

FOR IMMEDIATE RELEASE
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Media Contact: Katie Jernigan
(336) 280-1623
katie@knighteady.com

**Huntsville/Madison County CVB announced as
presenting sponsor of Rocket City Classic**

Alabama men's basketball returns to Huntsville for the first time since 1999 for Dec. 21 game presented by Huntsville/Madison County Convention & Visitors Bureau

HUNTSVILLE, ALA. – [Knight Eady](#) has announced the [Huntsville/Madison County Convention & Visitors Bureau](#) (CVB) as the presenting sponsor of the Rocket City Classic, a neutral-site men's basketball game to take place Dec. 21 in the Propst Arena at the Von Braun Center. The Alabama men's basketball team will face Arkansas State in the Rocket City Classic, which will bring the Crimson Tide to Huntsville for the first time since 1999. The game is set for 8:00 p.m. CT and will be televised on the SEC Network. Tickets for the game are on sale now through [Ticketmaster](#) and at the Von Braun Center box office.

"The CVB is thrilled to be a part of what is sure to become a hallmark sporting event for Huntsville," said Judy Ryals, President/CEO of the Huntsville/Madison County Convention & Visitors Bureau. "Not only is the Von Braun Center the ideal facility to host such an event, but the variety of activities our city provides makes this a great opportunity to showcase the Rocket City to an even wider audience. We encourage attendees traveling for the game to experience all Huntsville has to offer, whether it be enjoying a meal at a local restaurant or catching a special holiday celebration at one of our attractions."

With their sponsorship, the Huntsville/Madison County CVB will be a part of the Alabama men's basketball team's three-day trip to the city. The team's visit will include a fully immersive Huntsville experience with a tour of the U.S. Space & Rocket Center and visit to the Boys & Girls Club, in addition to the matchup against Arkansas State. Additionally, the Huntsville/Madison County CVB's brand and messaging will be showcased on the custom court design and seen on the nationally televised broadcast during the game.

Fans are encouraged to come early and enjoy the festive atmosphere of downtown Huntsville around the Von Braun Center. Several great restaurants and holiday activities such as the [Tinsel Trail](#), [Skating in the Park](#), [Santa's Village](#), and more provide great options for pregame entertainment. Fans can check out www.huntsville.org for more information on the city, restaurants, accommodations and things to do. For a chance to win free tickets, fans are encouraged to follow the CVB on social media and be on the lookout for special ticket promotions happening during the month of December.

Birmingham-based sports marketing and event management company, Knight Eady, will manage the Rocket City Classic.

“Knight Eady is proud to partner with the Huntsville/Madison County CVB to host the first Rocket City Classic,” remarked Mark Whitworth, Chief Operating Officer at Knight Eady. “Their partnership allows us to create a unique and memorable fan and student-athlete experience while they are in the city, and our goal is for the Rocket City Classic to become an annual major college basketball event at the Von Braun Center during the holiday season.”

The Rocket City Classic is a part of Coach Johnson’s initiative to showcase the Alabama men’s basketball program throughout the state of Alabama. The team will also play a neutral site game in Birmingham on Dec. 18 against Clemson. Knight Eady will also produce the Dec. 18 game, called the Vulcan Classic.

For more information about the Rocket City Classic, or to purchase tickets, click [here](#).

ABOUT KNIGHT EADY:

Founded in 2013, Knight Eady is a sports marketing and event operations group, offering services in the management, marketing and consultation of live sporting events. In addition, Knight Eady partners with events and brands to offer strategic communication plans for enhanced market exposure through branding, advertising and public relations. Knight Eady believes in creating unique experiences that motivate and inspire individuals to reach beyond their potential and develop an unparalleled loyalty and passion for their sport. This is accomplished by delivering quality, consistent, cost efficient and creative services, while applying ethical principles that radically exceed expectations.

About Huntsville/Madison County CVB

The Huntsville/Madison County Convention & Visitors Bureau (CVB) is a non-profit 501(c)(6) organization which was developed in 1970 to create economic growth for Huntsville/Madison County by marketing the city as a top-of-mind convention and visitor destination. As the official city/county agency which promotes the area as a tourist destination and convention site, the CVB partners with an array of hospitality industry partners to market our destination to visitors of all types.

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