



**PRESS RELEASE**

For Immediate Release

February 14, 2022

**Contact:** Jennifer Archer

(770) 781-2010

[jarcher@cityofcumming.net](mailto:jarcher@cityofcumming.net)

## **Lou Sobh Honda & Kia to Sponsor City Center Amphitheater**

CUMMING, Ga. – Mayor Troy Brumbalow is thrilled to announce a sponsorship of the Cumming City Center amphitheater by Lou Sobh Automotive Group (Honda and Kia).

Through the sponsorship agreement, the Lou Sobh Automotive Group will provide a significant amount of support over the course of three years for various events at the amphitheater, such as live concerts and music festivals, movie nights, and live-streamed sporting events and tailgating parties.

In exchange, Lou Sobh Automotive Group will receive the exclusive naming rights to the amphitheater, sponsorship and promotional rights, and will be allowed have vehicles on display during amphitheater events. Lou Sobh Automotive Group will provide signage for the amphitheater, including a metal sign across the top of the band shell featuring the Lou Sobh name flanked by Honda and Kia logos.

“We could not be happier or more excited to have partnered with Lou Sobh Automotive Group, and we cannot wait to complete the Lou Sobh Amphitheater at the Cumming City Center,” said Mayor Troy Brumbalow. “We are exceedingly grateful to this wonderful local business for their willingness to step forward and sponsor what we believe will become one of the most vibrant spots in the City of Cumming.”

Mike Sobh, who co-owns the two dealerships, both located on Buford Road, with his father, Lou Sobh, said the amphitheater sponsorship is part of a proud tradition for the Sobh family.

“At Lou Sobh, we have always believed in giving back to the local communities that support us,” he said. “We especially like to support events and facilities that bring communities together, and we believe the Cumming City Center amphitheater will be the new epicenter of entertainment and fun in our community. We are truly honored to have the Lou Sobh name grace this wonderful venue.”

Located at the heart of the Cumming City Center, the Lou Sobh Amphitheater will be the crown jewel of the development, featuring five tiers of grassy turf and terrace wall seating, as well as top-tier bar seating, and a 2,227-square-foot covered stage and reflection pool.

###



CUMMING CITY CENTER  
LOU SOBH AMPHITHEATER

FORESITE  
group  
JAN 31 2022  
1276.001

Rendering of the Lou Sobh Amphitheater at the Cumming City Center.