



2025

ANNUAL REPORT

CHARLOTTE SPORTS FOUNDATION





PICTURED LEFT TO RIGHT: WILL LAWSON, DIRECTOR OF SPONSORSHIP SALES | ZACH BENJAMIN, ASSOCIATE DIRECTOR OF TICKETING | KALEAH ELLERBE, DIRECTOR OF ADMINISTRATION & EVENTS | DANNY MORRISON, EXECUTIVE ADVISOR | WILL PITTS, CHIEF EXECUTIVE OFFICER | ANGELA DAVIS, DIRECTOR OF TICKET OPERATIONS | HANNAH BUTLER, DIRECTOR OF OPERATIONS | OWEN GODFREY, DIRECTOR OF TICKET SALES & SERVICE | MILLER YOHO, DIRECTOR OF COMMUNICATIONS & MARKETING

BOARD OF DIRECTORS

FRANCISCO ALVARADO
MARAND BUILDERS
PRESIDENT & CEO

STEVE BAGWELL
CHARLOTTE REGIONAL VISITORS AUTHORITY
CEO

ANDREA BRIMMER
ALLY FINANCIAL
CHIEF MARKETING & PUBLIC RELATIONS
OFFICER

JEFFREY BROWN
HENDRICK AUTOMOTIVE GROUP
PRESIDENT

MICHAEL BRYANT
MECKLENBURG COUNTY
COUNTY MANAGER

HEATH CAMPBELL
HUNTINGTON
EXECUTIVE MANAGING DIRECTOR, MIDDLE
MARKET BANKING, SOUTHERN STATES

SHELLY CAYETTE-WESTON
HORNETS SPORTS & ENTERTAINMENT
PRESIDENT OF BUSINESS OPERATIONS

BILL CHRISTENSEN
JELD-WEN
CEO

DERICK CLOSE
SPRINGS CREATIVE
CHAIRMAN

CHRIS CLUNIE
DAVIDSON COLLEGE
VP & DIRECTOR OF ATHLETICS

KIETH COCKRELL
BANK OF AMERICA
CHARLOTTE PRESIDENT

KRISTI COLEMAN
TEPPER SPORTS & ENTERTAINMENT
CEO

MALCOMB COLEY
BRIGHT HOPE CAPITAL
CO-FOUNDER

THOMAS DAVIS
FORMER NFL PLAYER
CONSULTANT

TAMMY DEBOER
HARRIS TEETER
PRESIDENT

JOE FOSTER
DELOITTE
CHARLOTTE MANAGING PARTNER

SHELDON FRANCIS
BARINGS
CAO

KEN GILL
CPI SECURITY
CEO

PRESTON GILLESPIE
DUKE ENERGY
EVP, CHIEF GENERATION OFFICER

JOHNNY HARRIS
HARRIS INVESTMENT COMPANY
MANAGING PARTNER

KIM HENDERSON
NOVANT HEALTH
EVP & CAO

DON HENDRICKS
BELK
CEO

MARCUS JONES
CITY OF CHARLOTTE
CITY MANAGER

JENNA KELLY
TRUIST FINANCIAL CORPORATION
HEAD OF CONSUMER & RETAIL
CORPORATE BANKING

LUKE KUECHLY
FORMER NFL PLAYER
CONSULTANT

CAROL LOVIN
ADVOCATE HEALTH
EVP, CHIEF OF STAFF & CHIEF INTEGRATION
OFFICER

STEVE LUQUIRE
LUQUIRE
FOUNDER & CHAIRMAN

KENT MASTERS
ALBEMARLE
CHAIRMAN & CEO

ROBERT MCCUTCHEON
CHARLOTTE REGIONAL BUSINESS ALLIANCE
PRESIDENT & CEO

DANNY MORRISON
CHARLOTTE SPORTS FOUNDATION
EXECUTIVE ADVISOR

MICHAEL O'LEARY
ERNST & YOUNG
CHARLOTTE OFFICE MANAGING PARTNER

JIM PHILLIPS
ATLANTIC COAST CONFERENCE
COMMISSIONER

JON POLLACK
FORMER EVP, BELK
CONSULTANT

JIMMY RAYBURN
RAYCOM SPORTS
SENIOR BUSINESS ADVISOR

PAT RODGERS
FORMER CEO, RODGERS BUILDERS
CONSULTANT

ANDREA SMITH
FORMER CAO, BANK OF AMERICA
CONSULTANT

MARCUS SMITH
SPEEDWAY MOTORSPORTS
PRESIDENT & CEO

MICHAEL SMITH
CENTER CITY PARTNERS
PRESIDENT & CEO

RON SMITH
MCMILLAN PAZDAN SMITH
FOUNDING PRINCIPAL

ADAM SPERLING
TRUIST CHAMPIONSHIP, PGA TOUR
EXECUTIVE DIRECTOR

NICOLE TEPPER
TEPPER SPORTS & ENTERTAINMENT
CAO & OWNER

WILL WEBB
FORMER EXECUTIVE DIRECTOR,
CHARLOTTE SPORTS FOUNDATION
CONSULTANT

ED WEISIGER, JR.
WEISIGER GROUP
CHAIR

FRED WHITFIELD
FORMER PRESIDENT & VICE CHAIRMAN,
HORNETS SPORTS & ENTERTAINMENT
CONSULTANT

STEVE YOUNG
FORMER EVP & CHIEF FINANCIAL OFFICER,
DUKE ENERGY
CONSULTANT



"THIS PAST YEAR REPRESENTED THE LARGEST AND MOST MEANINGFUL IMPACT THE CHARLOTTE SPORTS FOUNDATION HAS CREATED TO DATE. IT FULFILLED THE VISION THAT LED TO THE FORMATION OF OUR ORGANIZATION MORE THAN A DECADE AGO TO USE SPORTS AS A PLATFORM TO ELEVATE CHARLOTTE AND CREATE LASTING VALUE FOR OUR COMMUNITY. SEEING THAT VISION REALIZED THROUGH THE EXPERIENCES DELIVERED, THE PARTNERSHIPS STRENGTHENED, AND THE MEMORIES CREATED IS INCREDIBLY REWARDING AND A TESTAMENT TO THE DEDICATION OF THE TEAM, BOARD, AND PARTNERS."

JOHNNY HARRIS
MANAGING PARTNER, HARRIS INVESTMENT COMPANY
CSF BOARD CO-CHAIR

"2025 LAID A STRONG FOUNDATION FOR THE FUTURE OF THE CHARLOTTE SPORTS FOUNDATION AND WHAT LIES AHEAD. THE MOMENTUM WE HAVE BUILT, THE RELATIONSHIPS WE HAVE STRENGTHENED, AND THE TRUST WE HAVE EARNED POSITION US FOR CONTINUED SUCCESS. WE HAVE NEVER BEEN MORE EXCITED ABOUT THE FUTURE OF THIS ORGANIZATION AND THE OPPORTUNITIES AHEAD TO SERVE CHARLOTTE AND CREATE EVEN GREATER IMPACT."

ANDREA SMITH
FORMER CAO, BANK OF AMERICA
CSF BOARD CO-CHAIR

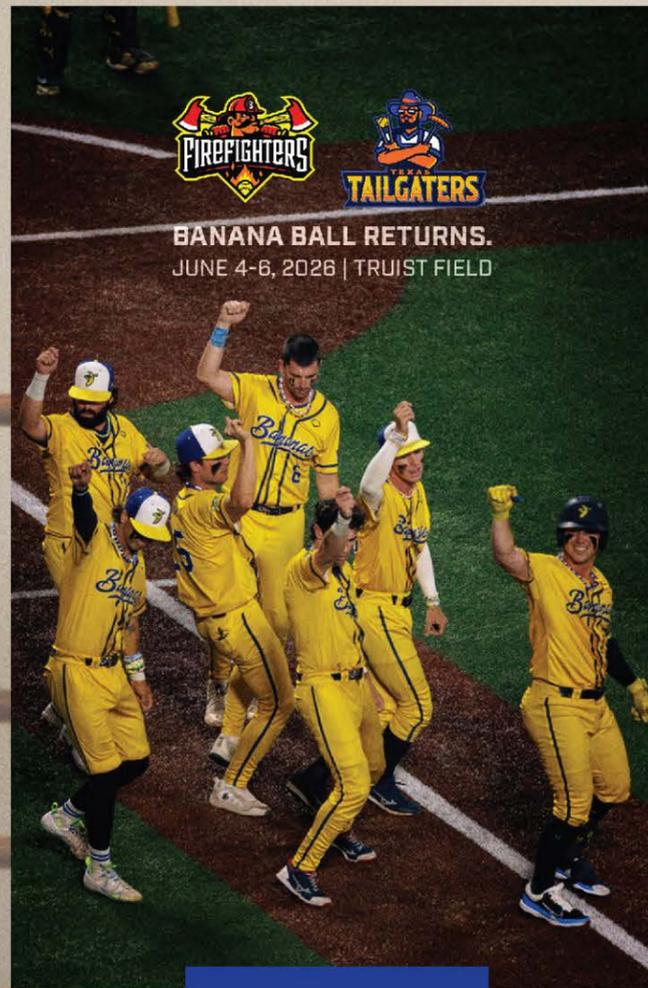


"LOOKING BACK ON 2025, WE ARE INCREDIBLY PROUD OF THE IMPACT THE CHARLOTTE SPORTS FOUNDATION HAD ON OUR CITY. THAT IMPACT IS ALSO A DIRECT REFLECTION OF THE SUPPORT OF OUR PARTNERS AND THE GUIDANCE OF OUR BOARD, WHOSE COMMITMENT AND COLLABORATION MADE THIS WORK POSSIBLE. WHAT TRULY DEFINES THIS YEAR ARE THE MEMORIES CREATED FOR OUR COMMUNITY, THE CONNECTIONS BUILT, AND THE SENSE OF PRIDE FELT ACROSS CHARLOTTE. THAT IS THE IMPACT THAT LASTS."

WILL PITTS
CHIEF EXECUTIVE OFFICER
CHARLOTTE SPORTS FOUNDATION

BUILDING CHARLOTTE'S SPORTS LEGACY, ONE EVENT AT A TIME.

EVENT ANNOUNCEMENTS



CHARLOTTE MARATHON

THE RUN FOR CHARLOTTE

WE WERE EXCITED TO ANNOUNCE THAT THE CHARLOTTE SPORTS FOUNDATION HAS ACQUIRED THE CHARLOTTE MARATHON, SECURING THE FUTURE OF ONE OF THE CITY'S MOST CELEBRATED RUNNING EVENTS. UNDER OUR LOCAL, MISSION-DRIVEN LEADERSHIP, THE MARATHON WILL CONTINUE TO CELEBRATE CHARLOTTE WHILE PURSUING STRATEGIC ENHANCEMENTS TO THE EVENT.

QUEEN CITY SOCCER

WE ARE THRILLED TO PARTNER WITH TEPPER SPORTS & ENTERTAINMENT TO BRING TWO HIGH-PROFILE SOCCER EVENTS TO CHARLOTTE: THE U.S. MEN'S NATIONAL TEAM SEND-OFF MATCH AND THE MLS ALL-STAR GAME. THESE EVENTS WILL SHOWCASE THE CITY ON A NATIONAL STAGE AND GIVE FANS THE OPPORTUNITY TO EXPERIENCE WORLD-CLASS SOCCER IN THEIR OWN BACKYARD.

ALL-STAR CHARLOTTE 2026

'25 BY THE NUMBERS

\$118.25 MM **362,612**

TOTAL ECONOMIC IMPACT

FANS IN ATTENDANCE

\$3.20 MM

TAXES GENERATED

74,100

HOTEL ROOMS BOOKED

"HIGH-PROFILE SPORTING EVENTS DELIVER MEANINGFUL ECONOMIC IMPACT FOR CHARLOTTE, AND AS CSF CONTINUES TO GROW ITS PORTFOLIO, OUR GOAL IS TO EXPAND THAT IMPACT BY ATTRACTING, HOSTING, AND ELEVATING EVENTS THAT DRIVE VALUE FOR OUR COMMUNITY."

— WILL PITTS
CHIEF EXECUTIVE OFFICER, CSF



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mile
Presented by Albemarle



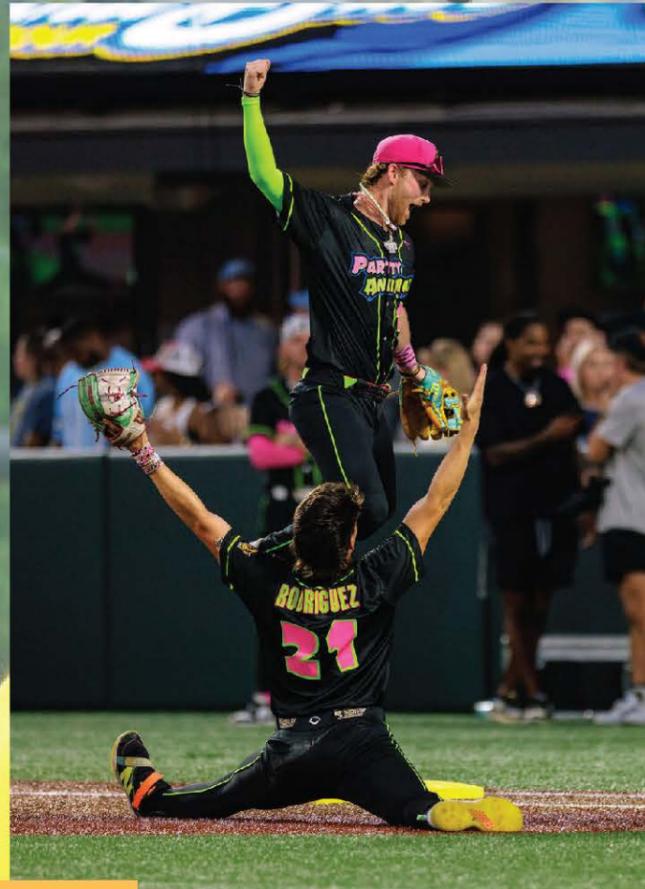
Meck
mile
Presented by Albemarle

MECK MILE PRESENTED BY ALBEMARLE BROUGHT TOGETHER RUNNERS OF ALL AGES AND ABILITIES, REINFORCING THE CHARLOTTE SPORTS FOUNDATION'S COMMITMENT TO MAKING SPORTS ACCESSIBLE AND INCLUSIVE. FROM ELITE COMPETITORS TO FIRST-TIME PARTICIPANTS, THE EVENT CREATED A WELCOMING ENVIRONMENT WHERE PERSONAL ACHIEVEMENT WAS CELEBRATED AT EVERY PACE AND AGE.

Albemarle



THE SAVANNAH BANANAS TRANSFORMED BANK OF AMERICA STADIUM INTO BANANALAND FOR TWO UNFORGETTABLE NIGHTS, DRAWING MORE THAN 148,000 FANS AND HIGHLIGHTING CHARLOTTE'S ABILITY TO HOST HIGH-ENERGY, NATIONALLY SOUGHT-AFTER SPORTS ENTERTAINMENT.



THE EVENT NOT ONLY DELIVERED SIGNIFICANT ECONOMIC AND CULTURAL IMPACT BUT ALSO DEMONSTRATED THE CITY'S READINESS TO WELCOME INNOVATIVE AND CREATIVE EVENTS IN THE FUTURE.

ADIUM

WEL COME



THE 2025 DUKE'S MAYO CLASSIC KICKED OFF THE COLLEGE FOOTBALL SEASON IN CHARLOTTE WITH APPALACHIAN STATE FACING CHARLOTTE ON A FRIDAY NIGHT.

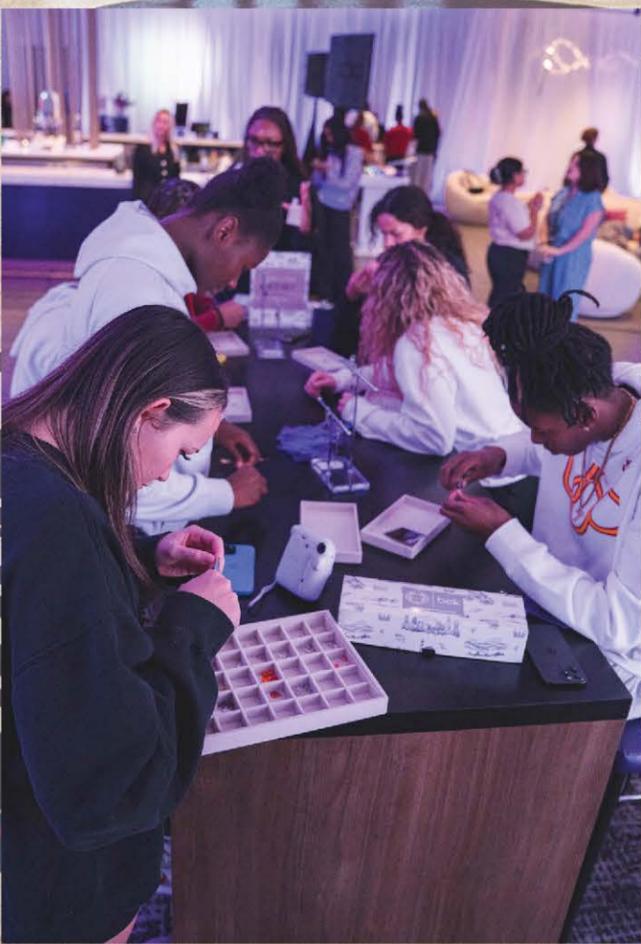
THE EVENT FEATURED THE INTRODUCTION OF THE MAYO MAN, ADDING A FUN, FAN-FOCUSED ELEMENT TO THE GAME, AND GAVE ATTENDEES AN EXCITING START TO THE WEEKEND'S COLLEGE FOOTBALL CELEBRATIONS.

THE DICK VITALE INVITATIONAL PRESENTED BY BELK BROUGHT TEXAS AND DUKE TO CHARLOTTE FOR A NIGHT OF PREMIER COLLEGE BASKETBALL WHILE HONORING THE LEGENDARY BROADCASTER DICK VITALE.



belk
LOWE'S
NOVANT HEALTH
CHARLOTTE
Duke's
MAYO

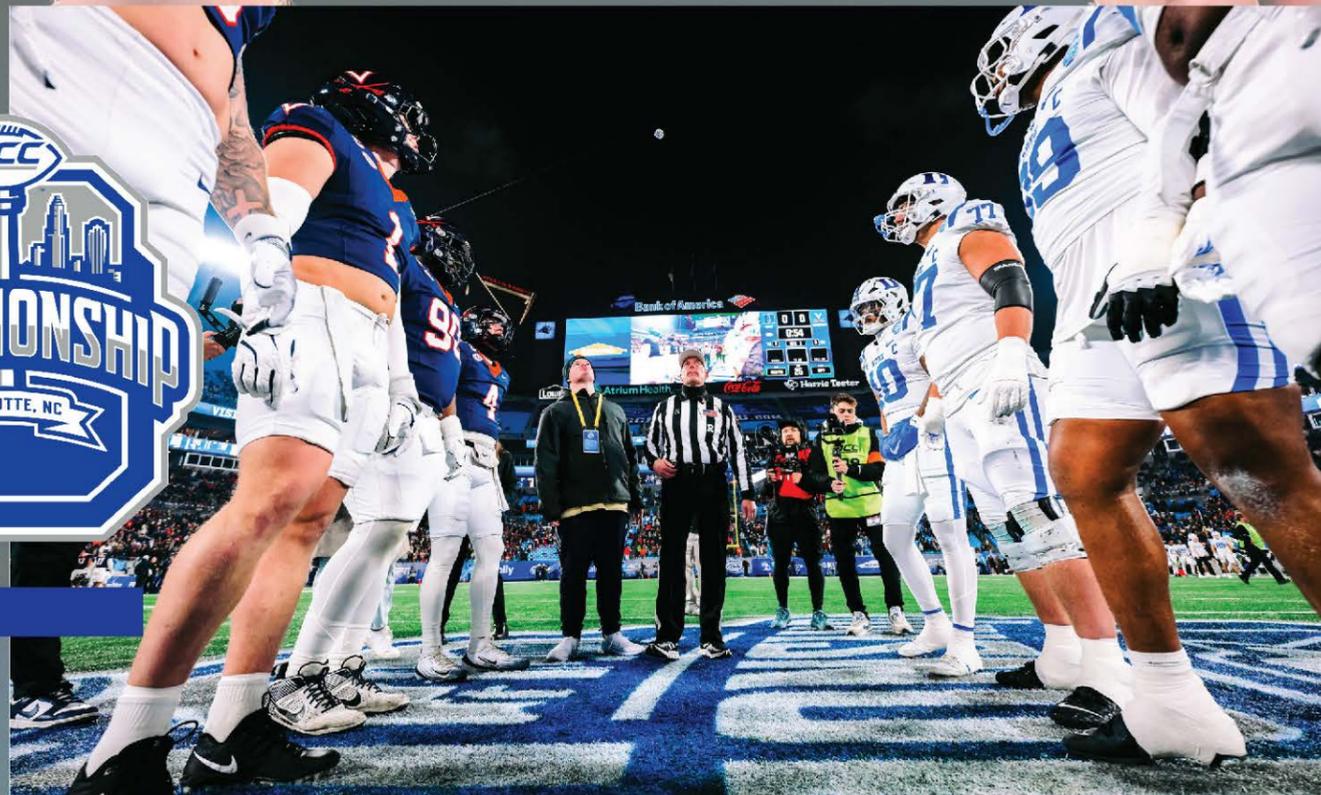
FANS ENJOYED A THRILLING MATCHUP BETWEEN TWO TOP PROGRAMS, SPECIAL TRIBUTES TO VITALE'S DECADES OF CONTRIBUTIONS TO THE SPORT, AND ENGAGING ACTIVITIES THAT HIGHLIGHTED HIS PASSION FOR THE GAME.



NC STATE AND SOUTHERN CAL BROUGHT ELITE WOMEN'S BASKETBALL TO CHARLOTTE DURING THE ALLY TIPOFF, COMBINING HIGH-LEVEL COMPETITION WITH A PLAYER-FOCUSED EXPERIENCE. ATHLETES WERE CELEBRATED ON AND OFF THE COURT, WHILE FANS ENJOYED AN IMMERSIVE WEEKEND OF BASKETBALL AND ENGAGEMENT. THE EVENT PROVIDED MEMORABLE MOMENTS FOR PLAYERS AND SPECTATORS ALIKE, HIGHLIGHTING THE EXCITEMENT OF THE WOMEN'S GAME.

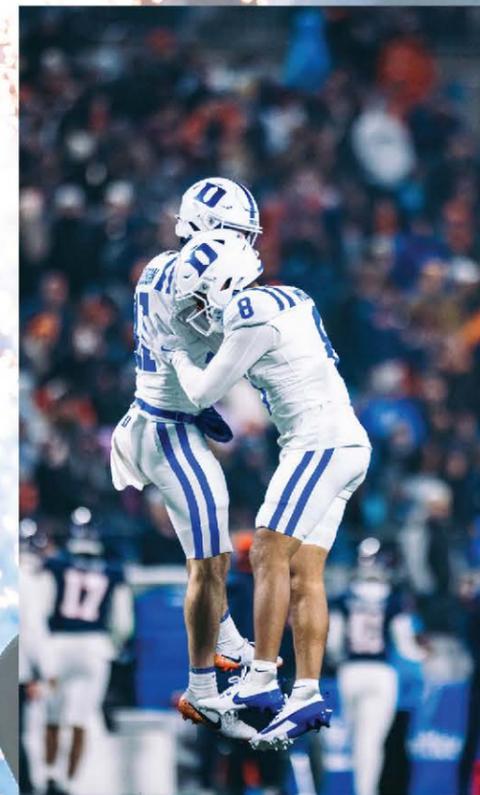






CHARLOTTE ONCE AGAIN SERVED AS THE STAGE FOR THE ACC FOOTBALL CHAMPIONSHIP, WELCOMING FANS FROM DUKE AND VIRGINIA IN STADIUM AS WELL AS A NATIONAL TELEVISION AUDIENCE.

THE CHAMPIONSHIP WEEKEND ENERGIZED UPTOWN CHARLOTTE AND PROVIDED MEANINGFUL ECONOMIC BENEFITS WHILE SHOWCASING THE CITY'S ABILITY TO HOST HIGH-PROFILE CHAMPIONSHIP EVENTS YEAR AFTER YEAR.





“It tastes like *sweet victory*.
That’s all I know.”

— JAKE DICKERT
HEAD COACH, WAKE FOREST

THE DUKE'S MAYO BOWL TURNED CHARLOTTE INTO THE ULTIMATE FAN EXPERIENCE, FEATURING THE FAMOUS MAYO DUMP, TAILGATE FESTIVITIES, AND THE LIVELY MAYO MANIACS PARADE INTO THE STADIUM. FANS FROM ACROSS THE REGION CHEERED ON WAKE FOREST AND MISSISSIPPI STATE WHILE PARTICIPATING IN INTERACTIVE ACTIVITIES, ENJOYING SURPRISES, AND CELEBRATING COLLEGE FOOTBALL TRADITIONS. THE EVENT HIGHLIGHTED THE EXCITEMENT AND PAGEANTRY THAT MAKE THE BOWL A SIGNATURE EXPERIENCE.

OUR ACC PARTNERSHIP

IN 2025, CSF CONTINUED ITS PARTNERSHIP WITH THE ACC THROUGH SUPPORTING FOR NUMEROUS POSTSEASON EVENTS INCLUDING MEN'S BASKETBALL AND MEN'S AND WOMEN'S LACROSSE, ALL OF WHICH WERE HOSTED IN CHARLOTTE.



"WE CONTINUE TO GREATLY APPRECIATE THE CHARLOTTE SPORTS FOUNDATION FOR ITS PARTNERSHIP AND EXPERTISE IN HELPING US HOST SUCCESSFUL ACC CHAMPIONSHIP EVENTS IN CHARLOTTE. FROM FOOTBALL TO BASKETBALL, LACROSSE, AND OTHER EVENTS, CSF'S DEDICATION TO CREATING WORLD-CLASS EXPERIENCES FOR STUDENT-ATHLETES, SCHOOLS, FANS, AND THE COMMUNITY HAS BEEN INVALUABLE. WE LOOK FORWARD TO CONTINUING THIS COLLABORATION TO SHOWCASE THE QUEEN CITY AS A PREMIER DESTINATION FOR COLLEGIATE ATHLETICS."

— JIM PHILLIPS, PH.D.
ACC COMMISSIONER





COMMUNITY

THE IMPACT OF THE CHARLOTTE SPORTS FOUNDATION EXTENDED BEYOND THE PLAYING FIELD, CREATING MEANINGFUL CONNECTIONS IN THE COMMUNITY THROUGH YOUTH ENGAGEMENT, CHARITABLE INITIATIVES, AND EVENTS THAT DELIVER LASTING SOCIAL AND ECONOMIC BENEFITS TO THE CHARLOTTE REGION.





JIMMIE LEE KIRKPATRICK AWARD PRESENTED BY DR PEPPER

"WE'RE HONORED TO RECOGNIZE A DESERVING YOUNG MAN IN OUR COMMUNITY ALONGSIDE DR PEPPER AND JIMMIE LEE KIRKPATRICK. FOOTBALL IS MORE THAN A GAME; IT'S AN OPPORTUNITY TO DEVELOP THE NEXT GENERATION'S LEADERS, INSTILLING IN THEM THE VALUES THAT JIMMIE EMBODIES."

— WILL PITTS
CHIEF EXECUTIVE OFFICER, CSF



FINANCIAL CONTRIBUTIONS

\$950,000+

IN CHARITABLE DONATIONS

CREATING ECONOMIC IMPACT IS ONLY PART OF OUR MISSION. GIVING BACK IS AT THE HEART OF WHO WE ARE. THROUGH PROGRAMS LIKE EXTRA YARD FOR TEACHERS AND THE ASHEVILLE RUN FOR RELIEF, AS WELL AS CHECK PRESENTATIONS AND TICKET DONATIONS, WE STOOD ALONGSIDE THE EDUCATORS AND COMMUNITIES MAKING A DIFFERENCE WHERE IT MATTERS MOST.



CSF INTERNSHIP



CHARLOTTE SPORTS FOUNDATION INTERNSHIPS PROVIDE HANDS-ON, REAL-WORLD EXPERIENCE, ALLOWING STUDENTS AND YOUNG PROFESSIONALS TO PLAY AN ACTIVE ROLE IN DELIVERING MAJOR SPORTING EVENTS WHILE DEVELOPING PRACTICAL SKILLS THAT PREPARE THEM FOR CAREERS IN SPORTS AND EVENT MANAGEMENT.





THIS SELECT GROUP OF CHARLOTTE SPORTS FOUNDATION SUPPORTERS, THE LEATHERHEADS, HAS EXCLUSIVE ACCESS TO EVENTS AND HELPS ENSURE EACH ONE IS UNFORGETTABLE BY PROVIDING INVALUABLE ASSISTANCE.



SPEAKER SERIES IN PARTNERSHIP WITH TRUIST

JOINING THE 2025 TRUIST SPEAKER SERIES WERE JAY BILAS OF ESPN; MARCUS SMITH, KYLE LARSON, AND JEFF GORDON OF NASCAR; AND TIM ALBIN OF CHARLOTTE AND DOWELL LOGGAINS OF APP STATE.





2026 SCHEDULE OF EVENTS: ACC MEN'S BASKETBALL TOURNAMENT | ACC MEN'S & WOMEN'S LACROSSE TOURNAMENT | ACC BASEBALL TOURNAMENT | USMNT VS SENEGAL | TAILGATERS VS FIREFIGHTERS AT TRUIST FIELD | MLS ALL-STAR GAME | DUKE'S MAYO CLASSIC | ALLY TIPOFF | NOVANT HEALTH CHARLOTTE MARATHON | DICK VITALE INVITATIONAL PRESENTED BY BELK | ACC FOOTBALL CHAMPIONSHIP GAME | CHARLOTTE INVITATIONAL | DUKE'S MAYO BOWL |

	PTS	REB	AST
2 WENGER	3	2	1
3 SWAN	10	3	0
10 COBBE	2	1	0
12 MANK	2	2	1
23 THORPE	0	4	0

1 FOSTER	0	0	1
6 BROWN	3	0	0
8 HARRIS	2	1	1
12 BOOZER	0	0	0
14 KHAMENIA			

Dial

EXECUTIVE DIAMOND

Albemarle ACC belk
 BANK OF AMERICA DUKE ENERGY Duke's MAYO
 Piedmont Natural Gas
 ESPN EVENTS lūquire TRUIST

DIAMOND

American CAROLINA PANTHERS CRVA
 CHARLOTTE NOVA HEALTH

BARINGS BUD LIGHT CHARLOTTE MOTOR SPEEDWAY
 elliot davis ember EY MARAND BUILDERS
 RAYCOM Sports TASON MEDICAL PARTNERS RODGERS

PLATINUM

ally AMWINS Atrium Health
 BESPOKE Carolina CAT HORNETS CPI
 Deloitte JW Harris Teeter Hendrick Cars.com
 Honeywell Huntington Bank mcmillan pazzan smith ARCHITECTURE Moore & Van Allen

BRONZE forvs mazars FULL HOUSE LINCOLN HARRIS WASSERMAN LIVE

17 7:33 26
 TEAM TO 3 FOULS 4 1ST 8 FOULS 4 TEAM TO 4

SPORTS CHARLOTTESPORTS.ORG

CHARLOTTESPORTS.ORG

CHARLOTTE SPORTS

CHARLOTTESPORTS.ORG

THE CHARLOTTE SPORTS FOUNDATION THANKS OUR CO-CAPTAINS FOR THEIR ONGOING SUPPORT.