



SUNTRUST PARK

A new home for the
Atlanta Braves and
a new destination
for the South



Braves set new standard with SunTrust Park and The Battery Atlanta



The SunTrust Park and The Battery Atlanta project — the simultaneous development of a sports complex along with surrounding commercial, residential and entertainment properties — is a revolutionary concept that sets a new standard for the industry.

When the Atlanta Braves take the field against the San Diego Padres on Friday, April 14, it will mark the official opening of the team's \$672 million SunTrust Park, the centerpiece of what franchises all over the globe will look to as the future of the sports industry: a 365-day-a-year destination, where Braves fans — or perhaps just folks who live in or are visiting Atlanta — can play, work and even live.

Surrounding SunTrust Park is The Battery Atlanta, a 1.5-million-square-foot, \$550 million mixed-use development that features:

- More than two dozen of the best chef-driven restaurants and bars in Atlanta
- Boutique shopping
- A four-star 265-room Omni Hotel, the highest service hotel the company has ever built
- The Coca-Cola Roxy Theatre, a 53,000-square-foot music and event venue that holds up to 4,000 people
- Three rent-to-own apartment complexes with a total of 550 residences
- One Ballpark Center, which will serve as Comcast's regional office headquarters
- Powered by Comcast, the highest-capacity network of any sports facility in North America

The Braves, who have bypassed a traditional real estate company to develop the 90-acre, more than \$1.2 billion project themselves, have disrupted the revenue model under which sports teams have operated for decades. In addition to making money from ticket sales, rights fees, sponsorships and merchandising, the franchise has opened up a significant fifth revenue stream by creating what's sure to become the place to be in Atlanta.

The bigger picture: The new ballpark and surrounding development — and all the accoutrements that come with them — will be an entertainment mecca.

"We didn't necessarily go into this wonderful mixed-use environment and these enhanced ballpark features just for the economics," Braves chairman and CEO Terry McGuirk said. "We really want our fans to have more fun, to have a place to come. We wanted it to be a 'come early, stay late' type of place, and we've accomplished that in spades, but the byproduct will be a greater economic base and lots of great things coming out of that. It's not the driver, it's the byproduct."

While construction of mixed-use developments have traditionally come after that of their anchor sports venues, the Braves have master-planned and constructed SunTrust Park and The Battery Atlanta simultaneously.

"We're opening a state-of-the-art ballpark, but the concept of master-planning a mixed-used development is a key differentiator," said Braves president of business Derek Schiller. "That is something that we believe has never been done before, certainly not at the same time — all organized and planned and paid for by a sports team. ... We are building a terrific destination that happens to be led first and foremost by a 41,000-seat ballpark."

Chris Allphin, senior vice president of team and venue services at Van Wagner, the agency advising the Braves on the naming-rights partnership with SunTrust, premium-seating sales and The Battery Atlanta, said, "This is going to be the new model moving forward for any team looking to build a stadium — launching a mixed-use development on Day One, creating a 365-day-a-year proposition, doing it themselves, limiting the number of partners that are coming in, and really changing the paradigm of (building a new stadium)."

"The Braves are reinventing the major league ballpark and creating a state-of-the-art destination for the whole family with shops, restaurants, entertainment and residences," said SunTrust executive vice president and chief marketing officer Susan Somersille Johnson. "It will truly be a thrilling experience for fans."

MLB commissioner Rob Manfred and his

senior staff, according to McGuirk, were blown away by what they saw in Atlanta upon their first visit to the complex since ground was broken in 2014.

"Their jaws dropped," McGuirk said. "It was one superlative after another: 'We've never seen anything like this. This is the most complete entertainment and sports complex that's ever been built.' These are guys that have been to every sports venue in the world."

WATCH OUT, NL EAST

Coordinated with the opening of SunTrust Park and The Battery Atlanta is the rebuilding of the Braves baseball team. The Braves are on the precipice of returning to the dominating form they exhibited from 1991 through 2005, when they won 14 National League East titles, five NL pennants and a World Series championship.

Atlanta may have finished in fifth place in the NL East in 2016, but considering how the team trended in the second half of last season, plus the organization's stellar minor league system, the city has reason to be excited about its Braves.

The Braves went 31-25 from August 1 until the end of last season, winning 20 of their last 30 games and 12 of their last 14. Their .277 team batting average in the second half of the season ranked second in MLB only to the Colorado Rockies (.288),



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SunTrust is the official bank of the Atlanta Braves®.

who play in the thin Denver air at the bandbox Coors Field.

And there is plenty to build on. ESPN's Keith Law in January ranked the organization's farm system the best in baseball for the second year in a row. In 2016, four of the Braves' six minor league affiliates made the playoffs, including the Single A Rome Braves, who were named Minor League Team of the Year by Baseball America after a dominating pitching staff propelled the club to the league championship.

"Atlanta has been hoarding prospects, especially pitching prospects, for two years now, and the result is a system that is primed to produce good young players just as the team moves into its new stadium," Law wrote.

With an abundance of potential stars in their farm system, the Braves are being careful how they're managing the pitchers on their major league roster.

"We didn't want to block any of these great young pitchers from coming up, and that's why we have a lot of one-year contracts," McGuirk said.

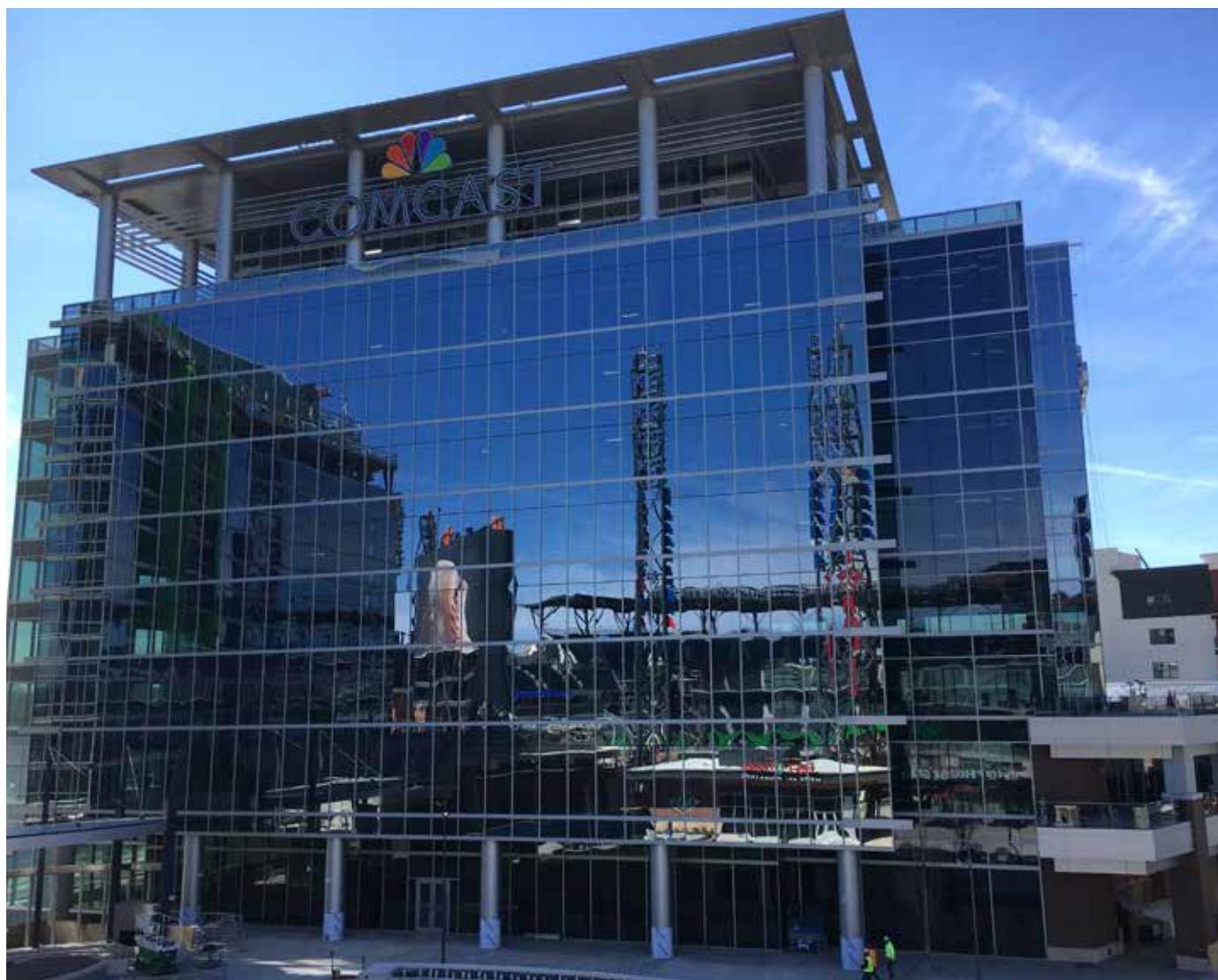
Thanks to such a strong pipeline of talent, the Braves can resist the temptation of going after high-priced and over-valued free agents.

"With all of this minor league talent, we don't need to break the bank and pay at the top of the market," McGuirk said. "We sort of like it when our competitors go into the free-agent market. It's such an inefficient market. You're paying for past experiences and future failure, it's just a disaster to invest in. We won't have to invest in that, except for maybe that final piece when we are close to a championship."

While the Braves' future is bright, with recent additions of veterans like outfielder Matt Kemp and second baseman Brandon Phillips, and the emergence of rising stars like shortstop Dansby Swanson, Atlanta brass likes the team's immediate prospects, too.

"We're fine being the dark horse and underneath the radar, but this is an organization that is full of talent," McGuirk said. "We think we're competitive right now, and if you talk to anyone in our camp, (they would tell you) we have a fighter's chance in the eastern division.

"This is a hell of a ballclub."



Comcast, the provider of the multi-terabit fiber optic network underpinning the world class fan experience at SunTrust Park, is close at hand, moving its regional headquarters to The Battery Atlanta.

EXPANDING AND ENHANCING THE FAN EXPERIENCE

At SunTrust Park and The Battery Atlanta, fans won't just be stopping by a stadium to watch a three-hour ballgame — they'll be immersed in fun for as many hours as they choose, no matter if they're die-hard or casual Braves supporters, young or old, women or men.

They'll be instantly connected to a multi-terabit-speed fiber network by Comcast that delivers the fastest Wi-Fi available at any professional sports venue in North

America. Before or after the game, they'll be able to meet friends for dinner or a drink, go shopping and catch a show. Their kids will be able to climb a rock wall, ride a zip line or run the base paths.

"We've created a deeper social experience and deeper engagement with our fans," Schiller said.

Instead of going to their team's game, more fans seem to be choosing to stay home and watch it on their 60-inch high-definition television. It's up to the franchise to give them reasons to come to the

ballpark.

Under the traditional approach, the fans' experience began when the ticket taker tore their ducats. At SunTrust Park, it begins as soon they arrive at the massive entertainment complex.

"Our big paradigm shift is saying, 'Now, from the moment you walk onto our campus, particularly on game day, you will have a completely redefined experience, and that experience will begin well before you give your ticket at the gate and will include bars and restaurants and

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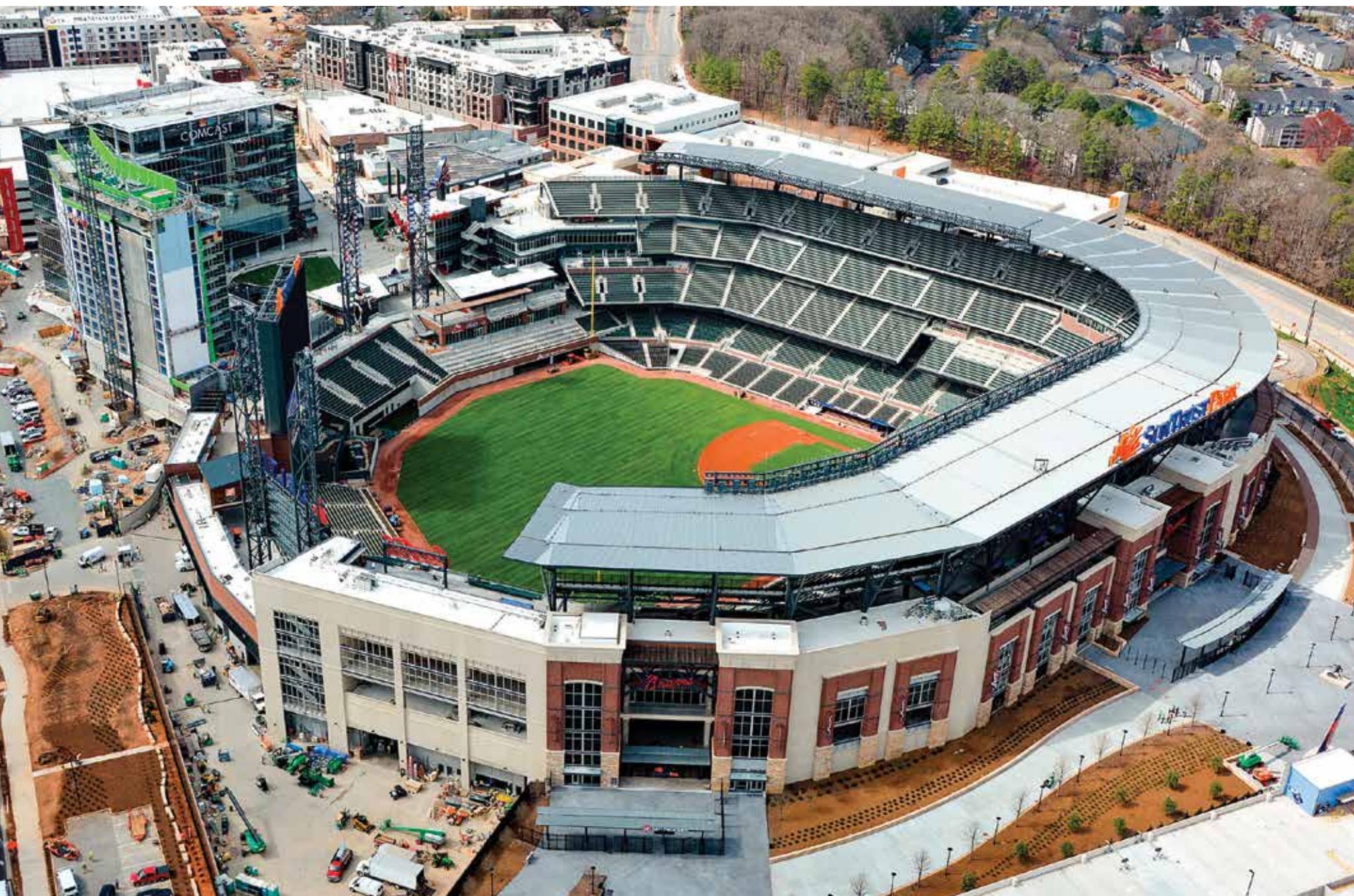
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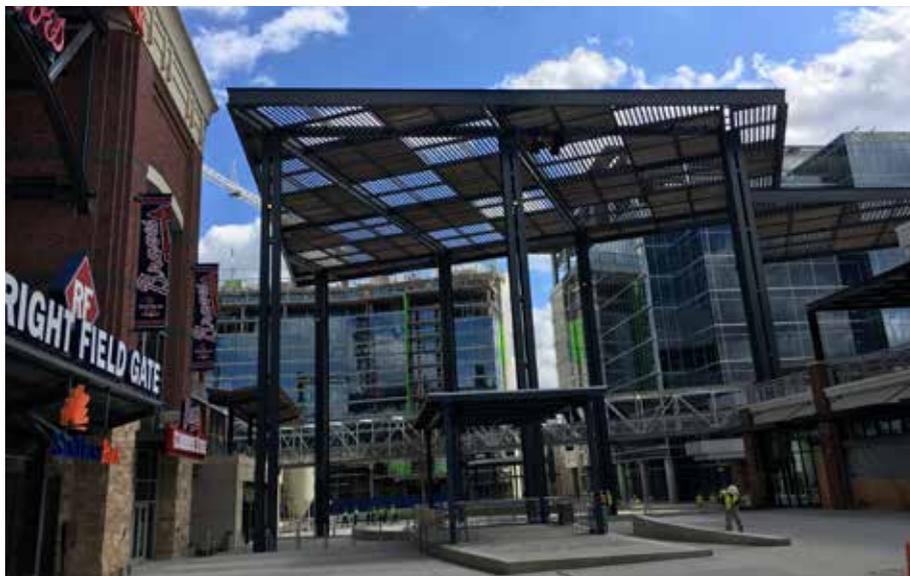
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After **29** months of construction, **5,619,784** man hours, **602,000** handset bricks, **6,800** tons of structural steel, **908** miles of wire, and **57,300** cu yds of concrete, the firms of **American Builders 2017** are proud to say,

“Welcome home, Braves Country!”





Inside and out, SunTrust Park architecture is fan friendly, providing spaces for people to gather like these shaded areas just outside gate entrances.

shopping,” Schiller added. “Heck, you can even live here and work here. You’ll have a hotel, you have all sorts of entertainment options, and after you celebrate a Braves victory, you can go back out and enjoy all those things again.”

Ed O’Hara, president and chief creative officer for SME, the Braves’ branding agency, likened the team’s approach to fan experience to a person having friends over for a barbecue.

“That’s kind of the model,” O’Hara said. “It’s come on in, bring the kids, bring a buddy, have a great time, chill out at the Chop House (a three-level restaurant, bar and lounge co-branded with MillerCoors in right field of SunTrust Park). You’re gonna have fun.”

O’Hara emphasized SME is helping the Braves sell fans an emotional benefit, not just a ticket.

“We reverse engineered the ticket-sales goal,” he said. “The Braves are in the hospitality business — they’re having a party 81 days a year. ... Yes, we needed to sell tickets and have fans come to the park, but we did it through the lens of an emotional reward rather than through a functional benefit.”

The Braves’ decision to serve as their own real estate developer allows the team to manage the entire game day experience,

much like one of the world’s most successful and famous entertainment companies.

At Disney World or Disneyland, the company manages the experience from start to finish. The hotels, restaurants and infrastructure are all according to Disney standards.

The Braves are taking a similar approach, making sure the Braves experience begins before a fan buys a ticket at the ticket window and lasts well after the final out.

“We want people to say, ‘I had an amazing time at SunTrust Park. I only went to two games last year and I’m going to 10 this year,’” said Van Wagner’s Allphin.

A 365-DAY-A-YEAR DESTINATION

Even beyond the 81 regular-season home games a year, The Battery Atlanta will be buzzing.

“Internally, we’re calling it ‘274’. What are we doing the other 274 days a year when we aren’t playing our games,” Braves president of development Mike Plant said, anticipating playoff games as well.

The Coca-Cola Roxy Theatre will hold about 50 concerts year. There will be a summer concert series on a big outdoor stage, food and wine festivals and 5K runs on the weekends. The team will activate a space called The Plaza, where folks will gather not only before and after games,

but year-round as well. The Plaza is the “heart and soul, the connecting point between the mixed-use and the ballpark,” said Plant.

The Braves now have three brands to market, Adam Zimmerman, the team’s vice president of marketing, put it: the Atlanta Braves brand, SunTrust Park brand, and The Battery Atlanta brand. Sometimes all three brands will be activated simultaneously, sometimes it will be two out of three, sometimes just one.

“The aspiration for The Battery Atlanta is a 365-day-a-year destination,” Zimmerman said. “People make their homes here, we’ve got a hotel, we’ve got Comcast southeast headquarters, we’re going to have really, really cool restaurants and bars from some of Atlanta’s top restaurateur personalities, people are going to come out to shop and go to dinner, and we’ve got a vibrant music scene we’re building as well.”

When it came to branding, “The Battery” fit perfectly. While it is a reference to the pitcher-catcher combination in baseball, it also suggests a place full of energy.

The team did not want to brand the complex too closely with the baseball team.

“It was important not to put so much weight on the Braves brand,” O’Hara said. “If you just left a Braves game, you may not want go to dinner at another place that’s saturated with Braves branding and imagery.”

A METRO BALLPARK

If there’s a notion that a move 12 miles north to Cobb County means the Braves are leaving Atlanta, it is an incorrect one.

The entertainment complex sits in a major commercial area in the northwest corner of Atlanta known as the Cumberland District, which is every bit as urban as any other commercial district in the city. Cumberland features a high concentration of office space, retail, restaurants and hotels, as well as a close proximity to suburban areas.

Cumberland is also the fastest-growing area of Atlanta in terms of millennial population, a major reason why Pollock Shores chose to put three apartment complexes at The Battery. Pollock Shores has been “blown away by the amount of interest in these units,” according to Plant.

Most importantly, the Braves are bringing their product to their customers.

“The Battery falls very much in the center point of where most of our fans in metropolitan Atlanta come from,” Schiller said. “We’re moving about 12 miles closer to our fan base while remaining in Atlanta.

“This is NOT a suburban ballpark,” he stressed, “just a different part of very large metropolitan area.”

When the Braves were considering locations for their new venue, a heat map indicated that tons of their fans live and work in Cobb County.

That means the team is moving closer to its fans. For people who work in Cobb County, getting to a Turner Field game that started at 7 p.m. was difficult. The move a few miles up the road makes the Braves game experience more accessible to thousands of new people.

Said McGuirk, “This is a tipping point for this part of Atlanta. People are going to come from all over.... This will be the center of the Atlanta universe.”

BUILDING A PIPELINE OF FANS

By locating the ballpark and The Battery Atlanta in the heart of the city’s millennial



SunTrust Park is designed to integrate the elements of the joint development seamlessly by tying commercial, residential and entertainment aspects together into one 365-day-a-year destination.

WE’RE READY FOR THE NEXT GENERATION OF MEMORIES

As long-time members of Braves Country, we’re proud to be helping the Atlanta Braves tell the next chapter in their story as they prepare to open SunTrust Park and The Battery Atlanta. Congratulations on your beautiful new home, and we can’t wait to celebrate alongside our fellow fans.

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Braves Country: A fan base like no other

The Braves' fan base covers one of the largest geographical areas of any professional sports team in the country. As far back as the 1970s, Braves telecasts were available regionally throughout Georgia and neighboring states before being broadcast nationally, helping the franchise cultivate millions of fans outside of their hometown of Atlanta.

Now, from Charleston to Charlotte, Nashville to Birmingham and beyond, baseball fans call the Braves their team. The Braves are undoubtedly the team of the South.

About 38 percent of people who attend Braves games are from outside the metro Atlanta area of 5.9 million people, and 26 percent come from outside the state of Georgia, team research shows.

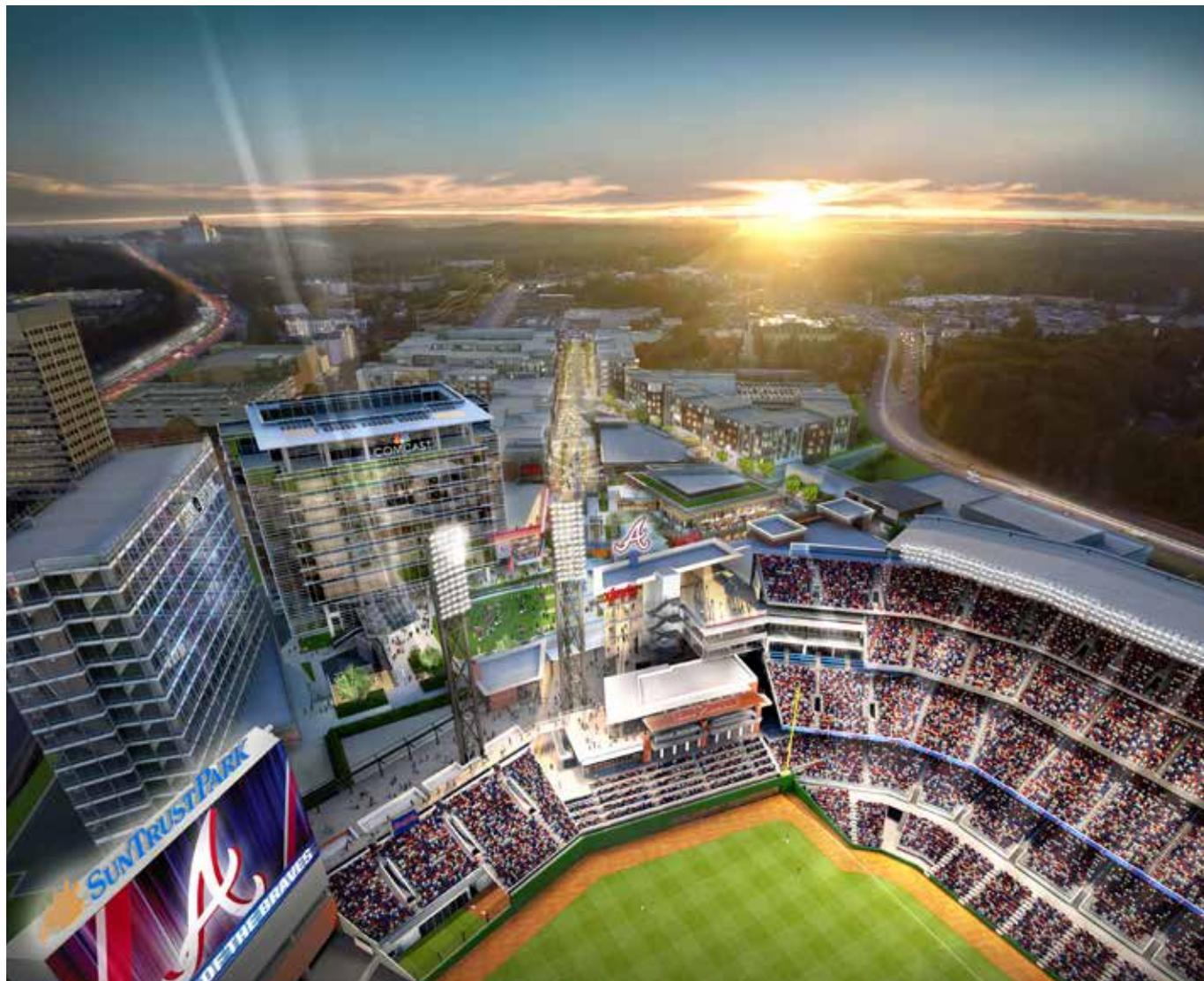
Adam Zimmerman, vice president of marketing for the Braves, relishes the lack of competition for baseball fans for state after state.

"We've got nobody in the southeast until we run up into the Nationals or to the Reds or down south when we run into Tampa. That's an enormous swath of people," Zimmerman said. "My friends in Florida don't like to hear this, but the Braves are the second most popular team in the state of Florida behind the Yankees."

And as the South grows, the pool of potential Braves fans deepens.

"The South is a real dynamic region," Zimmerman said. "People are moving here from all over the country, if not the world. Fortune 100 companies are here. There are increasingly diverse areas within Braves Country. Atlanta, Charlotte, the mountains, the beaches, Charleston, Nashville, all kinds of cool places consider themselves Braves Country."

Chris Allphin, senior vice president of team and venue services for Van Wagner, the agency that advised the Braves on the naming rights sale, said the team's wide geographical reach was a major factor in SunTrust's decision to put its



The Braves' new home, northwest of the city's center, puts the team squarely in Braves Country, creating ease of access for fans and an economic stimulus for one of the fastest growing areas of Atlanta.

brand on the ballpark.

"One of the challenges is in any naming rights scenario is that you're hitching your wagon to one team," he said. "The Braves have such a massive footprint not limited to Atlanta. It's really the entire American South and a lot of places well

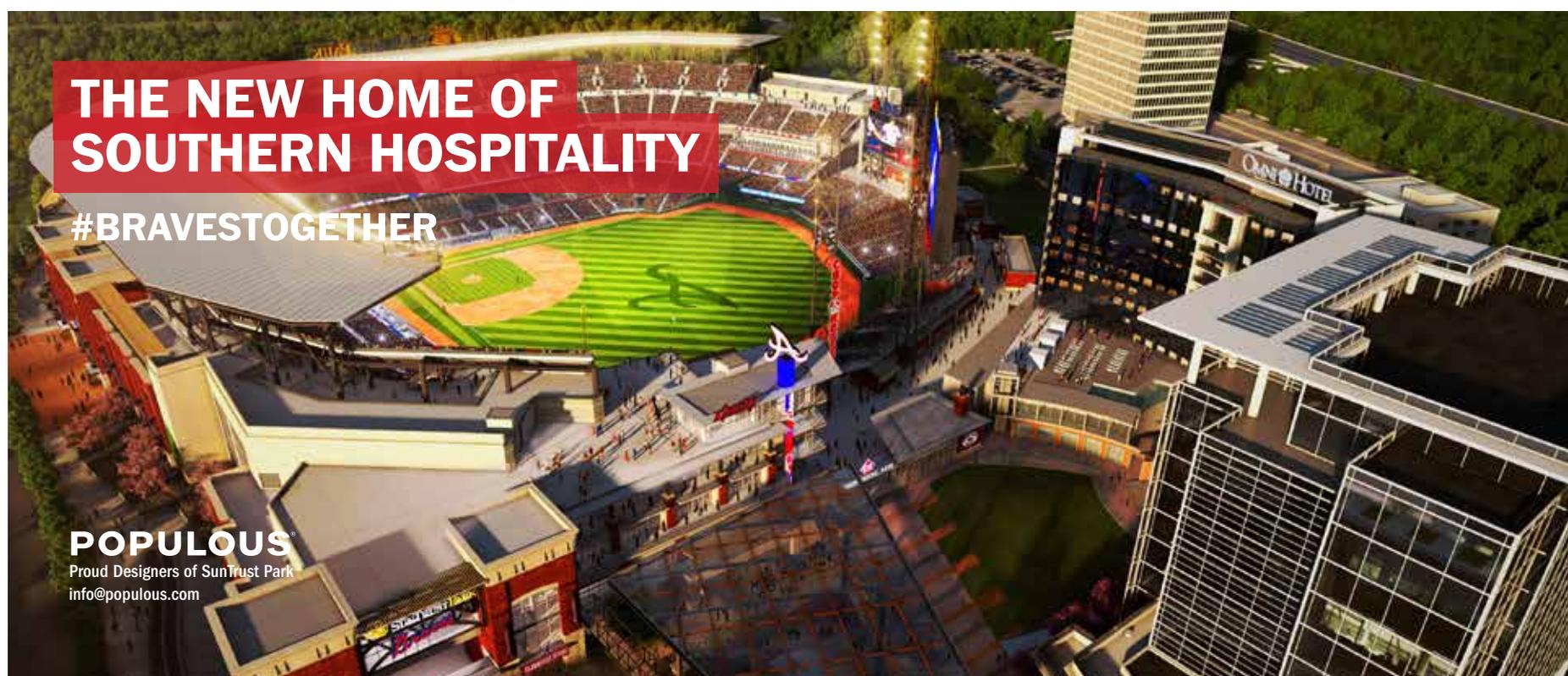
outside [of] what you would expect because their early TBS deal. There's Braves fans everywhere. For SunTrust to connect and dial into that passion was a huge, huge reason they did the deal." (see page 12B for more on SunTrust's naming rights deal).

MARKETING TO THE SOUTH

The Braves culture reflects that of its fans, and southern hospitality is an integral part of the Braves experience.

"The South has timeless values," Zimmerman said. "We're nice to people, we're well-

continued on 16B



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population and by creating an experiential 365-day-a-year, technologically state-of-the-art destination, the Braves are building a pipeline of young fans that will keep the turnstiles spinning throughout SunTrust's 25-year naming rights deal.

The baseball fan demographic is getting older, something all franchises better be thinking about. According to SME's O'Hara, the average age of a season-ticket holder in MLB is 55 years old.

"That's a big problem, because through attrition, you're going to lose your season-ticket holder base," O'Hara said. "We have to attract this generation (millennials) and the younger generation, by the way. I can't wait for marketers to stop talking about millennials, because Gen Z are already graduating college and joining the workforce — and they are very different. We have to appeal to these generations because that's the future of the game."

O'Hara also emphasized millennial women are a key target audience for The Battery Atlanta, even those who are not necessarily baseball fans. Rather than baseball branding at The Battery, "it became more like Vogue magazine, highly elegant, with colorations from the Braves," O'Hara said.

Experience, a technology partner of the Braves (see page 10B for a separate story on technology at SunTrust Park and The Battery Atlanta), is all about helping teams make attending games more flexible and fun for fans.

Experience's mobile technology makes it easier for fans to manage the panoply of experiences available at the ballpark, many of which are designed for kids — for example, the rock wall, the zip line, the

mascot visiting you at your seat, and the Braves' tradition of allowing young fans to run the base paths. Among many other features, Experience also allows fans to upgrade their tickets and for friends to find seats next to each other.

Experience also chose its hometown of Atlanta to pilot a new ticketing app, called INWEGO that gives subscribers who pay a small monthly fee access to a suite of pro and college teams and music venues in the market.

The subscription-based offering, which is akin to Netflix, encourages new fans to come to games, according to Experience

President and CEO Greg Foster.

"They're going to pay a subscription fee just like they pay for Netflix, and when they get to the ballpark, they're going to buy food and beverage, they're going to have a beer with friends, buy merchandise — all the things the team wants them to," Foster said. "It's a 'discount' against the price of the ticket they would otherwise pay at retail, but the team loves it because they're getting a millennial into the stadium that has never experienced them before."

"What better way to create your farm system for potential season-ticket holders

than to introduce them at a price point they can afford," Foster added.

Also, thanks to team sponsor Mizuno, there's a glove kiosk at SunTrust Park where kids can borrow a glove to catch a foul ball or one that a Braves player tosses into the crowd after batting practice or warmups.

Such attractions help accomplish something all sports teams strive for: getting young people out of the house and into their venue.

Said Van Wagner's Allphin, "We think that's what really makes a Braves fan is a kid being there with his parents at a game — not watching it on television." ■



Kid-friendly features like the Climbing Tower and Pop Flyover Zip Line located in the Hope and Will's Sandlot help make a trip to a Braves game a family affair and are a great way to introduce the next generation to the game.

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How technology will help maxi

At Atlanta Braves games, the days of not being able to connect your smartphone to Wi-Fi are over.

Powered by Comcast, the Braves' new SunTrust Park and The Battery Atlanta, wired exclusively with fiber optic cable, will be the most technologically advanced sports venue and mixed-use development on the continent.

With an investment in the Braves at upward of \$100 million, Comcast is supplying the development with a terabit of Internet capacity and 200 gigs of bandwidth.

"It's going to be the fastest stadium in North America," said Greg Mize, Braves director of digital marketing. "It's going to have the largest internet capacity in any professional sports venue in North America. The whole experience of someone going to a game and trying to post a photo on Instagram or trying to text with their friend and not having it be able to go through because there's no connectivity, that's not going to happen here."

In fact, all 41,000 people at the Braves game will be able to watch a video at the same time.

"We look at this as foundational," Mize said. "That connectivity enables so many opportunities."

Many of those opportunities are provided through the Braves' version of Major League Baseball Advanced Media's MLB.com Ballpark app.

MLBAM — the digital rights holder for Major League Baseball and all 30 MLB clubs — has been on the forefront of app design and implementation. Its flagship mobile app "At Bat" was one of the first 500 apps launched on the App Store and has been the top-grossing sports app each of the past nine years. Its Ballpark app was originally released five years ago, when it won an SBJ Sports Business Award for Best in Sports Technology, and has since delivered an unprecedented

mobile foundation for the Braves. It has evolved alongside new tech developments and customizable experiences for their fans.

"Much like the Braves are moving to SunTrust Park, the MLB.com Ballpark app is moving with them," said Josh Frost, MLBAM's senior director of product development. "There will be unique features tied to every stop of the fan's journey to and throughout

SunTrust Park and The Battery Atlanta."

For the first time ever, MLB.com Ballpark is expanding to support a mixed-use venue. Thorough integrations for the whole fan experience make the Ballpark app an easy resource to show fans all The Battery Atlanta and SunTrust Park have to offer.



Let's imagine how a Braves fan — let's call him Dale — may use technology to maximize his experience at SunTrust Park and The Battery Atlanta this summer:

It starts with Dale buying a ticket, which he can do using the Ballpark app. Within the

Let's imagine how
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app, Dale may purchase his game ticket and also choose to add a parking pass to his order.

Ticket and parking pass in hand (figuratively speaking, of course), it's time for Dale to head to the game, and the app can help make his drive to SunTrust Park smoother. Thanks to a three-way partnership between the Braves, Cobb County and Waze — the first of its kind — fans get navigational assistance, such as alerts about accidents or heavy traffic.

After his quick trip to the ballpark, Waze directs Dale to the driveway of his selected parking lot.



"We don't want to send (fans) just to a general SunTrust Park address, because their parking lot could actually be on the other side of the ballpark," Mize said. "We want to get them directly to their lot. Waze has the functionality to do it."

It's time for our Braves fan to make his

way into the ballpark. His barcode is scanned and he finds his seat. But perhaps he wants to upgrade his seat, and with Experience's mobile technology embedded in the app, he can do that, too.

Dale is now thirsty, so with the help of an artificial intelligence bot, he asks where he can find a beer. The bot replies, "What kind of beer would you like?" Dale answers, "Terrapin," and he is served information about the nearest concession stand that sells Terrapin beer.



A few innings later, our fan goes to grab dinner for his family. When he gets back to his seat, he discovers that his son's hot dog is missing from the order. Using technology from Atlanta-based Remedy, he pulls out his phone and touches the "Fan Assist" button in the Braves app, which allows fans to "raise their hand" if their ballpark experience is less than expected. Instantly, the Braves can make it right for Dale, offering him a complimentary hot dog and french fries or perhaps an offer for his Braves-loving son to run the bases after the game.

"Something that will be proactively saying, 'Hey, we're sorry for the mistake. We want to take care of you. Here's something on us,'" said Mize.

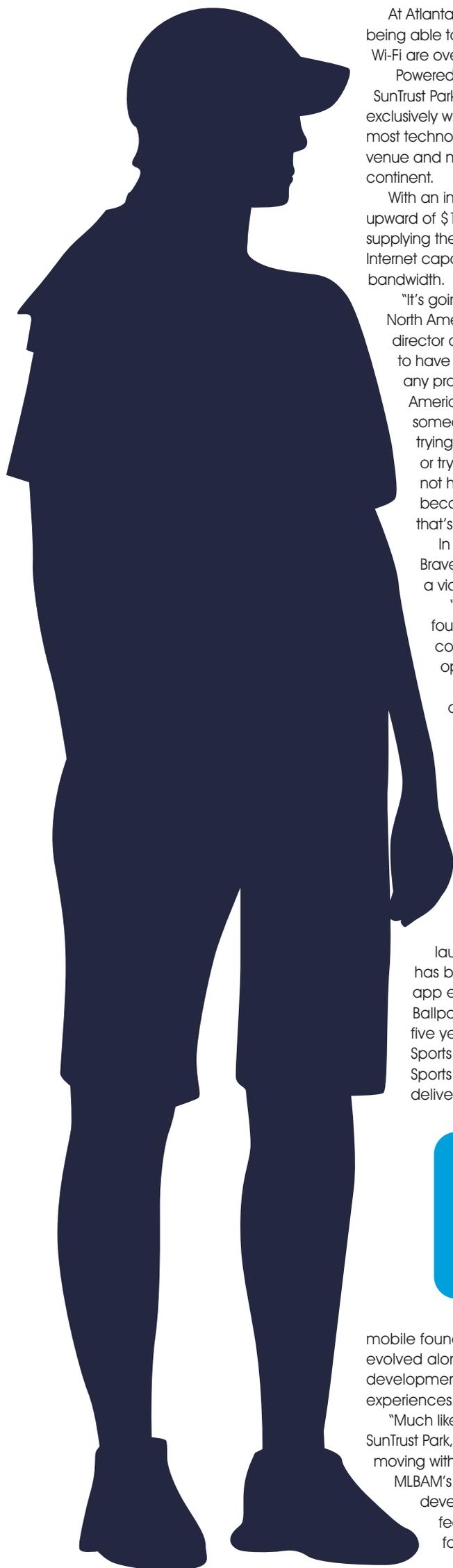


Also with Experience's technology, Dale can reserve a time for his kids to climb the rockwall or ride the zip line. If he's a premium seat holder, he can use Bypass technology to order food and drinks delivered to his seat.

Dale probably wants to share his fantastic experience at the Braves game with his friends on social media. The technology the Braves are providing won't get in the way of that.



"We don't want to try to duplicate what Instagram, Snapchat, Twitter and Facebook have pioneered, because people are



mize a Braves fan's experience

already on those platforms," Mize said. "It's hard to get them off those and into a new platform. While we want people to use our app from a functional standpoint, we're also encouraging people to take to their social platforms and to share their content natively as they do. We're trying not to create a process that is conflicting with what people are already doing. We're trying to enhance it."

Of course, going to a Braves game now is about more than what's happening inside the ballpark. There's a lot to do around The Battery Atlanta, too, and an entire section of the app will be dedicated to Battery content. Here, fans can see a schedule of events, make dinner reservations or look at a map of the complex. It's the first time MLBAM built content in an app that isn't specifically related to a ballpark.



"The emotion that's captured at a Braves game and the memories that are made at a game — whether it's an amazing play that happened on the field or taking your son to his first game — are what people are going to remember," said Mize. "We want to help enable all of these elements with technology. We want to ease the process for people to

experience all these memories and emotion that come with a baseball game."



Chris Allphin, senior vice president at Van Wagner Sports & Entertainment, an agency consulting with the Braves said, "Technology might have the biggest impact on the experience. For some, the idea of spending three-and-a-half hours and being totally disconnected from work, family and friends is appealing, while others want to be continually connected. At SunTrust Park you'll have the option to engage when you need to and disconnect when the time is right."

And with the fiber-optic network Comcast is providing, future technology integrations won't be limited by bandwidth. Wheels are already turning at the Braves offices.

"We are thinking about the ability for you to point your phone at a player or point at his number on the scoreboard and get an augmented reality experience, a deeper engagement with that player," said Braves vice president of marketing Adam Zimmerman. "It could be statistics, it could be all types of stat-head stuff or it could be personal things about that player."



SunTrust Park is one of the most interconnected facilities in sports with state-of-the-art technology for everything from ticketing to concessions.

Here are some cool things Braves' technology partners are doing to help:

PANASONIC

The challenge sports franchises face of getting fans off the couch and into their stadiums is undergoing a subtle change.

That's according to Don Szczepaniak, executive vice president, Sensory Solutions Group at Panasonic Enterprise Solutions, the company that has integrated state-of-the-art audio/video and security solutions at the Braves' new SunTrust Park and The Battery Atlanta.

"You're trying to create an experience that engages (fans) before, during and after the game," Szczepaniak said. "That's why the Braves were interested in (developing the ballpark/mixed-use destination). They wanted to create an entire destination event that's not even going to be compared to sitting on the couch."

The Braves' vision lined up perfectly with Panasonic's core competencies.

"That's something that Panasonic is interested in and it goes to our strengths — we're not just an audio and video manufacturer and provider," Szczepaniak added. "We're helping teams create that great experience. ... We want to engage as many of the fans' senses as possible, and give them an experience completely distinct from watching a game at home."

With multiple layers of technology throughout SunTrust Park and The Battery Atlanta, Panasonic has helped create an immersive fan experience, as well as a safe and green environment.

Among the major areas of Panasonic's technological integrations:

Video displays and message boards:

The centerpiece is the main video board, a 7,773-square-foot LED display that is among the largest in Major League Baseball. There's also an out-of-town scoreboard, ribbon fascia display, caption boards, bullpen displays, entry gate displays, Kid Zone display, Chop House fascia display and exterior display at the Comcast Xfinity Lounge.

Sound and A/V systems: The audio that fans hear when players are introduced or when music is played at SunTrust Park will be supplied courtesy of Panasonic. The company has also equipped the suites throughout the ballpark with its A/V technology.

Control systems and solutions: This includes security systems, cameras and video processing technology. "We are living in a new age," Szczepaniak said, acknowledging a reality facing all major sports venues. "Security is at the top of the list for anybody who is building a place where a lot of people gather."

Kiosks: Another fan engagement mechanism, informational kiosks are located throughout the ballpark and mixed-use development.

Solar energy: Solar panels will soon be placed on the roof of the ballpark to help offset the electrical load for the facility. "A ballpark spins the utility meter pretty fast," said Szczepaniak.

TICKETING

Almost two years ago, the Braves

started using IO Media's Virtual Venue (powered by Ticketmaster) to assist with the seat transition relocation process from Turner Field to SunTrust Park. This 3D technology enabled Braves fans to get an early glimpse at the details within SunTrust Park and also check out virtual views from their seats. All returning A-List Members had the opportunity to virtually view their seats before deciding where to purchase for the inaugural season at the new ballpark.

The Braves have partnered with Experience to offer a loyalty program in the Ballpark App through which Braves A-List Members receive credits that can be used towards redeeming memories such as upgraded seats, throwing out the first pitch, autographed items, being honorary team captain and much more.

"This new technology enables the Braves to forge even stronger relationships with their fans and develop a better understanding of what types of experiences their fans want in and outside of SunTrust Park," said Justin Burleigh, executive vice president, product for Ticketmaster North America.

Starting in 2017 the Braves made the organizational decision to eliminate PDF (print-at-home) tickets and move almost exclusively to mobile ticketing. Fans will be able to enter SunTrust Park using their mobile barcode within the Ballpark App.

Said Burleigh, "This saves A-List Members and all Braves fans from unnecessary worry about the safety and security of their tickets so they can focus on what truly matters — enjoying their game experience in the heart and soul of Braves Country."

Also, Ticketmaster's SalesDesk technology will be utilized on game days by Braves ticketing staff. SalesDesk is a user-friendly, standalone iPad app that enables tickets to be sold anywhere inside or outside the venue, powering "pop-up" ticket offices for Braves reps to better serve fans, as well as shortening lines. The technology makes last-minute ticket purchases accessible by delivering mobile tickets instantly while onsite at SunTrust Park.

EXPERIENCE

Technology from Atlanta-based Experience embedded in the Braves' Ballpark app enables fans to upgrade their seats, manage the stadium experience and find last-minute seats and VIP experiences.

Fans who give information about why they're at the game — it could be a guys' night out, girls' night, family night or work outing — will be presented with a suite of experiences tailored to that reason.

Greg Foster, CEO at Experience, stresses that much of his company's technology is designed to help teams build a "farm system" of potential fans.

"Our products allow teams to package up tickets in unique ways," Foster said. "If I can get somebody to buy a subscription for a whole month of tickets as well as an experience that's awesome for them, I've got a solid chance of converting them into a season-ticket holder. Aside from all the cool things (our technology) can do for the fans once they're there, that business model is incredibly important for the Braves and every team we work with."

SunTrust sees Braves naming rights deal as company's 'coming out party'



On September 16, 2014, the day shovels hit the dirt to begin construction on the Braves' new ballpark and surrounding mixed-use development in northwest Atlanta, the team and SunTrust Bank

announced a 25-year naming rights deal for new baseball venue. The deal came together in less than a month and resulted from a two-decade relationship between the Braves and SunTrust.

"With Atlanta being our home town, SunTrust seized this once-in-a-generation opportunity to partner with the Atlanta Braves to continue our ongoing commitment to serve our community and help spur the vitality and growth of the entire region," SunTrust executive vice president and chief marketing officer Susan Somersille Johnson said.

Terry McGuirk, chairman and CEO of the Braves, recalls SunTrust CEO Bill Rogers telling him he wanted the new park and The Battery Atlanta to be the company's coming out party.

"We're a national brand, and I want us to ride with the Braves in the national consciousness of this new concept you're bringing forward," Rogers told McGuirk when the deal was finalized.

"From that standpoint, the branding works perfectly," McGuirk said.

The Battery Atlanta — the entertainment complex that surrounds the ballpark — offers SunTrust a 365-day-a-year marketing platform, compared to the 81 home games other MLB naming rights partners get.

"You're talking about three quarters of the year that baseball is not being played," Chris Allphin, senior vice president at Van Wagner, the agency that advised the Braves on the naming rights sale, said of other naming rights deals in baseball.

Also, by developing the ballpark and The Battery Atlanta simultaneously, the Braves are "assuring SunTrust is not just reaching Braves fans, but they're also reaching everybody in Atlanta who's going to shop there, who's going to come get a cup of coffee there, who might have a dinner there, go to a show or an event," Allphin said. "It really breaks the walls down on what is typically a sports sponsorship."

Derek Schiller, Braves president of business, added, "Because we are the developer and the owner of the mixed-use development, as well as most of the components of the mixed-use

development, including the Coca-Cola Roxy Theatre, we are creating multi-faceted opportunities for our sponsors."

ACTIVATING THE NAMING RIGHTS DEAL

In addition to signage and promotional opportunities at the ballpark and The Battery Atlanta, SunTrust also has a bank branch and ATMs located around the complex, as well as naming rights to the ballpark's most high-profile club, the SunTrust Club.

Located directly behind home plate, SunTrust Club seats are the closest to the action of any in the entire ballpark, and the premium-seating area also showcases elements of the Braves' storied history, drawing a closer connection between the sponsor and team.

On the main walkway leading from The Battery Atlanta to the ballpark, SunTrust has an year-round retail center, branded the onUp Experience. SunTrust's onUp movement is the bank's national effort to help people move from financial stress to financial confidence.

Fans can receive personalized baseball cards that give them access to a range of activities and games within the onUp Experience, such as quizzes and interactive batting games they can share on a large video wall or with friends on social media.

"The onUp Experience brings our partnership with the Atlanta Braves to life with an interactive environment that's great for all ages," said SunTrust's Johnson.

"SunTrust and other large team sponsors have a variety of components that extend well beyond the confines of the ballpark because of our relationship and ownership of The Battery Atlanta," said Schiller. "It gives us a unique opportunity to go into the marketplace and scale partnerships and give them things that they wouldn't traditionally have in typical sports and entertainment marketing relationships. That's something we have not seen copied or presented anywhere else."

THE BRAVES JUST UPGRADED.



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WELCOME HOME



VAN WAGNER SPORTS & ENTERTAINMENT



Van Wagner Sports & Entertainment proudly congratulates our friends and clients at the Atlanta Braves as they open the doors to SunTrust Park and The Battery Atlanta. Here's to many years and many pennants in the new Capital of Braves Country.

Record breaking in scope and speed

On September 16, 2014, ground was broken on a massive construction project in northwest Atlanta — a 1.2-million-square-foot ballpark for the Braves and a 1.5-million-square-foot mixed-use development around it. On April 14, 2017 — just 31 months later — SunTrust Park and The Battery Atlanta will open simultaneously.

It is the first time in American sports history a professional franchise has master-planned and developed a sports facility and complementary mixed-use development at the same time.

There were plenty of doubters among the real estate community that the Braves and their team of project managers, designers, engineers and builders could pull it off. The short time frame, enormous scope

phase right out of the box.”

Joe Spear, founder and senior principal of Populous, the architect that designed the 41,000-seat ballpark, added, “This was a massive undertaking (and) the project has been accomplished about a year quicker than anything else we’ve ever been involved, and we’ve done like 20 major league ballparks. You talk about drinking from a firehose, these guys (the Braves) set their sights high, and by gosh, they achieved everything that they wanted to achieve.”

According to Derek Cunz, senior vice president and general manager at Mortenson — one of four companies that compose American Builders 2017, a joint venture hired by the Braves to build the

logistical puzzle for the design and construction team to solve.

“When you’re putting up a new office building, a hotel and all The Battery components, the ballpark itself turns into a postage stamp in terms of your room to move,” said Len Moser, vice president of Barton Malow. “The logistics, the lay down and just getting workers and material around the project takes a lot of coordination among the superintendents on site every day.”

According to David Demarest, international director with JLL, who served as the overall real estate advisor for the Braves in all aspects of the ballpark and mixed-use complex, development typically does not begin until there are pre-leased tenants in

together on an annual basis with or without baseball.”

ALL ABOUT THE FAN EXPERIENCE

The fan experience was paramount in the design of SunTrust Park and The Battery Atlanta.

Home plate is located at the northwest part of the stadium, offering fans a view of the southeast and the Atlanta skyline when looking toward center field. The Braves are just the fourth major league team with this directional orientation.

Since the Braves strive for intimacy between their fans and the action on the field, Populous designed the ballpark so that the seats are 30 and 50 feet closer to the field than the equivalent locations at the



As one of the most ambitious stadium projects in sports, the on-time and under-budget completion of SunTrust Park depended on the cooperation and skill of many players, all of whom came through to deliver a finished product that exceeds fan expectations.

of the project and task of integrating the ballpark with more than 400,000 square feet of retail space, 550 residences, a hotel, a theatre and two office buildings were major challenges to overcome.

But thanks to a combination of efficiency within the Braves organization, bringing the right people aboard, solid teamwork and a commitment to the schedule, not only will SunTrust Park be ready for the Braves’ home opener, but thousands of people from Atlanta and beyond will be able to enjoy the first phase of entertainment options at The Battery Atlanta that same day.

“We all knew that in April 2017, we had to start playing games,” said Mike Plant, Braves president of development. “We didn’t have a grace period, we didn’t have another option to say ‘let’s play another year at Turner Field.’”

“We worked a lot of hours, rapidly built a team of experts that we trusted. ... We don’t have a lot of layers in our organization to cause us not to be decisive. We quickly got to a point where we knew our vision. We were in the design

stadium (Barton Malow, New South Construction and Brasfield Gorrie are the other three) — SunTrust Park was built in 27 months.

“We placed the first pile for the ballpark on November 21 of 2014,” Cunz said. “We finished the ballpark and handed over the keys and had substantial completion on February 24 of 2017.”

In fact, the Braves’ new digs is the fastest a ballpark has ever been built. The project also is on time and under budget.

Cunz added, “The norm in the sports industry is for buildings to be ‘done enough.’ That means that they’re done enough where you can play baseball, but they’re not really done. There’s a lot of loose ends and miscellaneous things. When we say done, we mean done. That was a promise we made to the Braves.”

TOUGH LOGISTICALLY, FANTASTIC FOR FANS

While opening SunTrust Park and The Battery Atlanta together is wonderful for both the Braves and their fans, building the two at the same time was a unique

place, regardless of the use.

“One of our key challenges was to secure enough initial tenancy to achieve a critical mass that could justify the development of a massive footprint of mixed-used space, contemporaneous with the delivery of the ballpark,” Demarest said.

Added Moser, “It’s usually the stadium first and that’s what spurs the development. The stadium is complete or almost complete, and on the tail end of it comes the additional development. In the case of the Braves and The Battery Atlanta, both were done simultaneously. From a fan perspective, that’s huge to have all those amenities at your fingertips on opening day and not have to wait until year two or year three.”

Said Lamar Wakefield, CEO of Wakefield Beasley, the company that designed The Battery Atlanta, “It’s not about the 81 days we’re playing baseball. It’s the 284 days we’re not playing baseball that we need to create an incredible experience so that these retailers, food and beverage and office workers, that it all can succeed

old Turner Field.

Also, a 108,000-square-foot canopy, the largest in baseball, will protect about 60 percent of fans from the weather.

“They said, ‘We want to have the largest sun screen in Major League Baseball,’” Spear said of the Braves. “We achieved that working with our consulting engineers.”

Any fan with a ticket can hang out at the Xfinity Rooftop area above right field, where they can watch the game and also gaze out at The Battery Atlanta. The space also features an indoor lounge area with a bar, an Airstream food-truck eatery and games like pingpong and foosball.

There’s also a 10,000-square-foot, three-level restaurant, bar and lounge in right field, branded the Coors Light Chop House, that includes two party decks and a field-level area that can be rented by large groups. The Below the Chop is at field level, putting fans just steps from the warning track, providing one of the most unique views anywhere in SunTrust Park.

The Home Depot Clubhouse located in **continued on 16B**



Panasonic

Congratulations, Atlanta, on hitting a home run before the first pitch.

We'd like to tip our caps to everyone at SunTrust Park and The Battery Atlanta. The new home of the Braves is nothing short of spectacular. And the immersive, high-tech fan experience truly sets a new standard in sports entertainment. The entire team at Panasonic is honored to have played a part in creating it.

See you on Opening Day, April 14!
Visit us at us.panasonic.com/SBJSunTrust

continued from 14B

left-center field can host as many as 40 guests, who will be able to place Ks on the clubhouse's façade to keep track of Braves strikeouts.

Behind home plate on the main concourse, Monument Garden memorializes some of the great players in the franchise's history: Hank Aaron, Greg Maddux, Tom Glavine, John Smoltz, Bobby Cox and Chipper Jones.

"There are dozens of different, we call them, seating neighborhoods for people to experience," Spear said. "This is not a project like (Atlanta-Fulton County Stadium), where it was basically one seating section repeated 82 times. There are just different areas, different ways to experience a game."

Integrating SunTrust Park and The Battery Atlanta is also part of enhancing the fan experience.

"We were able to combine The Battery Atlanta along with the ballpark in a meaningful way, to address how these things work when there's a sporting event and when there's not a sporting event," Wakefield said.

A prime example of the integration is the 265-room Omni Hotel, which looms over the top of the ballpark and will be visible to the millions of people visiting The Battery Atlanta, as well as those watching Braves games on TV. Hotel guests will be able to look into the ballpark from some of the 265 rooms, as well as from the pool deck.

"There are ballparks that have hotels next to them, but never one like this that fits like a glove with our ballpark," said Braves chairman and CEO Terry McGuirk.

A PEEK INTO THE PROCESS

American Builders 2017 was added to the overall design and construction team in May 2014, and the group of project managers, architects, builders and engineers gelled from the jump.

"The very first meeting we had was a pull-planning session, where we said, 'We're

going to do so much in such a short period of time, we need to get everybody in the room that has authority and decision makers and outline,'" Cunz said.

"We mapped out every key decision, every key milestone, the predecessors and successors of those, and the major obstacles. Then, we applied the right resources and the right people to attack the challenges and to make commitments to each other. That meeting set in motion the rest of the job."

During the design phase, more than a dozen physical mockups were built so decisions could be made in advance of construction.

"These little plastic models could be set next to one another on a tabletop, and we could explain (things like), 'This section gets the front level on the terrace club 20 feet closer. This section is further back but lower,'" Populous' Spear said.

The group also used virtual reality to experience what their fans would be experiencing at Braves games, including the views from the ballpark's premium areas. This made the process more efficient in terms of both cost and time.

From the Braves to the project manager to the designers to the builders, everyone involved in the SunTrust Park/The Battery Atlanta project credited great teamwork for its success.

"The whole team was, especially the Braves, were very responsive any time there was an issue on site, or vertically in a building," said Wakefield. "When there something that had to be dealt with, the question was always, 'What's the best solution? There was never any finger pointing, it was just 'Here's what we need to do and let's go do it.'"

Added the Braves' Plant, "We wouldn't have been able to accomplish this without the partnership we had with the government entity in Cobb County. They were all in from the start, their leadership, their staff were all in, and we've been able to get cooperation out of them because they trusted us and we delivered." ■



Every area of SunTrust Park and The Battery Atlanta work together to create a multi-use, year-round attraction.

continued from 7B

coming, we're friendly, there's respect for the country, there's faith. The Braves embody all those things about the South."

That is a key message when it comes to marketing the club and its new digs at SunTrust Park and The Battery Atlanta.

"Adam's direction to us was we need to be rooted in the ethos of southern hospitality and how do we convert that into something that delivers on an emotional benefit," said Ed O'Hara, president and chief creative officer or SME, a marketing consultancy working with the Braves.

"We wanted to deliver the specialty of SunTrust Park in an emotional envelope, and what better envelope is there than 'home'. When we think of home, we think of warmth and mom and safety and loyalty and pride."

To that end, "Welcome Home" became the tagline for the largest and most comprehensive marketing campaign the Braves have ever embarked on.

O'Hara emphasized, "This isn't just a tagline, this is a way of life for the Braves. They score so high on family entertainment in that market, it beats every other franchise by a lot. It coincides with what the fans already want."

Featured in the campaign is Walter Banks, who has worked as an usher at Braves games since they arrived in Atlanta more than 50 years ago. A familiar and friendly face beloved by loyal Braves fans, Banks will get to and from SunTrust Park thanks a partnership between the team and Uber.

"The spirit of Walter Banks is going to live through all the different touch points of fans, from when the parking attendant parks your car to when the ticket taker takes your ticket, to all the concessions and hospitality — that's what makes ('Welcome Home') a living, breathing idea and not just a tagline."

Added Zimmerman, "'Welcome Home' is about the familiarity of what you come to expect from the Braves. Our people are friendly, our vendors, our ushers, the frontline people really embody what we do."

ECONOMIC IMPACT

The economic impact of SunTrust Park and The Battery Atlanta is enormous.

According to team research, SunTrust Park will pump more than \$1.7 billion over 20 years into the Georgia economy, even before the economic impact of The Battery Atlanta is counted.

Since the Braves announced they were

building the ballpark and entertainment complex, more than \$2 billion of commercial properties have sold in the Cumberland District, the commercial area in the northwest corner of Atlanta on which the ballpark and mixed-use development sit.

The complex will also generate \$6 million to \$8 million annually for local schools through 2026; \$4.9 million to \$5.85 million in annual local operating taxes (sales, personal property, hotel, transportation and beverage taxes) from 2018 to 2026; and \$7.3 million to \$10.2 million in annual local property taxes annually from 2018 and 2026.

Additionally, the construction of the complex created more than 5,200 jobs, and more than 3,100 people will be employed there once it all opens.

All told, SunTrust Park and The Battery will spur \$4 billion of economic impact for its community.

"There are some who believe from reading a few old books about sports economic impact that organizations like the Braves don't contribute to the system — this one sets a new standard and breaks the mold," said Mike Plant, Braves president of development. "The old model is based on a team and municipality building a facility

and depending on others to deliver the ancillary impact. Here, we are the drivers of the impact by not just building a professional ballpark, but also a 1.5-million-square-foot, well over \$500 million mixed-use development.

"All told, we are investing more than \$900 million into this project, when you factor in what we are putting into SunTrust Park and The Battery Atlanta. As we have come out of the ground, this immediate area has exploded and, we believe, will be one of the greatest examples of the real economic impact a sports organization can have on a community."

Braves chairman and CEO Terry McGuirk offered this anecdote:

Derek Schiller, Braves president of business, added, "This should be a Harvard Business School case study because it changes the economic impact of professional sports venues, particularly those that have real estate tied to them. This is and will be a victory for us, our partners and most importantly, the community — not only for Atlanta and Cobb County, but for the entire southeast. This is a gem for all of Braves Country, something our fans can look to and say they are as proud about where they come to watch the team as they are in the team itself." ■

Big League Southern Charm Has a New Address.

SME Congratulates the Atlanta Braves
on the opening of SunTrust Park: The
new preeminent sports & entertainment
destination of the South.



From farm to fan; Redefining the ballpark culinary experience

From year-round ballpark restaurants, to new food and beverage offerings and fan experience concepts, to the financial structure of the team/vendor relationship, there are an abundance of unique elements to Delaware North Sportservice's partnership at the Braves' brand-new SunTrust Park. Here are just a few of the highlights:

Year-round restaurants: SunTrust Park will feature two restaurants that will be open 365 days a year — The Terrapin Taproom featuring Fox Bros. Bar-B-Q and Chef Hugh Acheson's First & Third Hot Dog and Sausage Shack. While the restaurants are part of the ballpark structure, they face outward toward The Battery Atlanta, the mixed-use development surrounding the sports venue that has 550 residences, a 265-room Omni Hotel, an office building that serves as Comcast's regional headquarters, the 4,000-SRO Coca-Cola Roxy Theatre and 400,000 square feet of retail space.

"The thought is these are areas where people are living and working and shopping, and we have these restaurants that are part of the ballpark that are servicing them," said Shawn Mattox, district manager at Delaware North. "From a food service perspective, we're not limited to the 81 days there's a ballgame."

The Taproom will serve a rotating variety of beers from Terrapin Beer Co., a craft brewery based in Athens, Ga. that is owned by SunTrust Park sponsor MillerCoors. Food served at the restaurant will come from the

award-winning Fox Bros. Bar-B-Q, an iconic Atlanta barbecue joint.

Adjacent to The Taproom will be a microbrewery called the ATL Brew Lab, where Terrapin will experiment with new styles of beers, some of which will be baseball-themed, and guests will be the first people that get to taste them.

First & Third Hot Dog and Sausage Shack is a fast-casual restaurant of world famous chef Hugh Acheson that will serve hot dogs and sausages — though not necessarily the hot dogs and sausages you find at most ballparks.

"We're ramping up the type of hot dogs and sausages that we're selling," Mattox said. "We're using locally-sourced products, and have a really good lineup of items — polish kielbasa, Italian sausage, German bratwurst, Andouille."

Passports to Braves Country: Folks come from well beyond Georgia to watch their beloved Braves (see page 7B), and Sportservice is playing off that dynamic to engage fans at SunTrust Park. The food service provider created a concept called "Taste of Braves Country," offering fans the opportunity to sample food from six different states, such as a Pimento Cheese Patty Melt from South Carolina and a Whole Hog Barbeque Sandwich from North Carolina.

"We're creating a passport system. When you come to a ballgame, you collect a passport and you can kind of dine your way through Braves Country, and when you get your passport stamped at all



The three-story Coors Light Chop House is sure to be a popular destination for fans who want to combine a spectacular social experience with a trip to a Braves game.



Popular chef Hugh Acheson adds a gourmet element to the usual ballpark fare at First & Third Hot Dog and Sausage Shack, which will stay open year-round.

the locations, you get a free T-shirt," Mattox said. "It's a different way to engage fans (and) have them shop the ballpark in its entirety."

The concept will encourage fans to try more of what the ballpark has to offer.

"Sometimes season-ticket holders get in a routine and know where they want to go and what they're going to eat. This encourages them to check out different areas of the ballpark. It's a new element of fan experience for the Braves."

Farm to Fan: Sportservice is reaching out to the Georgia market, partnering with rural and urban farmers to use locally sourced products at concession stands and restaurants throughout SunTrust Park. That means fans will be tasting the freshest ingredients — produce, cheese, honey — when they take a bite of ballpark food at Braves games.

The concept is called "Farm to Fan."

Said Mattox, "You may come to the ballpark to catch a game, and that day all the condiment carts will have onions from a local farmer. We're trying to get the freshest possible product we can and also support our local farmers."

A Braves spin on ballpark fare: For Braves fans, Sportservice is putting a unique twist on food items typically found at ballgames.

As a prime example, while lots of ballparks have ice cream sandwiches and ice cream bars, Sportservice asked a local creamery to make a tomahawk-shaped ice cream bar. Atlantans won't be able to find the special ice cream at a local restaurant or grocery store; it will be available only at SunTrust Park.

"We've tried to look at what ballpark fare is, but ask how do we make it Atlanta, how do we make it Braves-branded, how do we do things that aren't being done anywhere else," Mattox said.

Community chefs: Furthering the tie between food concessions at Braves games and the team's community, local restaurateurs will man a chef station in the center of one of the club spaces throughout the season at SunTrust Park. It may be chef Linton Hopkins from H&F Burger one day, chef Hugh Acheson the next.

"We're partnering with local chefs and restaurateurs to bring in Atlanta market favorites and things they're doing that are successful in their restaurants to the club space," Mattox said.

Partnership: The deal between the Braves and Sportservice will not operate under the commission-based structure typical in sports. Instead, Sportservice made a multimillion-dollar investment to pay for furniture, fixtures and equipment at SunTrust Park in exchange for a share of the profit-and-loss and a management fee.

"What's great about this deal is it's a true partnership with the Braves," Mattox said, "We're both vested in the success of the food and beverage (program). So the collaboration, the cooperation on things we want to do from food perspective, everybody's all in and that's a great place to be when you're trying to differentiate yourself from your competition, whether it's locally or nationally. We've got a great group of people on the Delaware North side and the Braves side that keep coming up with cool and unique ways to serve food."



Terrapin Taproom, another year-round restaurant at SunTrust Park, features barbecue from award winning Fox Bros. Bar-B-Q.



It's a home run

At JLL, we are natural team players and we are proud to partner with the Atlanta Braves to make SunTrust Park a reality.

From site selection, acquisition and master planning to transaction management and Project and Development Services, we maximize the value of your real estate to help achieve your ambitions no matter how bold and challenging.

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THE NEW HOME OF  BASEBALL




SUNTRUST PARK

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