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Contact: REV Entertainment Communications

REV ENTERTAINMENT LAUNCHES SPORTS MARKETING DIVISION

Guy Tomcheck hired to lead efforts as Vice President of Sports Marketing

ARLINGTON, Texas – REV Entertainment today announced the launch of REV Sports Marketing, a full-service agency created to sell sponsorship assets for REV owned and operated properties and events. As part of this launch, REV has announced the hiring of Guy Tomcheck to lead these efforts as Vice President of Sports Marketing.

“We are elated to launch the newest division of REV in REV Sports Marketing. This vertical will further service our existing partners while expanding our clientele,” said Sean Decker, President of REV Entertainment. “I have known and worked with Guy for over 15 years, and in that time he has established himself as a top leader in partnership and sales. Guy is the ideal leader for this newly created division, which will be key to REV’s growth and success moving forward.”

Integrated within the REV Entertainment family, the full-service sports management agency will focus on driving revenue for new and existing clients.

Tomcheck formerly worked for the Texas Rangers, spending a decade with the club as Director of Partnership Sales from 2009-19. After departing the Rangers, he served as Vice President of Corporate Partnerships for the Dallas Stars from 2019-2023 before transitioning to a Senior Sponsorship Consulting role with Hat Trick Advisors earlier this year.

“I am extremely grateful to Sean Decker and the leadership teams of the Texas Rangers and REV Entertainment for the opportunity to join the organization as Vice President of Sports Marketing,” said Tomcheck. “I look forward to building on REV’s success and establishing the organization as a leader in the sports and entertainment industry.”

The REV Sports Marketing vertical adds to the growing portfolio of REV properties, which includes REV Production Services, REV Food Service, and REV Sports Management. In addition to developing partnerships for current and future properties, REV Sports Marketing will actively pursue external opportunities to sell and represent third party clients and events in their sponsorship sales and placement efforts.

REV is involved in many projects nationwide, including:

Noblesville Event Center: REV Entertainment is partnered with the City of Noblesville, Indiana and Pacers Sports & Entertainment to build the Noblesville Events Center, a 3,400-seat, 120,000-square foot arena that will be the home of the Pacers G League franchise and host community events, entertainment, and other sporting events. The project officially broke ground in Nov. 2023.

Allen Americans: REV Entertainment is partnered with Myles Jack and Zawyer Sports and Entertainment as an operating partner of the Allen Americans ECHL hockey team located in Allen, Texas. Zawyer Sports and REV Entertainment oversee the day-to-day operations of the club, including all marketing, brand, sales, and strategy. The partnership was announced in October 2023 prior to the start of the Americans' season.

Cleburne Railroaders: Since June 2023, REV Entertainment has served as the managing partner of the Cleburne Railroaders of the independent American Association, overseeing the day-to-day operations of the club including all marketing, brand, sales, and strategy.

Additional baseball projects: Through its REV Food Service vertical, REV Entertainment currently serves as the concessionaire and hospitality partner for the Down East Wood Ducks and Hickory Crawdads. REV Entertainment is also currently working with multiple municipalities to bring professional baseball to their respective communities.

About REV Entertainment

REV Entertainment is a full-service company with the goal of producing first-class sports and entertainment events nationwide. REV Entertainment serves as the official events partner of the Texas Rangers, including serving as the official booking agent for both Globe Life Field and Choctaw Stadium in Arlington, Texas. REV Entertainment has also created and produced several original concepts, including the Shriners Children's College Baseball Showdown, one of the highest attended tournaments in college baseball. REV Entertainment also includes several entities focused on enhancing the events and entertainment business nationwide, including REV Production Services, REV Sports Management, REV Food Service, and REV Sports Marketing. For more information, visit [REVEntertainment.com](https://www.REVEntertainment.com).

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