

TRENDS



GAME CHANGERS
How Sport Drives Community, Opportunity, and
Economic Impact Across the State

POWERING ARIZONA THROUGH SPORT

Impact Arizona: Serve Quietly, Impact Loudly

The Arizona Sports & Entertainment Commission is one of Arizona's most influential economic drivers in sports, operating quietly at the center of the state's sports economy.

As one of the oldest sports commissions in the country, ASEC works at the intersection of competition and commerce. The organization attracts events, strengthens youth and amateur athletics, and generates measurable economic impact across Arizona. Through disciplined execution and strategic partnerships, it fuels tourism, supports local businesses, and helps sustain jobs throughout the hospitality and event industries.

ASEC owns and operates a portfolio of impactful brands, including the Arizona Sports Hall of Fame and the Lori Piestewa National Native American Games, the latter featured in Forbes for its national impact and cultural significance.

Under the leadership of Executive Director Nikki Balich-Cammarata, ASEC has expanded beyond its legacy properties, adding pivotal platforms such as Section 7 Basketball. Section 7 alone generates a minimum of \$40 million dollars in annual economic impact and has contributed more than \$30 million dollars in college scholarships for student athletes. It has become one of the premier high school basketball events in the country.



NIKKI
BALICH-CAMMARATA

And yet, Section 7 represents only a fraction of ASEC's overall annual impact.

Institutions of this scale are never built by one person.

Balich-Cammarata's leadership is strengthened by a committed Board Chair, an engaged Board of Directors, dedicated staff, loyal sponsors, trusted strategic partners, and the Trustees of the Arizona Sports Hall of Fame who collectively steward its legacy. Their shared belief and aligned effort ensure that the vision extends far beyond any single individual.

Through Impact Arizona, the organization ensures that every event serves a larger purpose. By activating venues, filling hotels, supporting small businesses, and aligning public and private partners, ASEC does more than host competitions. It strengthens Arizona's economic foundation.

Impact Arizona.
Serve quietly.
Impact loudly.

Join our cause at <https://www.azsportsent.com/>. Sign up for more information.

*"The real success of
our work isn't measured in
headlines. It's measured
in opportunity created
for others."*

– Nikki Balich-Cammarata

Building Legacy Through Partnership

Institutions do not grow on vision alone. They grow through belief, investment, and leadership willing to build something that lasts.

As ASEC's portfolio expanded, Executive Director Nikki Balich-Cammarata made a deliberate decision to strengthen long term sustainability. She added Charles Bradley to the leadership team with a clear mandate – build legacy through partnership and drive strategic sponsorship growth.

A former NBA player with deep roots in Arizona, Bradley understands the power of sport to inspire. He also understands the discipline required to sustain impact. His professional experience spans the Boys and Girls Clubs, the Boy Scouts of America, and Solari, reflecting a career grounded in youth development, leadership, and mission driven organizations.

His focus is direct. Cultivate relationships that endure. Secure sponsorships that create measurable return. Align brands with platforms that drive economic activity, preserve heritage, and strengthen community identity.

"ASEC is a smart investment," Bradley says. "When brands align with us, they become part of something bigger. We protect our partners, elevate their visibility, and deliver measurable return."

ASEC is powered by a portfolio, each serving a distinct role within Arizona's sports economy.

The Arizona Sports Hall of Fame preserves legacy.

The Piestewa Games safeguards cultural heritage while celebrating Native excellence.

Section 7 creates national visibility and opportunity.

Impact Arizona converts sport into measurable economic return.

Together, they form a scalable engine designed to strengthen tourism, support local businesses, sustain jobs, and elevate Arizona's national standing.

Strong brands generate attention.

Strategic sponsorship builds legacy.



CHARLES BRADLEY



ASEC is building both. Join our cause at <https://www.azsportsent.com/>. Sign up for more information.

"Businesses get more out of partnering with ASEC than they put in. That's why it works. We're growing, expanding our impact, and inviting more partners to be part of what comes next."

– Charles Bradley

Leadership With Vision



LOGAN WHITE

As Board Chair of the Arizona Sports & Entertainment Commission, Logan White brings decades of executive sports leadership and institutional building experience to the Arizona Sports Hall of Fame.

Recently retired from the San Diego Padres, White built a distinguished Major League Baseball career defined by talent evaluation, championship level roster construction, and long term organizational growth. That same disciplined approach now guides his leadership at ASEC.

White believes the Arizona Sports Hall of Fame deserves permanence. More than a single night of celebration, it deserves a physical home that reflects the magnitude of the athletes and leaders it honors.

While Executive Director Nikki Balich-Cammarata continues to expand ASEC's statewide impact and steward its growing portfolio, White has taken the lead in advancing efforts to secure a permanent Hall of Fame location.

"Logan understands how to build something that lasts," Balich-Cammarata says. "He has spent his career constructing winning organizations. That vision and discipline are exactly what we need as we work toward securing a permanent home for the Hall."

White echoes the long term focus.

"My priority is making sure this institution endures," he says. "We are building toward something permanent. Something worthy of the legacy it represents."

The strength of the Hall, however, is not driven by one leader alone.

ASEC Event Chairman Micah Kinsler has played a steady role in shaping the annual Induction Ceremony into a respected and professionally executed event. His consistency has helped ensure that the production reflects the significance of those being honored.

Great organizations preserve history.

Great leaders build the future.

Strong teams make it possible.

The Arizona Sports Hall of Fame is positioned to do all three. Join our cause at <https://www.azsportsent.com/>. Sign up for more information.

"The opportunity in Arizona is enormous. What we need now are partners who want to help us build institutions that will serve this state for generations."

– Logan White

Advancing the Vision

Building a permanent Arizona Sports Hall of Fame requires more than aspiration. It requires experienced leadership, trusted advisors, operational consistency, and partners who believe in the long-term vision.

To move the effort forward, Logan White has tapped respected Arizona leaders Steve Cobb and Joe Garagiola Jr. to help identify the path toward a permanent home. Both bring decades of experience in professional sports, venue strategy, and civic leadership, offering perspective that blends operational insight with statewide credibility.

This initiative is deliberate and disciplined, focused on identifying the right location, securing aligned partners, and building a sustainable foundation that ensures the Hall's legacy endures.

While the long-term goal is a permanent physical Hall, the annual Induction Ceremony remains the cornerstone of the institution's visibility and prestige.

Now in its eleventh year as Title Sponsor, Cody Ritchie and Crest Insurance continue to stand alongside the Hall with sustained commitment and belief.

"We invested in the Hall of Fame and the vision behind it," Ritchie says. "It has been one of the best investments we have made in a nonprofit. The partnership has elevated our brand and strengthened our connection to the community."

That longevity and conviction matter.

"Cody has been an exceptional partner," White says. "His long-term commitment has helped elevate the credibility and visibility of this institution. Leaders like Cody understand that supporting legacy strengthens the entire sports community."

Long term alignment builds trust.

Trust builds institutions.

The Arizona Sports Hall of Fame stands today because of aligned leadership, committed partners, and a shared belief in honoring greatness.

A permanent Hall of Fame will build upon that foundation, extending its impact into a year-round destination and establishing a cultural landmark for generations to come.

Vision requires leadership.

Leadership requires partnership.

Legacy requires permanence.

And together, they are building something designed to last. Join our cause at <https://www.azsportsent.com/>. Sign up for more information.

