

## **RUOFF HOME MORTGAGE SIGNS NAMING RIGHTS SPONSORSHIP OF LEGENDARY INDIANA AMPHITHEATER**



**NOBLESVILLE, IN (September 27, 2017)** – Ruoff Home Mortgage is the new, exclusive title sponsor of the Noblesville, IN venue formerly known as Klipsch Music Center, signing a multi-year agreement with Live Nation. The historic 24,000-seat amphitheater will now be known exclusively as Ruoff Home Mortgage Music Center.

While Ruoff Home Mortgage begins the process of becoming a national lender, they remain deeply committed to their home state market. The timing of the naming rights coincides with the company's efforts to take their branding to the next level. They have been ranked on the Inc. 500/5000 Fastest Growing Companies in America for the past five years and are also ranked in the Top 100 Mortgage Lenders by Mortgage Executive Magazine.

"Today's announcement strategically aligns with our company's brand, in our own backyard. We can support our overall growth strategy across the country by leveraging the reach of a global partner like Live Nation." said Mark Music, President & CEO of Ruoff Home Mortgage. "We are excited to be a part of Indiana's home for great music."

"We are thrilled to partner with Ruoff Home Mortgage and integrate their brand throughout this legendary venue, which is a major tour stop for some of world's most notable artists," said Marc Abend, senior vice president of venue sales at Live Nation. "In the coming months, we will be announcing a great lineup for the 2018 concert season and Ruoff Home Mortgage will be front and center to engage and connect with music fans."

The Ruoff Home Mortgage Music Center, owned by Live Nation, is nestled on 228 acres of land in Noblesville, located outside of Indianapolis in Hamilton County. For nearly 30 years, the venue has hosted a wide variety of leading popular artists ranging from Frank Sinatra, Coldplay,

Metallica and countless others since it opened in 1989, including the recent appearances of Bob Seger and the Silver Bullet Band, Future, John Mayer, Chris Stapleton, Luke Bryan, Kings of Leon and the Zac Brown Band among others. The venue has consistently ranked among the top five amphitheaters worldwide in attendance and is known for its picturesque outdoor setting and reputation for providing the best in live entertainment.

### **About Ruoff Home Mortgage**

*Founded in 1984, Ruoff Home Mortgage is a full-service residential mortgage company with more than 30 branches throughout Indiana, Ohio, Michigan and Florida. They have been ranked on the Inc. 500/5000 Fastest Growing Companies in America for the past five years and are also ranked in the Top 100 Mortgage Lenders by Mortgage Executive Magazine. Ruoff Home Mortgage is also licensed to originate in the states of Illinois, Kansas, Kentucky, Pennsylvania, Tennessee, Texas and Wisconsin. Ruoff Home Mortgage is also licensed to originate in 20+ states.*

For additional information, visit [www.ruoff.com](http://www.ruoff.com).

**Twitter:** @ruoffhomemtg **Instagram:** @ruoffhomemortgage **Facebook:** @ruoffhomemortgage **LinkedIn:** Ruoff Home Mortgage, [www.linkedin.com/company/1367430](http://www.linkedin.com/company/1367430) **All:** #RUOFFROCKS

### **About Live Nation Entertainment**

*Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).*

For additional information, visit [www.livenation.com](http://www.livenation.com).

**Twitter:** @ruoffmusiccenter **Instagram:** @ruoffmusiccenter **Facebook:** @ruoffhomemortgagemusiccenter **All:** #RUOFFROCKS

**Press materials:** Please email [kylejohnston@livenation.com](mailto:kylejohnston@livenation.com) for high-resolution images of the Ruoff Home Mortgage Music Center and from today's press announcement, new venue logos, links and more.

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