

# Coca-Cola® Named Presenting Sponsor of the BET Experience at L.A. LIVE June 25-28

Gold, Diamond and Platinum VIP Package Tickets on Sale Now @ [BETExperience.com](http://BETExperience.com)

#BETX / #BETAWARDS

NEW YORK & LOS ANGELES--(BUSINESS WIRE)-- BET Networks and AEG today announced that Coca-Cola®, the world's largest beverage company, will return to the BET Experience at L.A. LIVE as the festival's presenting sponsor. Featuring some of today's hottest artists including Kevin Hart, Nicki Minaj, Ice Cube, Snoop and Kendrick Lamar, the four day event will showcase the best in music, comedy concerts, entertaining and interactive activations at the FREE fan festival, "106 & PARK" tapings, seminars and celebrity appearances.

"We've enjoyed a great partnership with BET for six years and have focused on creating refreshing experiences for our fans," said Lauventria Robinson, Vice President, Multicultural Marketing, Coca-Cola North America. "Our return as presenting sponsor of the BET Experience at L.A. Live gives us more opportunities to engage attendees during one of the biggest music festivals of the summer."

Associated with the "BET AWARDS" since 2009, Coca-Cola will keep festival attendees refreshed while experiencing unique activations. Coca-Cola will bring Coke® Zone to the LA Convention Center on Saturday, June 27<sup>th</sup> and Sunday, June 28<sup>th</sup> to give fans a taste of the hottest new trends. Additionally, Coca-Cola will be the presenting sponsor of the "106 & PARK" stage on Saturday, June 27 at 3pm PST which will air live on BET.

Coca-Cola is also letting fans shine. The popular beverage brand will give lucky consumers the chance to win a free trip to Los Angeles to present the "Coca-Cola Viewer's Choice Award" at the "BET AWARDS" and \$2,500 in cash prizes with #BETInstaStar. Fans will post videos on their personal Instagram pages, explaining what makes them a star with the hashtag #BETInstaStar for a chance to win. The contest starts on May 1, 2015, for more information visit [BET.com/InstaStar](http://BET.com/InstaStar).

As part of the partnership, Sprite will sponsor Hip-Hop night at the STAPLES Center on Saturday, June 27. Sneaker fans will also have a chance to preview the latest footwear fashions with SneakerCon. Sprite is the presenting sponsor of the Sprite Sport Court which will host a Slam-Dunk Exhibition by the Sprite All-Star Dunkers and the much anticipated celebrity basketball game on Saturday, June 27. Past participants include The Game, Terrence Jenkins, Tyga, Soulja Boy, and Terrell Owens. Sprite stays true to its hip-hop roots as it returns as the presenting sponsor of the "BET AWARDS" radio broadcast center which hosts 32 of the nation's top urban stations.

## BET EXPERIENCE PRESENTED BY COCA-COLA AT L.A. LIVE SCHEDULE:

### THURSDAY, June 25, 2015

- STAPLES Center - 8pm: Kevin Hart
- Club Nokia - 11pm: Bell Biv DeVoe with Doug E. Fresh

### FRIDAY, June 26, 2015

- STAPLES Center - 7pm: Nicki Minaj with NE-YO and Rae Sremmurd
- Club Nokia - 11pm: Miguel

### SATURDAY, June 27, 2015

- STAPLES Center "Sprite Hip Hop Night" - 7pm: Kendrick Lamar, Ice Cube and Snoop Dogg with ScHoolboy Q, Jay Rock and Ab-Soul
- Club Nokia - 11pm: The Roots present Dilla featuring Erykah Badu and other special guests
- LA Convention Center: FREE Fan Fest

### SUNDAY, June 28, 2015

- LA Convention Center: FREE Fan Fest
- "BET AWARDS"

Tickets for the BET Experience presented by Coca-Cola at L.A. LIVE are on sale now. Single day STAPLES Center show tickets are priced as low as \$59.50 while 3-day STAPLES Center concert ticket packages start at \$169.50. For fans looking to roll like a VIP throughout the biggest summer weekend in entertainment - the VIP packages are the only way to purchase "BET AWARDS" tickets, get great seats to the STAPLES Center shows, and exclusive access your friends will envy. Quantities are limited, so order now at [www.betexperience.com](http://www.betexperience.com).

Follow BET Experience on Twitter @betexperience for the latest and greatest and join the conversation by using #BETExperience. Feel free to also check us out online at <http://www.betexperience.com>

## **ABOUT BET NETWORKS**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](http://BET.com), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

## **BET EXPERIENCE AT L.A. LIVE**

BET Networks, an entertainment powerhouse, and AEG, one of the leading entertainment companies in the world and developer/ operator of L.A. LIVE have teamed up once again to create the BET EXPERIENCE AT L.A. LIVE (BETX), June 27 - 29, 2014. This three-day festival will be filled with music and comedy concerts taking place at Club Nokia and STAPLES Center; "106 & PARK" tapings in Nokia Plaza L.A. LIVE, BET Fan Fest at the Los Angeles Convention Center, seminars, celebrity basketball games, seminars and various celebrity meet & greets, GRAMMY® Museum exhibits and other special appearances. With the weekend being capped off with the "BET Awards" on Sunday, June 29, 2014 at Nokia Theatre L.A. Live.

## **ABOUT "BET AWARDS"**

The BET AWARDS is one of the most watched award shows on cable television according to the Nielsen Company. The BET AWARDS franchise remains as the #1 program in cable TV history among African-Americans, and it is BET's #1 telecast every year. It recognizes the triumphs and successes of artists, entertainers, and athletes in a variety of categories.

## **ABOUT AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or is affiliated with a collection of companies including more than 100 of the world's preeminent facilities such as STAPLES Center (Los Angeles), StubHub Center (Carson, CA), Best Buy Theater (Times Square, New York), Sprint Center, (Kansas City), Target Center (Minneapolis), Mercedes-Benz Arena (Shanghai, China), MasterCard Center (Beijing, China), O2 World Hamburg, Allphones Arena (Sydney, Australia), Ericsson Globe Arena (Stockholm, Sweden), O2 World Arena (Berlin, Germany) and The O2 Arena and entertainment district (London, England), which are all part of the portfolio of AEG Facilities. Developed by AEG, L.A. LIVE is a 4 million square foot / \$3 billion downtown Los Angeles sports, residential & entertainment district featuring Nokia Theatre L.A. LIVE; Club Nokia; a 54-story, 1001-room convention "headquarters" destination; along with entertainment, restaurant and office space that officially opened in 2010.

AEG Live, the company's live-entertainment division, is the world's second largest concert promotion and touring company, and is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions with fifteen regional offices. AEG Global Partnerships, a division responsible for worldwide sales and servicing of sponsorships naming rights and other strategic partnerships. In addition to overseeing privately held management shares of the Los Angeles Lakers, assets of AEG Sports include franchises such as the LA Kings, LA Galaxy and Houston Dynamo and the Amgen Tour of California cycling stage race. In 2010, AEG launched its AEG 1EARTH environmental program with the announcement of 2020 environmental goals and the release of the industry's first sustainability report. And in 2011, AEG introduced AXS, a comprehensive entertainment platform serving as the company's primary consumer brand, including AXS Ticketing, which provides fans the opportunity to purchase tickets directly from their favorite venues via a user-friendly ticketing interface, [Examiner.com](http://Examiner.com) and the AXS TV network. For additional information, visit <http://www.aegworldwide.com>.

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