possesses the agility and capital to pursue a wide range of endeavors. The focus of GVB Group's mission, is to make a positive impact in the Communities we serve, and our Team works diligently to provide experiences, products & opportunities that our guests, customers & neighbors can be proud of. In recent years, successful and aggressive operations have led to the consistent growth of GVB Group. which includes a wide range of development, consulting, management and/or ownership capabilities:

- Birch Run Expo Center (Birch Run, MI)
- Tamarack Health & Wellness Center (Fremont, MI)
- UrbanGate Development Company (Nashville, TN)
- LaFiesta Tortilla Chip Company (Ludington, MI)
- AJ's Family Fun Centers (Pentwater, Comstock Park, MI)
- Avenue Developments (Grand Rapids, MI)
- United Technologies / Midwest Headquarters (Muskegon, MI)
- AeroVision International, an LKQ Company (Muskegon, MI)
- Leah's Landing Retail Centers (Ludington, MI),
- Black Creek Ridge (Zeeland, MI), and much more.

ABOUT OAK VIEW GROUP:

Oak View Group (OVG), venue managers of the Frankenmuth Credit Union Event Center, was founded in 2015 by sports and entertainment industry leaders, Tim Leiweke and Irving Azoff, with Jim Dolan and Madison Square Garden Entertainment. Oak View Group Facilities (OVG Facilities) is the venue management and services division of the Oak View Group. Recently, OVG launched their new facility management division by purchasing Pinnacle Venue Services.

ABOUT APEX MARKETING GROUP:

Apex Marketing Group provides advertising and branding consulting services and customized sponsorship & brand analytics for sports & entertainment events and corporate brands. Apex's clients have included Teams from the NFL, MLB, NBA, NHL, and MLS Soccer, Minor League & Major League venues, ATP Tennis events, Convention Centers, as well as various commercial brands.

Apex manages all facets of a commercial rights program for its clients; directs various concurrent operational tasks including quantitative analysis (through it analytics tool ApexMetrics™), policy development, new business prospecting and solicitation, contract negotiations, strategic development and account management.

For more information, please contact:

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