



# DANE COUNTY

**Joe Parisi**  
County Executive

**For Immediate Release**

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## **County Executive Announces Naming Rights Agreement with New Holland Agriculture & Construction for New AEC Pavilions**

*Executive's 2014 Budget Reflects Additional Public/Private Partnerships to Aid, Enhance Expansion on Alliant Energy Center Grounds*

Two new multi-use pavilions slated to open on the Alliant Energy Center grounds in 2014 will become the "New Holland Pavilions at the Alliant Energy Center" through a new agreement reached with the major agriculture and construction equipment producer, Dane County Executive Joe Parisi announced today.

Thanks to the support and cooperation of Alliant Energy, the county will sell naming rights to New Holland Agriculture & Construction and secure more private dollars to support the nearly \$20 million facility expansion, as well as equipment for improved maintenance of the grounds – including mowing, light construction, and snow removal.

"The AEC is the place to be for premiere agriculture events – from World Dairy Expo and the Midwest Horse Fair to the Dane County Fair," said Parisi. "We're honored to build on that reputation with New Holland Agriculture. Partnerships like this one have been the key to developing the exciting expansion planned for the Alliant Energy Center Grounds."

"New Holland sees this as great opportunity to provide state-of-the-art facilities for livestock exhibitors to make this one of the premiere venues for our agricultural customers in the United States", said Abe Hughes, New Holland Agriculture & Construction Vice President of North America. "We are delighted to grow this public/private partnership which will also provide us greater access to the thousands of rural lifestylers who have small acreages and also are an important part of our customer base."

Parisi's administration had previously negotiated other multi-million dollar partnerships with the State of Wisconsin, World Dairy Expo, and the Midwest Horse Fair/Wisconsin Horse Council, respectively, to help make the nearly 300,000 square foot pavilion expansion possible.

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