



HERSHEY HARRISBURG, PA

WITH DOZENS OF SPORTS TOURNAMENTS SUCCESSFULLY PLANNED AND EXECUTED EACH YEAR, HERSHEY HARRISBURG IS QUICKLY SOARING TO THE TOP OF THE SPORTS WORLD.

A Sweet Place to Play

Hosting an event in the Hershey Harrisburg Region means that you and your teams, attendees and participants get to experience the downtown buzz of Pennsylvania's capital city (Harrisburg) and the sights, sounds and tastes of Hershey in the same trip. Hershey and Harrisburg are just a few miles apart, and each location has a long list of facilities, hotels, benefits and amenities that are attractive to sports and events rights holders. The many attractions in Hershey are huge draws for sports planners because they know it's a destination well suited for family travel. It's home to **Hersheypark®**, a world-class theme park with 13 (as of 2018) roller coasters, family and children's rides and a huge waterpark. One of the region's most visited attractions is **Hershey's Chocolate World Attraction**, where guests create their own candy bar and take a FREE simulated chocolate factory tour. The Hershey Harrisburg Region is home to four professional teams: Harrisburg Senators baseball, Hershey Bears® Hockey, Harrisburg Heat indoor soccer and PennFC USL soccer.

How to Get to Hershey Harrisburg By Car:

Hershey and Harrisburg are easily accessible and located just three hours or less from high population centers on the East Coast. Take I-81, I-83, the Pennsylvania Turnpike and Route 11 from destinations including **Philadelphia, New York City, Baltimore/Washington D.C.** and **Pittsburgh**. Just 20 minutes away from the city, the Harrisburg International Airport travels non-stop to 12 destinations over the course of 70 flights each day.

Planner Perspective

"From the initial planning process through execution on race day, Hershey Harrisburg Sports & Events Authority paved the way for an amazing first-year event. Their in-depth knowledge of local venues, relationship with key hospitality leaders and contacts with sponsors and all levels of regional government were catalysts to our success. While HHSE represents a vibrant mid-major market, it operates like a big league DMO."

- Steve Meckfessel, *National Series Director, Fondo Cycling Circuit USA (Harrisburg, August 2018)*

FACILITY SPOTLIGHT

1. Pennsylvania Farm Show Complex & Expo Center

Sports: Archery, basketball, fencing, indoor soccer, martial arts, volleyball, wrestling

Each year, the multi-purpose Pennsylvania Farm Show Complex & Expo Center hosts a variety of exciting sports events, highlighted by the USJN Hershey Showcase and four Keystone Regional Volleyball Association events. The USJN Hershey Showcase is a four-day girls basketball event drawing more than 200 teams to compete on 20 courts, while the KRVA events each use up to 29 courts for both boys and girls tournaments. Both events take place in the complex's 172,000-square-foot Expo Hall. The complex is home to the Harrisburg Heat pro indoor soccer team, which plays its home games in the 7,300-seat New Holland Arena. Event organizers enjoy the seemingly unlimited setup options in a facility that boasts seven halls, three arenas, banquet space and a full catering kitchen.

2. Giant CenterSM

Sports: Basketball, cheer, ice sports, wrestling

Giant CenterSM is the regular venue for the Hershey Bears AHL hockey team. This state-of-the-art, 10,500-seat arena hosts ice shows, concerts, state high school championships (wrestling, competitive cheer and basketball), graduations, and more. The U.S. Figure Skating Eastern Sectional Synchronized Skating

Championships have been held here on several occasions. The Harlem Globetrotters and WWE shows come to town regularly, and fans have been entertained by musical acts ranging from Carrie Underwood to Van Halen. In 2016, the facility invested \$4.7 million for a new scoreboard, LED electronics and production system.

3. FNB Field

Sports: Baseball, soccer

Situated in the state's capital along the Susquehanna River, FNB Field is home to the Harrisburg Senators, the Washington Nationals' AA affiliate. When the Senators are out of town, the grounds crew flips the field to host Penn FC professional soccer. In 2009, FNB Field underwent a major \$45 million renovation project. The stadium now houses luxury seating, a high-definition field lighting system, a "Midway" activities center for families and children, 20 suites with skyline views, a new sound system, press box with digital amenities and a reserved parking lot. FNB Field is the main attraction on the 62-acre City Island, which also features a multi-purpose grass field, riverside park, launching site for river cruises, miniature golf and more.



**Hershey Harrisburg
Sports & Events Authority**

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Let's get started! Contact Gregg to start planning your next big event in Hershey and Harrisburg.

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