



VBC Hires Director of Sponsorship Sales

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CONTACT

Samantha Nielsen

Director of Marketing & Public Relations

snielsen@vonbrauncenter.com

256.551.2231

Huntsville, Ala. – The Von Braun Center (VBC) announces Abby Lee Casey as the new Director of Sponsorship Sales. She officially began her post on September 7, 2021.

As the Director of Sponsorship Sales, Abby Lee is responsible for soliciting, securing, and maintaining sponsorships for the facility and special events.

“We are excited to have Abby Lee join our team and help businesses in our market find creative ways to put their brand in front of the thousands of people who visit our facility throughout the year,” said VBC Executive Director Steve Maples.

With over nine years of sales experience, and a demonstrated history in the marketing and advertising industry, Abby Lee’s career includes Director of Sales, Marketing, and Public Relations at Harmony Landscape & Pond; Manager of Investor Relations at Madison Chamber of Commerce; and most recently Account Executive at Alabama Media Group.



“As a Madison County native, I am thrilled to be involved with the Von Braun Center,” Abby Lee remarked. “The VBC is a cornerstone of the Huntsville community and I am beyond excited to promote all of its ventures, while procuring relationships in support of this iconic facility.”

Abby Lee received a BS in Commerce & Business Administration from the University of Alabama. She previously served as an Ambassador at the Madison Chamber of Commerce; an Emissary at the Huntsville/Madison County Chamber of Commerce; and is now a ChamberON Volunteer at the Huntsville/Madison County Chamber of Commerce, as well as an active member of Junior League Huntsville.

Abby Lee and her husband, Craig, reside in Fayetteville, TN with their two children Bailey and Brady.

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About The Von Braun Center

The Von Braun Center is a multi-purpose facility located in downtown Huntsville, Alabama. The VBC offers multiple venues for presenting cultural, educational, entertainment, sporting and social events. Venue spaces

include the Propst Arena, Mark C. Smith Concert Hall, Mars Music Hall, North Hall, South Hall, and East Hall. Additionally, the VBC has an on-site full-service restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space the VBC is able to accommodate events of all types and sizes. The VBC hosts multiple community events including the Huntsville Christmas Parade, Family Fun Festival & Expo, and the Von Brewski Beer Festival.