



RAC Arena inks deal with Crown Resorts

RAC Arena, managed by ASM Global, is thrilled to announce Crown Perth as the venue's first Integrated Hotel and Resort Partner.

As part of the multi-year agreement which runs through to 2027, the prominent entertainment destination will hold the naming rights for the arena's newest premium offering, now known as Crown Concert Club. The partnership will also see the two brands working together to deliver unique and elevated experiences for members and guests of both the RAC Arena and Crown.

The Concert Club launched in November 2022, and allows guests to network in style with an all-inclusive stand-up cocktail menu designed in collaboration with RAC Arena's award-winning culinary team led by Executive Chef Paul Beard, Stephen Clarke (formerly of Clarke's of North Beach), and renowned sommelier Emma Farrelly.

RAC Arena's General Manager, Michael Scott, explains, "We believe pairing this new standard for corporate hospitality with Perth's premium entertainment precinct is a match made in heaven."

"Since opening their doors in the 80's, Crown Perth has been synonymous with providing the WA community with elevated experiences, and we look forward to what we can cook up together."

Crown Perth CEO David Tsai said the deal will bring elevated experiences to Concert Club and Crown members alike.

"This partnership symbolises our shared commitment to delivering incredible experiences to the community.

RAC Arena and Crown Perth joining forces on this partnership underlines our role in delivering world-class entertainment, setting the stage for unforgettable moments and memories to be made in our vibrant city."

-ENDS-

About RAC Arena:

RAC Arena is proudly managed by ASM Global, on behalf of VenuesWest. RAC Arena is the home of live entertainment in Western Australia. Located in the heart of the Perth CBD, we play host to the world's best live music, sport, family, and comedy.

Since opening our doors in 2012, the Arena has attracted the world's greatest entertainers including The Rolling Stones, The Wiggles, Dua Lipa, and Kevin Hart. Home of the Perth Wildcats, West Coast Fever and Perth's annual tennis tournament, United Cup, we're never far from the on-court action.

About Crown Perth:

Crown Perth opened its doors in 1985 and has grown to become the city's most popular entertainment destination. Offering unrivalled hotel accommodation, events and conferencing, dining and entertainment throughout, the integrated resort draws more than 9 million guests per year.

Located on the banks of the Derbal Yerrigan (The Swan River), Crown Perth is Western Australia's only fully integrated entertainment resort and the State's largest single site private employer with more than 5,000 team members.

Offering almost 1,200 hotel rooms, Crown Perth is also home to a 24-hour casino featuring more than 130 table games and 2,300 electronic gaming machines, making it the ideal venue to stay, celebrate and entertain. Crown Perth's line up of more than 30 restaurants and bars includes the world-renowned Nobu and Bistro Guillaume, featuring acclaimed chef Guillaume Brahimi's exquisite French cuisine. As Perth's largest hotel, Crown Towers continues to also be the first and only Forbes Five-Star luxury hotel in WA.

The 2300-seat Crown Theatre draws audiences to more than 250 shows annually from cabaret to musicals to solo artists. Crown is also a destination of choice for more than 1,500 events and conferences each year, delivering some of Perth's finest, most-acclaimed events spanning from gala dinners and black-tie affairs to conferences, breakfasts, and exhibitions throughout the more than 8,000 square metres of available venue space.

Crown is a proud part of the WA community and is committed to serving guests, the community and the city. Crown Perth has contributed thousands of training places to the local hospitality network through education and training and since 2015, the Crown Resorts Foundation has contributed over \$25 million to local causes, proudly giving back to the community it operates in.

About ASM Global:

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention, and exhibition centres, and performing arts venues.

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About ASM Global (Asia Pacific):

From its Asia Pacific regional headquarters in Brisbane, Australia, ASM Global operates a network of venues that includes:

- Entertainment and Indoor Sports Arenas - Qudos Bank Arena, Sydney; RAC Arena, Perth; Brisbane Entertainment Centre; Newcastle Entertainment Centre; ICC Sydney Theatre; Brisbane Convention and Exhibition Centre Great Hall; Cairns Arena; Bangkok Arena (under construction) and UOB Live, Bangkok, Coca Cola Arena, Dubai; Kai Tak Sports Park Indoor Arena (under construction), Hong Kong; and Axiata Arena, Kuala Lumpur;
- Live Performance Theatres - Brisbane, Cairns, Darwin, Sydney, Kuala Lumpur and Bahrain;
- Convention & Exhibition Centres - Brisbane, Cairns, Darwin, Newcastle, Sydney, Christchurch, Kuala Lumpur, Dubai, and Bahrain;
- Stadiums - Suncorp Stadium, Brisbane; National Stadium at Bukit Jalil, Kuala Lumpur; Kai Tak Sports Park Main Stadium, Hong Kong (under construction); and a part ownership of VenuesLive, the operator of Optus Stadium, Perth

For more information, visit asmglobal.com

About VenuesWest:

VenuesWest owns and manages 14 sport and entertainment venues across the Perth metropolitan area on behalf of the State Government, including RAC Arena and Optus Stadium.

The organisation has a proud history of successfully delivering world class sport and entertainment experiences, and hosting major events at their precincts and venues for Western Australians and visitors to Perth.

VenuesWest directly supports high performance sport by providing training and competition facilities, direct subsidies to sports on venue and event costs, and through the provision of accessible high-performance sport experiences for the community.