



Columbus Arena Sports & Entertainment Announces Landmark Stadium Group (LSG) Advisory Program Designed to Elevate Special Event Operations Across Collegiate Stadiums

Industry leading expertise to strengthen special event operations and shape the future of collegiate athletics.

COLUMBUS, OH (May 12, 2026) - Columbus Arena Sports and Entertainment (CASE), in association with Business Advancement and the Athletics Department of the Ohio State University has announced the launch of The Landmark Stadium Group (LSG) Advisory Program. LSG is a membership program designed to help athletic departments and universities successfully maximize special event opportunities through elevated stadium event operations. The group offers year-round strategic guidance, operational support, and tailored expertise. Members gain access to structured best practices and real examples that allow for customized advisory services that will strengthen planning, execution, and post-event evaluation.

"This platform has been needed for a long time in the collegiate space. We're excited to create this opportunity for all of us to connect and share – successfully moving our facilities into the next era of live events," said CASE, Chief Entertainment Officer, Aaron Thomas.

Athletic departments and universities face rising expectations around revenue generation, marketing and storytelling, fan experience, safety, and operations. The Landmark Stadium Group (LSG) provides a trusted partner to help create streamline processes, anticipate challenges, and deliver successful stadium events using existing staffing levels.

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Ross Bjork, Ohio State Senior Vice President & Wolfe Foundation and Eugene Smith Endowed Director of Athletics, said. “As leaders in the evolving landscape of intercollegiate athletics, we are proud to elevate this conversation through CASE by creating Landmark Stadium Group. Everyone in college sports is seeking alternative sources of revenue by hosting more concerts and shows than ever before and with the long-term expertise here at Ohio State, we felt this is a perfect time to provide insights and perspective to help our colleagues navigate this new frontier. We look forward to engaging in this new platform to elevate collegiate venues, drive new revenue, and operate within best practices for the maximum impact.”

The first cohort will start on July 1, 2026. For more information contact CASE Chief Entertainment Officer, Aaron Thomas at athomas@columbusarenas.com or visit www.landmarkstadiumgroup.com.

ABOUT COLUMBUS ARENA SPORTS & ENTERTAINMENT (CASE)

Columbus Arena Sports & Entertainment (CASE) manages and operates two of Ohio’s premier multi-purpose venues: the Schottenstein Center and Nationwide Arena—each with seating capacities exceeding 20,000 and located just three miles apart in Columbus, the state’s capital city. Nationwide Arena, situated in downtown Columbus, is home to the NHL’s Columbus Blue Jackets. The Schottenstein Center, located on the campus of The Ohio State University, hosts Buckeye men’s basketball, women’s basketball, and men’s ice hockey.

In addition to large-scale arena events, CASE offers exceptional flexibility across a diverse portfolio of venues. This includes intimate performances at Mershon Auditorium, a 2,600-seat theater, as well as epic experiences at iconic Ohio Stadium, which can be configured to accommodate from 40,000 to 90,000 guests. Across all facilities, CASE provides event management, promoting a wide range of entertainment, sports, and community experiences.

Ohio Stadium is home to the Ohio State Football Buckeyes. The community asset known as the ‘Shoe has hosted The Rolling Stones, Pink Floyd, Billy Joel and Elton John, Taylor Swift, U2, Jay-Z and Beyoncé and George Strait and years of annual country music festival, Buckeye Country Superfest amongst other mega tours. The stadium hosted an ICC Soccer game and the NHL Stadium Series between the Columbus Blue Jackets and Detroit Red Wings. Luke Combs’ “My Kinda Saturday Night” Tour on April 25, 2026 was the largest single day concert crowd at Ohio Stadium eclipsing a Pink Floyd concert in 1994.

MEDIA INQUIRIES FOR CASE AND LSG

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