



2023
ANNUAL REPORT



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BRAND EVOLUTION

“Our brand refresh is distinctive, relevant and a strong representation of our mission to develop unique, large-scale sporting events that positively impact the region.”

- Danny Morrison

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We are excited with the new logo refresh created for Charlotte Sports. It captures and highlights the broad array and high level of sports the organization brings and supports within our region. The new “Champion’s Crown” has a vibrancy that is reflective of the many events initiated and supported by this incredible organization.

- Steve Luquire

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CHAMPION'S CROWN

The monogram is an abstract crown representing the Queen City and the champions that are crowned at our events. The term also nods to the inception of the organization, formed to bring the 1994 NCAA Championship to Charlotte, leaning on the phrase “Where Champions Are Crowned.”

OUR MISSION

The Charlotte Sports Foundation is a nonprofit dedicated to promoting the city of Charlotte, enhancing the quality of life for its residents and supporting its business community by hosting unforgettable, high-profile sporting events that reach millions of fans every year and generate millions of dollars for the Queen City.

\$79.7MM

TOTAL ECONOMIC IMPACT

216,509

FANS IN ATTENDANCE

\$2.5MM

TAXES GENERATED

70,500

HOTEL ROOMS BOOKED





68,723

FANS IN ATTENDANCE

DUKE'S MAYO CLASSIC

What happens when you bring two Carolinas together to face off in the Queen City? The answer: an incredible night filled with college football, celebrities, flyovers, mayo (of course) and much more. At the end of the day, Charlotte proved to be the real winner.

BATTLE OF THE CAROLINAS

S BASKETB
ATED C

WOMEN'S BASKETBALL TAKES CENTER STAGE

ALLY TIPOFF

What started as a celebration of women's basketball ended up as an unforgettable event as Iowa and Virginia Tech took to the court and captivated the Spectrum Center. While the game was a Top 10 matchup, the event resonated with fans in a way that meant even more, breaking North Carolina attendance records for a women's basketball regular-season game.



15,196
FANS IN ATTENDANCE



\$31.8MM

ECONOMIC IMPACT

ACCOMPLISHING GREATNESS



ACC FOOTBALL CHAMPIONSHIP

For the first time in ACC history, the football teams with the top records faced off under the bright lights of Bank of America Stadium. After the final whistle sounded, Florida State was named the champion in front of 62,314 fans and over 7 million watching on TV.



EVOLUTION OF COLLEGE BASKETBALL



23,371

FANS IN ATTENDANCE

JUMP MAN



JUMP MAN INVITATIONAL

PRESENTED BY NOVANT HEALTH

At the intersection of culture, entertainment and hoops is the Jumpman Invitational presented by Novant Health. This jewel in the Queen City's sporting crown featured the original Jordan Brand-sponsored programs while celebrating basketball culture like only the Jordan Brand can.



PRESENTED BY
NOVANT
HEALTH



**A CELEBRATION
OF MAYO**

DUKE'S MAYO BOWL

Country Roads took us home this year as the Mountaineers of West Virginia wrapped up our season in style with a win over North Carolina. With a new time slot and the continued enthusiasm of mayo lovers nationwide, the Duke's Mayo Bowl saw a 43% increase in TV ratings compared with 2022.

3.86MM
TV VIEWERS

ONLY BOWL WITH

NATIONAL MEDIA COVERAGE

From featured stories by PBS to full-page spreads in *The New York Times*, the Charlotte Sports Foundation continued to take audiences behind the scenes to show the true impact of our events. Additionally, over 16.7 million fans tuned in to watch our events in 2023.



ONE DAY. ONE MILE.
FOR EVERYONE.

Launching in May 2024, our newest event is put on by the Queen City, for the Queen City. The Meck Mile presented by Albemarle is centered around a one-mile race for local enthusiasts and dedicated out-of-towners alike. All ages. All experience levels. All welcome.



Charlotte Sports Foundation's work didn't go unnoticed, with much recognition for the organization and the city. Awards included *Sports Business Journal* ranking Charlotte third in their "Best Sports Business Cities," *Charlotte Business Journal* naming executive director Danny Morrison "Business Person of the Year" and a "Bowl Season Bestie" at our annual Bowl Season conference.

CHARLOTTE SPORTS AWARDS



COMMUNITY PROGRAMMING

A major focus for our 2023 season was continuing to grow our impact in the community. Efforts included working with our corporate partners, the College Football Playoff Foundation, Jordan Brand and more to leave a lasting impact:

- Continued our partnership with Sports Biz Careers to provide a summer fellowship to a student in their program
- Distributed over \$20,000 in scholarships as part of the Jimmie Lee Kirkpatrick Award presented by Dr Pepper
- Continued to recognize and reward Charlotte-Mecklenburg Schools teachers with our "Extra Yards for Teachers" program

JUMPMAN INVITATIONAL COMMUNITY IMPACT

Year two of the Jumpman Invitational presented by Novant Health continued to build on its mission of benefiting the Charlotte community. Whether it was the Jordan Brand's Wings program work with the Carolina Youth Coalition and Rise to Impact or the Rollin' Hornets taking to the court, meaningful moments were endless leading up to and during the event, thanks to the support of our dedicated partners.



FINANCIAL CONTRIBUTIONS & DONATIONS

\$2.7MM

TOTAL GIVING

While our mission is to create an economic impact, we also strive to give back directly to the community we care so much about. From check presentations to tickets for deserving groups, we worked to showcase and support those who make a real impact in the Queen City.

LEATHERHEADS

Charlotte Sports Foundation is grateful to the Leatherheads, a group of select supporters who help ensure every event is unforgettable by providing invaluable assistance with game logistics, marketing efforts and activations.

TRUIST SPEAKER SERIES

Throughout the year, Co-Captains, Leatherheads and other invited guests gathered to hear from sports leaders about their role in the community and how their organizations and the Charlotte region are continuing to shape the sports landscape. The speakers included:

- Kristi Coleman, Carolina Panthers, and Sandra Douglass Morgan, Las Vegas Raiders
- Jim Sonefeld, Hootie and the Blowfish
- Dave and Nicole Tepper, Tepper Sports and Entertainment, and Scott Fitterer and Dan Morgan, Carolina Panthers
- Jim Phillips, Atlantic Coast Conference



2024 EVENTS





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CHARLOTTE SPORTS FOUNDATION WOULD LIKE TO THANK OUR CO-CAPTAINS

EXECUTIVE DIAMOND



DIAMOND



PLATINUM



GOLD



BRONZE

