

SPOOKY

**NOOK**  
**SPORTS™**

**2017**

**SPOOKY NOOK SPORTS  
MEDIA KIT**



## STAY. PLAY. DINE.

Spooky Nook Sports was transformed into a multi-sports and events complex from an old, abandoned Armstrong World Industries Distribution Center. The Nook opened in June of 2013 and is located in Lancaster, Pennsylvania.

As the largest and most innovative indoor sports complex in the United States, Spooky Nook Sports is the ultimate destination for families, athletes, businesses, and guests alike. In 2015, The Nook expanded its offerings to include an on-site hotel and restaurant. Now our guests can stay, play, and dine all under one roof!

### NUMBERS AT THE NOOK



**20+**  
Different sports

**650**  
Team Members



**14** Acres under roof

**2,000**

On-site parking spaces



**1**

Women's Olympic Field Hockey Team





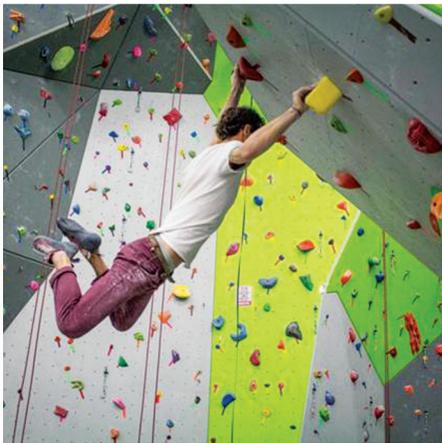
### SPORTS PROGRAMMING

- 10 Hardwood basketball and volleyball courts
- 7 Academy programs



### SPORTS PROGRAMMING

- 1 Full-sized baseball and softball infield
- 14 Batting and pitching cages



### ENTERTAINMENT

- 30 foot climbing walls
- 15 foot climbing boulder
- 14 Clip 'N Climb obstacles
- 60+ game arcade



### FITNESS

- 60,000 sq. ft. fitness center
- 10,000 sq. ft. sports performance center



### MEETINGS & EVENTS

- 132,000+ sq. ft. of meeting and event space



### SPORTS PROGRAMMING

- 51,000 sq. ft. of indoor turf
- 138,000+ sq. ft. of indoor sport court



## READ WHAT PEOPLE ARE SAYING ABOUT SPOOKY NOOK SPORTS!



“We loved the whole complex. Something we will come back and do with our children and grandchildren. The complex was set up very well and has a lot to offer.”  
- Tina, Williamsburg, PA



“This place is Disney World for the athlete! Absolutely incredible. Clean and professional. Staff was amazing and facility is second to nothing!”  
- Tony, Morristown, NJ



“This place is enormous and has something for everyone - want to play sports or just throw the best birthday party ever. You have to at least take a free tour of this place.”  
- Mike, Mount Joy, PA



Spooky Nook Sports has accommodations available on-site at the Warehouse Hotel! Housed in a former warehouse, this 135 room hotel offers exceptional guest service and a unique reclaimed decor.

 The Warehouse Hotel is a celebration of green, sustainable architecture with surprises around every corner.



## READ WHAT PEOPLE ARE SAYING ABOUT THE WAREHOUSE HOTEL!



“It was a great experience for the kids. They have rock climbing, basketball, and volleyball courts, an arcade, gym, and much more. The rooms were nice and spacious. The price was reasonable.”  
- Nicole, Brooklyn, NY



“The hotel is absolutely perfect in every way. It is a modern, new, clean hotel. Susan and Nicole at the front desk were cheerful and helpful. Our room was large and comfortable.”  
- Mandy, Doylestown, PA



“The Warehouse Hotel has so much to offer - beautiful design, quiet rooms, very good on-site dining, and the huge fitness facility. The unique decor was exactly what we were seeking.”  
- John, Bridgewater, NJ



The Forklift & Palate Restaurant is housed inside The Warehouse Hotel and Spooky Nook Sports. The restaurant features a unique industrial atmosphere, featuring recycled warehouse materials. Enjoy classic dishes with a modern twist, two bars featuring custom cocktails, and a private event space for large groups.



## READ WHAT PEOPLE ARE SAYING ABOUT THE FORKLIFT & PALATE RESTAURANT!



“Excellent restaurant. Great atmosphere and friendly service. The menu has a great variety and each entree was very well thought out. We will be back in the near future. Great fall menu!”  
Lindsey, Camp Hill, PA



“We came down to Lancaster from NYC for the weekend and were so lucky to find this place! Really good food, beer, wine, and drink section and fantastic service.”  
-Melissa, Queens, NY



“My husband enjoyed the scalloped potatoes and the potato ravioli appetizer. We finished our meal with Carmen and David’s superb ice cream. We will be treating ourselves next time we are in the area!”  
- Nancy, Sarasota, FL

## ON SOCIAL MEDIA



Facebook  
18,639 Likes



Twitter  
3,273 Followers



Instagram  
7,038 Followers



TripAdvisor  
4.5 Stars

## IN YOUR INBOX



Monthly General  
Newsletter  
11,713 Contacts



Monthly Sports  
Newsletters  
15,664 Contacts



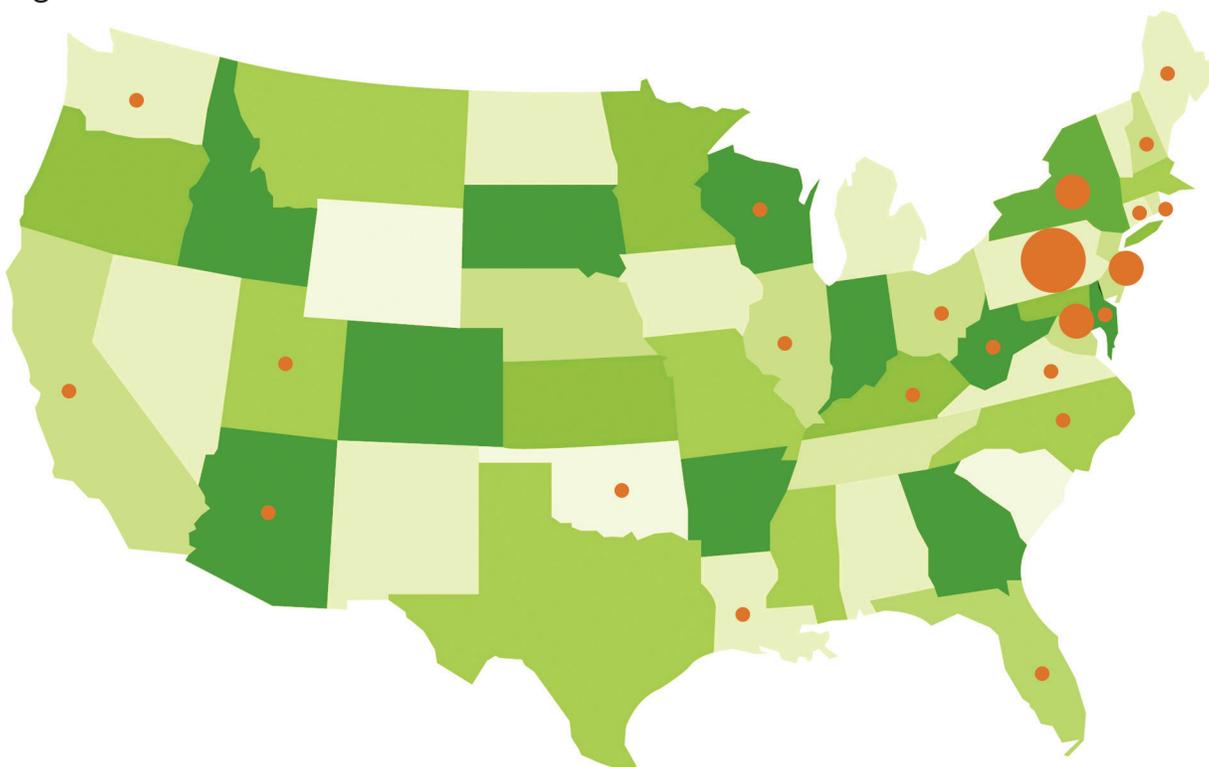
Monthly Fitness  
Newsletter  
6,583 Contacts



Monthly Media  
Alert  
183 Contacts

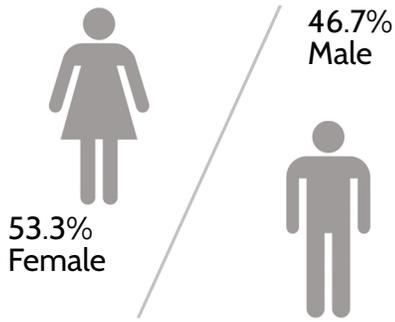
## ONLINE

The Nook's website ([www.spookynooksports.com](http://www.spookynooksports.com)) has visitors from all over the world. Of all the visitors in the U.S., 60% are in Pennsylvania. Other popular areas include Washington D.C., New Jersey, and New York. Throughout the world, [www.nooksports.com](http://www.nooksports.com) has visitors from Canada, Argentina, Ireland, as well as others.

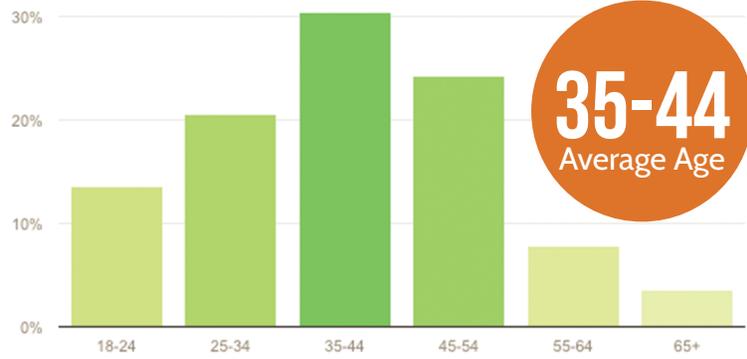


# DEMOGRAPHICS

## GENDER



## AGE RANGE



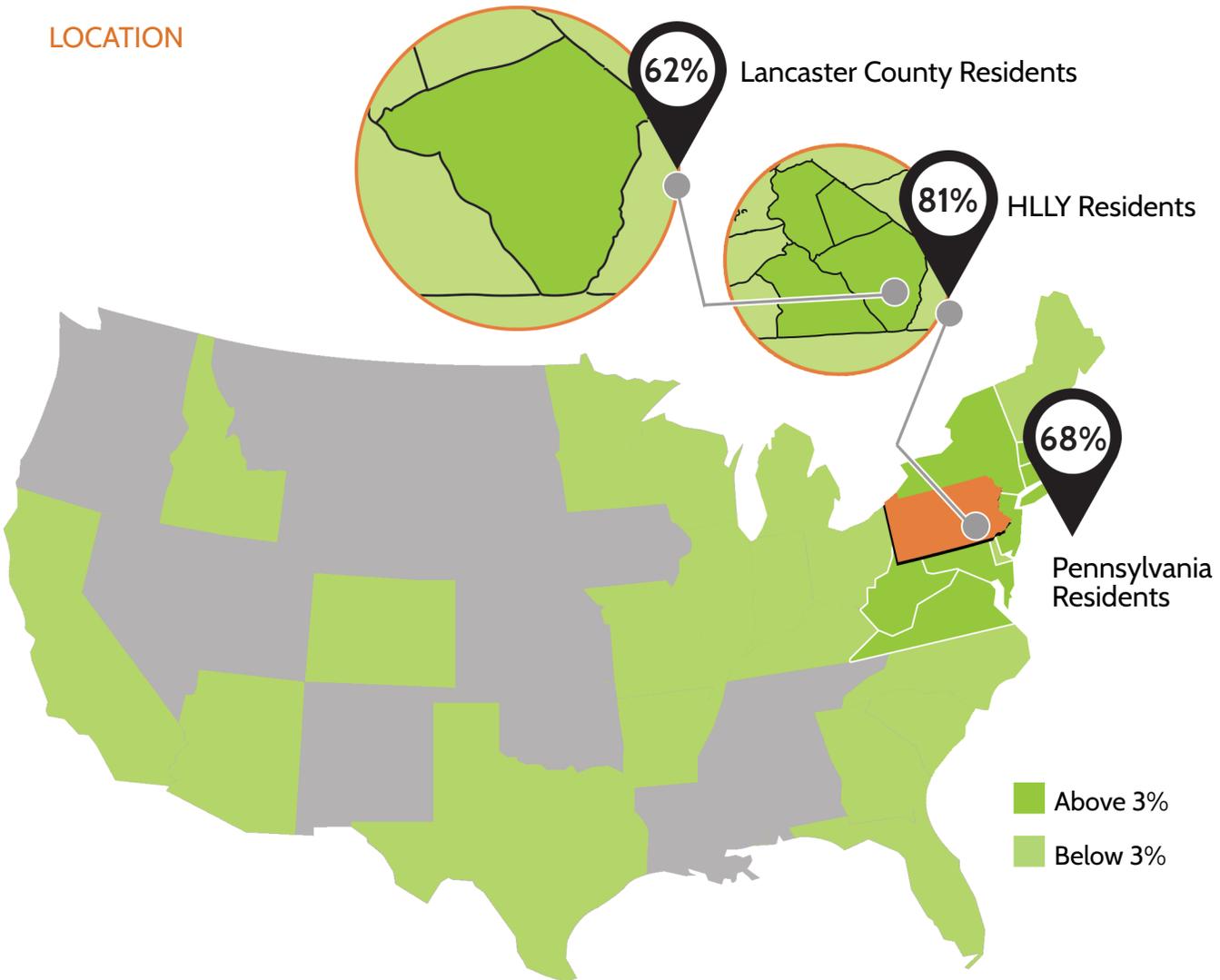
## AFFLUENCE

Average Household Income  
**\$75,000 - \$99,000**

Households with 1-2 Children  
**63%**



## LOCATION

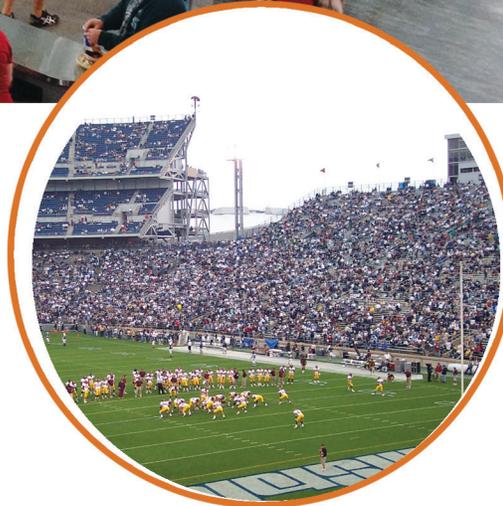


# 1,000,000 VISITORS PER YEAR



## COMPARE US WITH OTHER SPORTS VENUES

- Heinz Field, Steelers - 514,503 visitors/yr.
- FedEx Field, Washington Redskins - 626,432 visitors/yr.
- MetLife Stadium, Giants - 630,315 visitors/yr.
- Lincoln Financial Field, Phil. Eagles - 556,768 visitors/yr.
- Clipper Magazine Stadium - 247,943 visitors/yr.
- FNB Field - 269,172 visitors/yr.



## RECENT AWARDS

- 2016 Best Hotel with Meeting & Event Space (less than 200 guest rooms) at the Best of PA Reader's Choice Awards
- 2016 Best Restaurant with Private Dining Space at the Best of PA Reader's Choice Awards
- CPBJ Emerging Business of the Year 2015
- 2015 Project of the Year Award at the 1st Annual Transportation, Construction & Real Estate Awards

## COMMUNITY EVENTS

- Taste of Lancaster
- Make-A-Wish Convoy
- Girls on the Run 5K
- Open Streets in Lancaster
- Celebrate Lancaster
- Lancaster Craft Beerfest
- Millersville Parade
- Ephrata Parade
- Lancaster Business Expo
- Harrisburg/Hershey Business Expo

