

# The New Hershey Harrisburg Sports & Events Authority

## *It. All. Happens. Here.*

By Allison Rohrbaugh

**An event's success is measured beyond the medals. It's measured in memories from hotel check-in to city signs in the rear view mirror. The Hershey Harrisburg Region gives you every comfort and convenience on and off the courts and courses to make your event shine.**

For the past 14 years, sports marketing efforts at the Hershey Harrisburg Regional Visitors Bureau (HHRVB) won bids for national collegiate events, scores of PIAA Championships, unique exhibitions and more. But as the landscapes of sports tourism expand and the needs of events rights holders in the market grow, so must a destination's services.

HHRVB has launched the new Hershey Harrisburg Sports & Events Authority (HHSE) to not only attract major sports events, but also to add support beyond the sale.

A team is now in place – an Executive Director plus Business Development and Marketing & Communications managers – to inspire more out-of-market rights holders to host traveling or multi-year events in Hershey and Harrisburg by offering a higher level of customer care in areas like marketing exposure, public relations efforts, content collection and volunteer identification.

HHSE Executive Director Gregg Cook's experience includes time with Harrisburg Senators Baseball, Hershey Bears Hockey, Harrisburg Heat Indoor Soccer and 14 years with HHRVB. He's working closely with the region's economic development entities, sports teams, venue operators and other stakeholders to create the best opportunities for impactful events and increased room nights by participants and spectators.

"We don't accept that the event is over in the context of a tournament schedule or championship game. We want to introduce our clients to everything that the region has to offer and educate them on how their athletes, families, coaches and support crews can take full advantage of the benefits here."

Benefits like a beloved chocolate town, a historic capital city, a location where 40% of the US population is within 500 miles and a multi-use complex with more than 1 million square feet of event space under one roof.

We know clients will love what they see here, so consider this an open invitation from the Hershey Harrisburg Sports & Events Authority to come and visit us in a place where the taste of success is truly...sweet.



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## History of Success

- **Keystone Regional Volleyball Association**  
Annual multi-day boys and girls tournaments on 30 courts at the PA Farm Show Complex & Expo Center.
- **U.S. Figure Skating Eastern Sectional Synchronized Skating Championship (2012, '14, '17)**  
200+ teams at *Giant Center*<sup>SM</sup> in Hershey.
- **The Color Run™ (2013 - 17)**  
Thousands run in the Happiest 5K on the Planet at Hershey's Parkview Course.
- **State Games of America (2013)**  
10,000+ athletes of all ages from 42 states competed in 30 sports at 25+ venues.



## EPIC EVENTS

U.S. Junior Nationals at the PA Farm Show Complex & Expo Center



**8,000+**  
HOTEL ROOMS



HERSHEY  
**THE SWEETEST**  
PLACE ON EARTH®



HARRISBURG INTERNATIONAL  
**AIRPORT(MDT)**



**40%** of the  
**U.S. POPULATION**  
is located within 500 miles  
of Hershey Harrisburg

At the crossroads of *Chocolate Town U.S.A.*™ and The Keystone State's Capital City, The Hershey Harrisburg Region blends world-class conveniences with historic charm.

Sports happen here.

Memories happen here.

“Let's come back next year,” happens here.

**It. All. Happens. Here.**



**HERSHEY HARRISBURG**  
SPORTS & EVENTS AUTHORITY

[www.hhsportsandevents.com](http://www.hhsportsandevents.com)

### THE AUTHORITY

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## SWEET SETTINGS

Playoffs and Championships at *Hersheypark Stadium*

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