

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 & Hiawassee 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. Celluar 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

GET INVOLVED

In late February SoCon volunteers will be visiting local businesses to answer any questions and to provide you with **posters and window clings** that can be displayed in your windows.



There is an app for that, the SoCon Basketball Championships that is. Follow all the games, get updates on scores and learn about your favorite team and players. Plus, maps, information on hotels, restaurants, stores, attractions and all things Asheville! Contact The Laurel of Asheville for more information: (828) 670-7503 or info@thelaurelofasheville.com

Some local businesses are offering discounts to SoCon fans that show a ticket stub. We would love for you to offer a discount, too! If you are so inclined, please let the SoCon volunteer that visits your business know, and we will do our best to keep our fans informed. You can also email the details of what you plan to offer SoCon fans to Allison Moore, allison@ashevillesports.org.



QUESTIONS

The Asheville Buncombe Regional Sports Commission in conjunction with the City of Asheville are coordinating the SoCon Basketball Championships. Please contact Ben VanCamp at ben@ashevillesports.org or Allison Moore at allison@ashevillesports.org with questions.

