

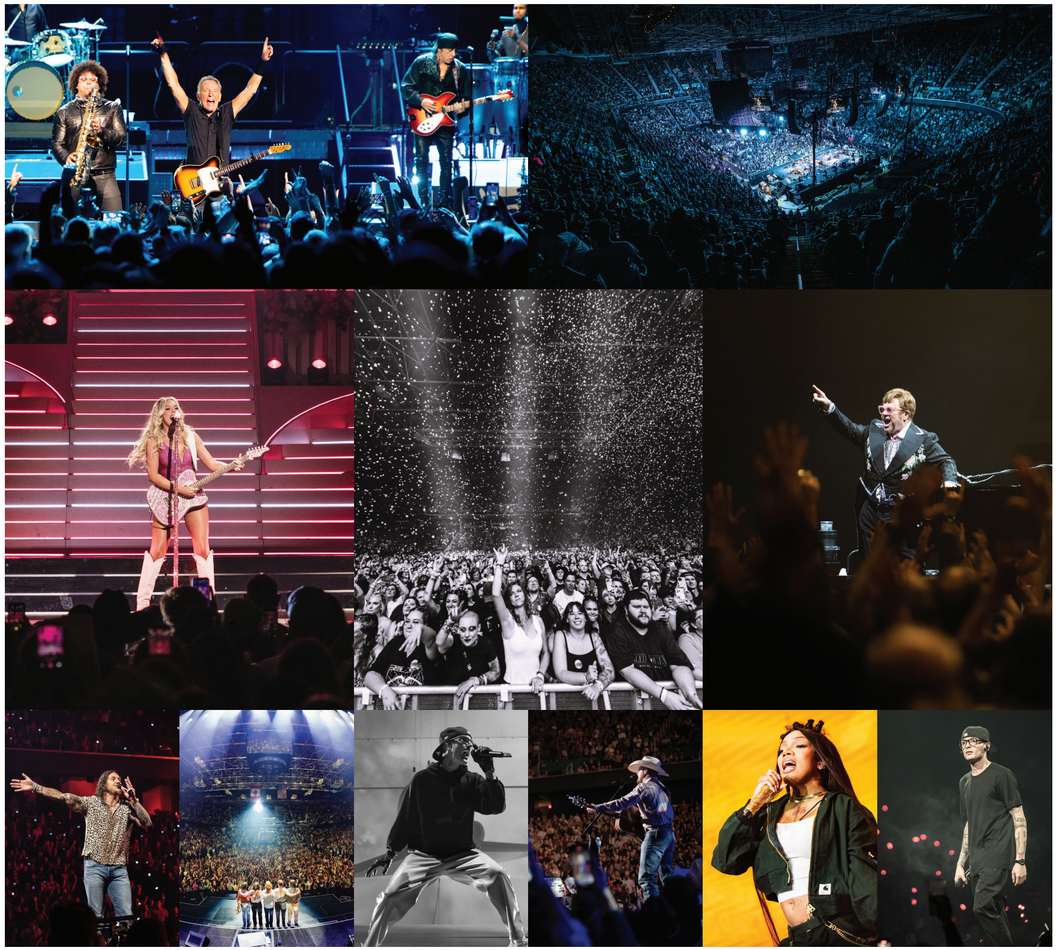
FIRST HORIZON COLISEUM℠

New Name. New Look. Same Legacy.

Venue Overview

A Market That Shows Up

Successful events, strong attendance and passionate audiences.



Arena Concert Gross & Attendance Highlights

Date:	Artist:	Paid:	Gross:
June 6, 2026	Megan Moroney	12,081	$1,281,533.50
April 14, 2026	Billy Strings	13,004	$807,598.00
March 26, 2026	Treaty Oak Revival	15,010	$1,074,125.00
March 6, 2026	Eric Church	12,323	$1,384,334.25
October 17, 2025	Bradon Lake	15,139	$954,894.00
October 11, 2025	Glorilla	10,905	$1,106,530.00
September 20,2025	Sleep Token	12,969	$1,537,460.90
August 30, 2025	Disney Descendants	12,091	$984,852.30
June 19, 2025	Chris Stapleton	15,347	$2,112,345.50
October 17, 2024	Stevie Wonder	10,712	$1,114,312.25
August 4, 2024	Zach Bryan	21,246	$4,377,609.75
August 3, 2024	Zach Bryan	21,222	$4,477,591.25
August 2, 2024	Fuerza Regida	13,899	$1,772,451.50
June 22, 2024	Jhene Aiko	12,399	$1,545,614.50
October 14, 2023	Cody Johnson	12,177	$716,510.00
October 6, 2023	Jelly Roll	13,866	$1,140,694.25
September 3, 2023	RBD	14,109	$2,984,037.25
September 1, 2023	Peso Pluma	15,161	$2,039,129.00
July 24, 2023	NF	11,356	$736,653.25
May 6, 2023	Mana	14,524	$1,745,976.00
April 29, 2023	Kenny Chesney	15,446	$1,953,743.50
April 4, 2023	Eagles	12,347	$2,588,467.50
March 25, 2023	Bruce Springsteen	19,814	$4,624,637.50
February 11, 2023	Journey	12,783	$1,440,839.50
November 12, 2022	Groupo Firme	11,861	$1,546,059.50
September 10, 2022	Alan Jackson	12,940	$1,641,589.25
April 19, 2022	Elton John	15,072	$2,554,328.67
April 5, 2022	Justin Bieber	14,026	$2,077,859.13

$22.8 M In Transformational Investment

Elevating the guest experience, artist experience and future of the venue.

First Horizon Coliseum Renovations



- Re-coated Exterior Coliseum EIFS
- Concourse Restroom Renovations
- New Sports Lights & Corner Scoreboards
- Back Of House/ Backstage Renovations
- New Sound System
- New Premium Club
- Infrastructure & WiFi Upgrade

Special Events Center Renovations



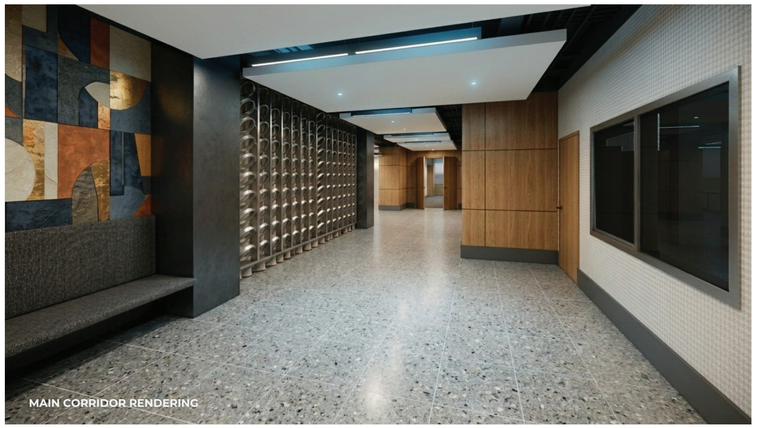
- New East Wing Seating Riser
- Lobby and Exhibit hall renovations, including restrooms
- Improved Lighting for Tradeshows
- New Glass enclosed, light capacity
- Sidewalk, Asphalt, & Landscaping Improvements
- Meeting Room Renovations

Another $32M In Transformational Investment begins 2027

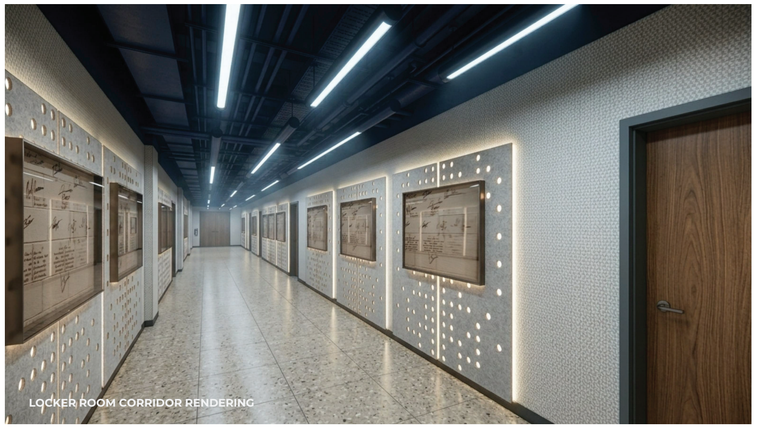
Elevating the Artist Experience

New backstage and back-of-house spaces designed for today's touring productions.

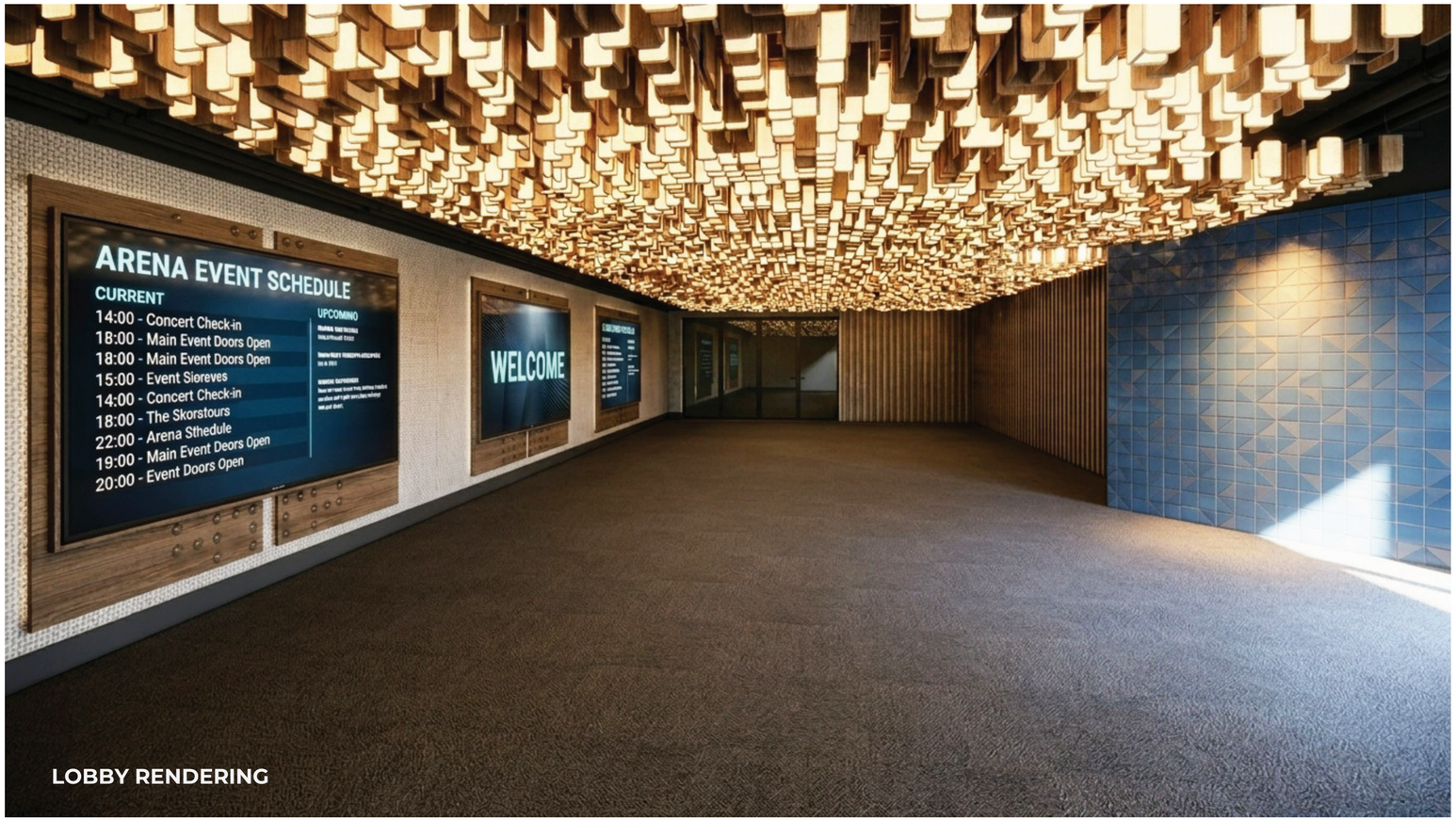
First Horizon Coliseum Back Of House Renderings



MAIN CORRIDOR RENDERING



LOCKER ROOM CORRIDOR RENDERING



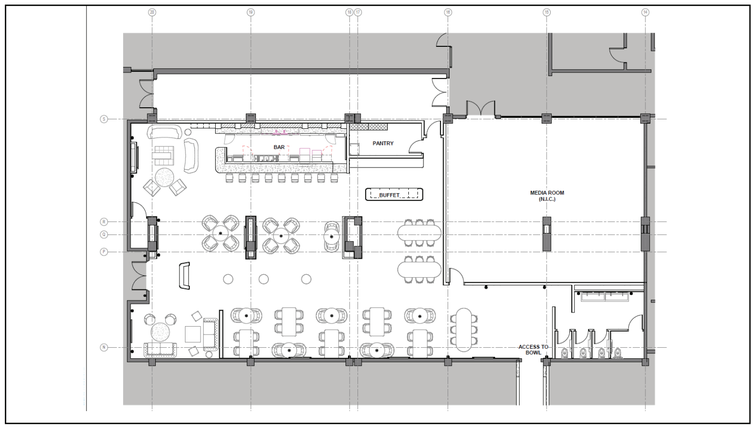
LOBBY RENDERING

A New Premium Experience

A completely reimagined club experience for guests and partners.

First Horizon Coliseum Premium Club Renderings







One Arena. Endless Possibilities.

Flexible seating configurations accommodating 4,000–22,000 guests.

Capacity Totals

	Floor	Lower	Club	Rows E-G	Upper	Total
180	1492	4220	264	703	5989	12668
220	1492	4696	264	799	6497	13748
240	1492	5120	320	857	6958	14747
270	1492	5551	393	968	8074	16478
360	1492	6792	595	1208	10470	20557

- Approximately 4,000 guests can be accommodated through a reduced 180° configuration, utilizing the curtain system and forward stage placement depending on floor setup.
- 20,557–22,000+ capacities are dependent on floor setup and production.
- Flexible floor & stage configurations allow the arena to be customized to each event, including traditional end-stage, extended end-stage, center-stage/in-the-round, and GA floor setups.

Automatic Curtain System

The Coliseum's automatic curtain system gives promoters the flexibility to right-size the room for each event. With multiple curtain break points and the ability to close off the upper level, the space can be customized to create a more intimate environment while maintaining the energy and atmosphere of a larger live entertainment experience.

Dashed line = Automatic Curtain System and curtain breaks



In The Middle Of It All

Located at the crossroads of major interstates, providing easy access across the Southeast.

Major Interstates

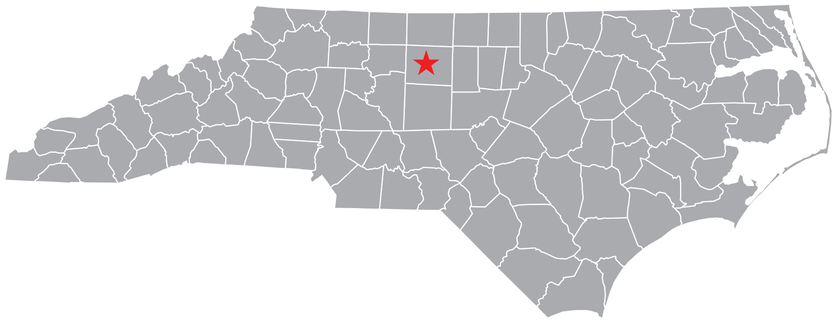
I-40: 5 min / 1.5 mi
Runs East - West
Wilmington • Raleigh • Greensboro • Winston-Salem • Asheville

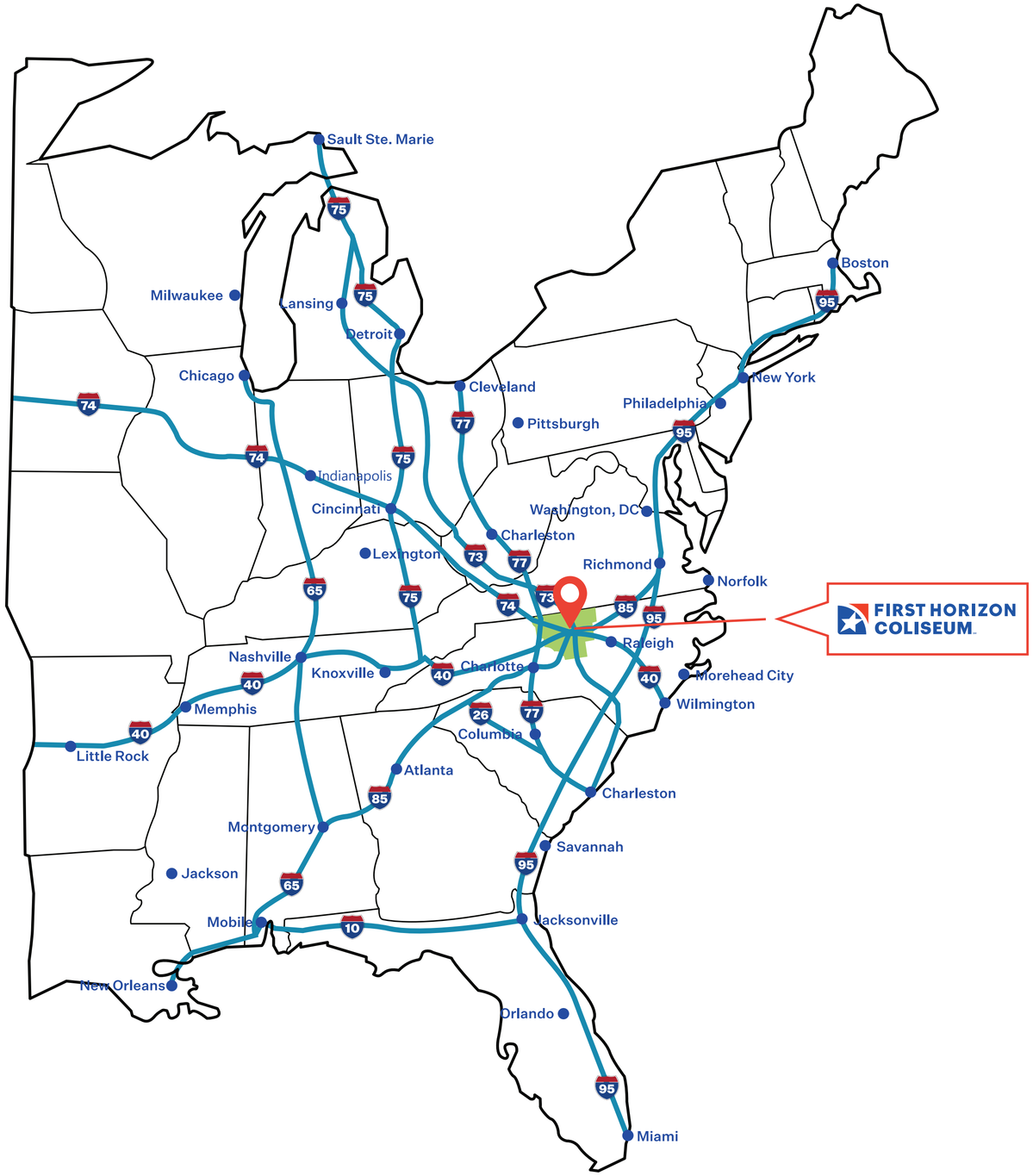
I-73: 10 min / 8 mi
Runs North - South
Martinsville • Greensboro • Asheboro • Rockingham

I-74: 15 min / ~10 mi
Runs Northwest - Southeast
Mount Airy • Winston-Salem • High Point • Asheboro • Rockingham

I-77: 1 hr / ~67 mi
Runs South - North
Columbia • Charlotte • Statesville • Mount Airy • Cleveland

I-85: 20 min / ~13 mi
Runs South - North
Montgomery • Atlanta • Charlotte • Greensboro • Durham • Petersburg





Audiences Built for Live Entertainment

A growing and diverse regional market with more than 1.8 million residents across 12 counties.

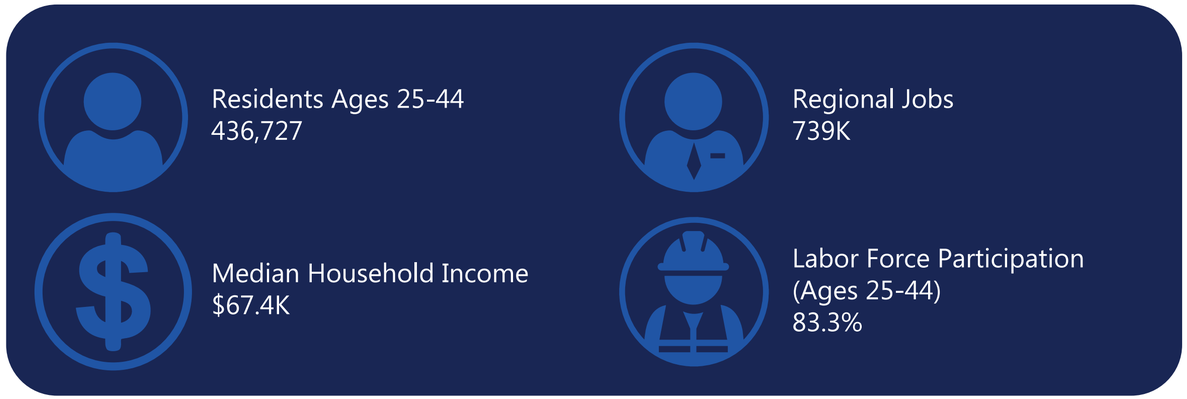
2024 Certified Population Estimates for Piedmont Triad Counties

County:	2024 Population:
Alamance	185,080
Caswell	21,913
Davidson	178,391
Davie	44,780
Forsyth	399,059
Guilford	555,569
Montgomery	26,152
Randolph	146,650
Rockingham	93,213
Stokes	45,570
Surry	71,360
Yadkin	37,955
Piedmont Triad Total	1,805,692

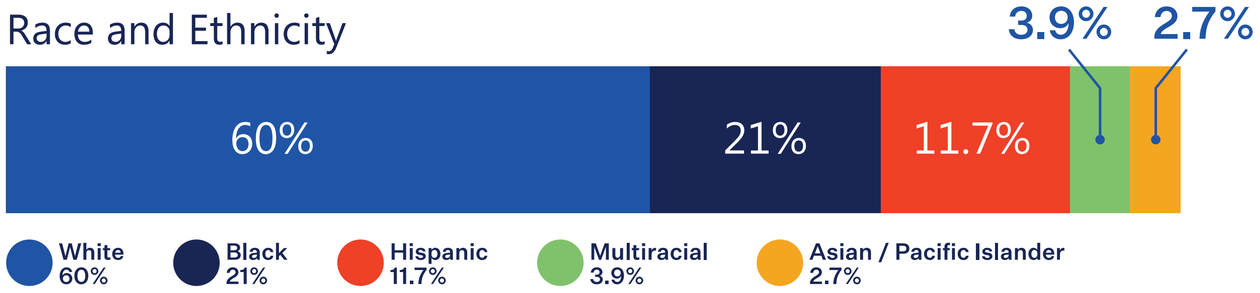
A Market Anchored By Three Major Cities

Greensboro	Winston-Salem	High Point
307K	256K	119K

Regional Economy



Race and Ethnicity



Note: Percentages total 99.3%. The remaining 0.7% was not specified.

*Sources: U.S. Census Bureau, 2024 ACS; NC Office of Budget & Management, State Demographer's Office; Piedmont Triad Regional Council; myFutureNC 2026 Attainment Profile.

Where Growth Meets Opportunity

New investment and job growth are fueling a stronger, more vibrant regional market.

JetZero

JetZero announced it will build its first advanced manufacturing and final assembly facility for its Z4 jet at PTI Airport in Greensboro.

Investment: $4.7 Billion New Jobs: 14,500+

Ahold Delhaize USA

Grocery retail group Ahold Delhaize USA announced its distribution and transportation companies will move to Eastern Guilford County.

Investment: $860 Million New Jobs: 505

Toyota Manufacturing

Toyota's first automotive battery manufacturing plant in North America began operations in 2025 and is located just 20 miles from Greensboro.

Investment: $14 billion New jobs: 5,100

Indo Count

The leading home bedding manufacturer in the world, has announced its newest manufacturing facility in Guilford County!

Investment: $15 Million New Jobs: 232

Lenovo

a global leader in personal computing, software, servers, and advanced IT infrastructure solutions, announced a major expansion of its facility located in Guilford County.

Investment: $77 Million New Jobs: 420

Hoffman & Hoffman

Hoffman & Hoffman, Inc. is expanding its operations in Greensboro with a $13.5 million investment at its new location on Triad Center Drive.

Investment: $13.5 Million New Jobs: 131

Built to Work Together

Flexible partnership structures designed to support the right opportunity.

Co-Pro

Shared Investment.
Shared Opportunity.

A collaborative structure where the Coliseum and promoter share investment, risk and/or upside to help bring the right event to Greensboro.

Example:

For a developing tour or event with strong market potential, the Coliseum may participate in marketing or other event expenses in exchange for an agreed-upon share of the event economics.

Traditional Rental

Straightforward.
Transparent.

A conventional facility rental structure with clearly defined costs and responsibilities.

Example:

Best suited for established events, touring productions or promoters who prefer a predictable facility-cost structure.

Rent Rebate

Performance-Based Flexibility.

A traditional rental structure with the opportunity to earn back a portion of the facility rental based on agreed-upon event performance.

Example:

An event reaches an agreed attendance or revenue threshold, triggering a rebate that effectively reduces the promoter's facility cost.

Meeting The Needs Of Every Event

Our team works with promoters to identify the structure that best aligns with the event, the market and the opportunity. Attendance potential, event history, production requirements, market opportunity and promoter objectives can all factor into the final arrangement.


Your Next Event Starts Here.
FIRST HORIZON
COLISEUM℠