



NEWS RELEASE

# New Johnson Controls Hall Of Fame Village Logo Will Be A Powerful Symbol Of The First-Ever Sports And Entertainment "Smart City"

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CANTON, Ohio, Aug. 3, 2017 /PRNewswire/ -- The new symbol of *"The Most Inspiring Place on Earth!"* unveiled today, represents an important milestone in the development of Johnson Controls Hall of Fame Village, the first-ever sports and entertainment "Smart City."

Representing a landmark partnership, the Johnson Controls Hall of Fame Village logo, which was revealed during a special ceremony this morning, contains elements from both the Johnson Controls and Pro Football Hall of Fame brands.

Not only does the logo stand for shared values, it is a constant reminder of the powerful brand identities of both The Pro Football Hall of Fame and Johnson Controls which are joined to inspire excellence in Canton and everywhere.

By celebrating the greats who have played the game, the logo bearing the Hall of Fame's iconic rotunda not only honors the past, it represents a bold nod to the future.

The future is a nearly \$800 million "smart city" which will provide world-class experiences enabled by products and services powered by Johnson Controls. The company will demonstrate its state-of-art solutions for making cities smarter and more comfortable in a real-world mixed-use setting including a Hall of Fame hotel, Player Care Center, The Center of EXCELLENCE, retail and restaurants.

"At its core, the partnership is based on the shared values of commitment, integrity, courage, respect and excellence, and the mission to inspire excellence everywhere. This dynamic logo will be a powerful reminder how special Johnson Controls Hall of Fame Village will be and how it will impact the lives of others," said **David Baker**, president and CEO of the Pro Football Hall of Fame.

The naming rights partnership for Johnson Controls Hall of Fame Village is a unique, unprecedented opportunity at the intersection of sports marketing, new business development and brand growth.

"The Johnson Controls Hall of Fame Village logo makes a strong statement connecting our brand to a great institution like the Pro Football Hall of Fame, one that shares our values of honoring the past, driving innovation and celebrating excellence," said **Kim Metcalf-Kupres**, vice president and chief marketing officer, Johnson Controls.

Johnson Controls, a global diversified technology and multi-industrial leader, entered a historic naming rights deal with Hall of Fame Village, LLC (a partnership between **Industrial Realty Group** and the Pro Football Hall of Fame) in November 2016. The agreement also included a professional services contract to provide products, services and solutions to be used within Johnson Controls Hall of Fame Village.

The logo was revealed during an event that also included the dedication of the spectacular new Tom Benson Hall of Fame Stadium, site of tonight's Hall of Fame Game. The Dallas Cowboys and Arizona Cardinals will play in the preseason classic that kicks off the 2017 Pro Football Hall of Fame Enshrinement Week Powered by Johnson Controls.

Tom Benson Hall of Fame Stadium, a world-class sports and entertainment complex, is one of ten main components of the Johnson Controls Hall of Fame Village. The completion of Johnson Controls Hall of Fame Village coincides with the NFL's 100th season and Centennial celebration in 2020.

## **VIDEO & PHOTOS**

Video and photos from today's logo reveal ceremony and images of the logo can be downloaded for editorial purposes from the Hall of Fame's media site at [www.ProFootballHOF.com/media](http://www.ProFootballHOF.com/media) (log-in: canton)

## **ABOUT JOHNSON CONTROLS**

Johnson Controls is a global diversified technology and multi-industrial leader serving a wide range of customers in more than 150 countries. Our 120,000 employees create intelligent buildings, efficient energy solutions, integrated infrastructure and next generation transportation systems that work seamlessly together to deliver on the promise of smart cities and communities. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. We are committed to helping our customers win and creating greater value for all of our stakeholders through strategic focus on our buildings and energy growth platforms. For additional information, please visit <http://www.johnsoncontrols.com> or follow us @johnsoncontrols on Twitter.

## **ABOUT THE PRO FOOTBALL HALL OF FAME**

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to **Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.**

Hundreds of thousands of fans from across the globe travel to Canton annually to experience "*The Most Inspiring Place on Earth!*" that chronicles America's most popular sport.

Construction on **Johnson Controls Hall of Fame Village**, a \$700 million development project that includes nine main components, is under way in Canton to transform the Hall of Fame's campus.

For more information about the Pro Football Hall of Fame, please visit [ProFootballHOF.com](http://ProFootballHOF.com); @ProFootballHOF on Twitter, Facebook, Instagram, Snapchat, and YouTube.

## **ABOUT INDUSTRIAL REALTY GROUP, LLC**

IRG is a nationwide real estate development and investment firm specializing in the acquisition,

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