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**Sports & Entertainment Sponsor Sales**

**John Gulluscio**  
President

## **Press Release**

**Corporate Marketing Associates (CMA) announces the signing of a naming rights agreement between Pine Belt Auto Group and the former Poland Springs Arena/Ritacco Center. This state of the art facility in Toms River, NJ has been part of the Toms River Regional School District since 2003 featuring sports and entertainment events with a seating capacity of up to 4000 for varied performances.**

**The CMA vision for this sponsorship was to approach a “home grown” entity with deep roots in the community of Toms River and the entire Ocean County area. CMA had only one business model in mind to approach as a naming rights partner. The Pine Belt Auto Group was quite responsive when our plan was presented and an arrangement was made in a matter of weeks.**

**The Pine Belt Group appreciated the opportunity to reach out to the students and the future of their community, likewise the TRSS was enthusiastic in welcoming the Pine Belt Group as their new partner.**

**CMA wishes to congratulate the new Pine Belt Arena.**

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