

Experience

Stradley Ronon Represents Mann Center in Naming Rights Sponsorship Agreement with Highmark

Stradley Ronon advised the Mann Center for the Performing Arts, a nonprofit performing arts center based in Philadelphia, in its 12-year naming rights sponsorship agreement with health insurer Highmark Health (d/b/a Highmark Blue Shield). The agreement, announced October 15, will rebrand the outdoor music destination as the Highmark Mann Center for the Performing Arts. The sponsorship agreement also extends to the community programs that the center sponsors every year.

This is the fourth naming rights agreement Stradley Ronon has handled for the center since 2019. The agreement was announced at a groundbreaking celebration of the center's \$70 million capital campaign to transform its physical campus ahead of its 50th anniversary next year.

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