



2013 SoCon Basketball Championships

March 8 – 11, 2013

LOCAL BUSINESS INFORMATION SHEET

2012 TOURNAMENT RECAP

The **2012 SoCon Basketball Championships** was a great success for Asheville and the Southern Conference! The 2012 tournament had a **combined attendance** (both men's & women's games) of **41,120**, which is **18% higher than any previous SoCon basketball tournament**. The **SoCon is extremely happy with Asheville** and all that our city has to offer, we couldn't do this without **you, the local businesses** that make Asheville what it is. **Thank you!**

QUICK FACTS ABOUT THE SoCon CHAMPIONSHIPS

- The Southern Conference is made up of 12 member institutions from five Southeastern states



- The Championships will include both the men's and women's basketball Championships, a total of 23 basketball teams
- The men's & women's championship winner will get an automatic bid to the NCAA Tournament

TICKETS ON SALE NOW

If you have patrons asking you about how to buy tickets, please point them in one of these directions:

- Online: www.SoConTravel.com (This site has everything you need to know about the tournament)
 - U.S. Cellular Center Box Office, open 10AM-5PM weekdays & 12noon on weekends with events
 - Phone: (800) 745-3000
 - All tickets are sold by session (a session consists of 2 games Friday-Sunday, Monday's championship games are considered 1 session each (men's & women's))
- **see attached bracket & schedule for more information regarding sessions***

STREET CLOSURES

These closures are designed to enhance pedestrian safety and to accommodate the large volume of buses bringing teams, bands, and other participants to the arena.

Flint Street, the turn lane immediately in front of the U.S. Cellular Center & Hiwassee Street from Flint to Rankin will be closed at the following times:

- 10:00AM, Friday, March 8 through 11:59PM, Saturday, March 9
- 10:00AM, Sunday, March 10 through midnight
- 4:00PM, Monday, March 11 through midnight

Saturday, March 9 from 10:30AM – 11:30AM there will be a **parade of approximately 500 children** and their families all dribbling basketballs from Pack's Circle down Patton Avenue turning on Haywood, finishing at the U.S. Cellular Center. These streets will be on a rolling closure as the parade progresses.

Additional information on street closures and any transit route modifications will be released by the City of Asheville

