

## Winstead Closes Naming Rights Agreement for Smart Financial Centre at Sugar Land

02.18.15

The City of Sugar Land's new performing arts venue will be known as "Smart Financial Centre at Sugar Land." [Shareholder David Staas](#) negotiated the naming rights agreements among Smart Financial Credit Union, ACE SL, LLC, and the City of Sugar Land. The agreements and venue name were approved by Sugar Land City Council on February 18, 2015. [Shareholder Bud Ehrlich](#) assisted with intellectual property aspects of the transaction. The venue is scheduled to open in the fall of 2016 and contain approximately 6,400 seats.

[Houston Business Journal \(Read More\)](#) and the [Houston Chronicle \(Read More\)](#) have both reported on the transaction.

David Staas works in Winstead's Real Estate Development and Investments Practice Group and Sports Industry Group. Bud Ehrlich works in Winstead's Intellectual Property Practice Group and Sports Industry Group.