PNC Bank Strikes A Chord With Austin City Limits Sponsorships

Agreements signal PNC's commitment to Austin live music scene

AUSTIN, Oct. 28, 2021– PNC Bank announced it is now the Official Bank of ACL Live and Austin City Limits thanks to a pair of five-year sponsorship commitments with both the legendary live music venue and Austin PBS (KLRU-TV).

The strategic sponsorships include local broadcast branding rights, premium client access at ACL Live events, and the Austin City Limits Hall of Fame Inductions & Celebration Ceremony title sponsorship. At the center of the agreements are exclusive naming rights and branding opportunities within PNC Plaza, a new outdoor event venue, located outside of the ACL Live venue and adjacent to W Austin hotel and the iconic Willie Nelson statue in downtown Austin.

"As we expand into Austin and continue to build our presence locally, we're thrilled to be investing in one of the most influential live music programs in the U.S.," said Dillan Knudson, PNC regional president for Austin. "These commitments build upon PNC's legacy of investing in music and advocating for engagement in the arts more broadly as powerful avenues for advancing education, diversity and inclusion, and economic development. We know a thriving arts scene is critical to the long-term economic vitality of our communities."

PNC Plaza at ACL Live has the capacity to host 250 guests and will be used as a gathering space for concert goers to enhance the ACL Live experience. The plaza will also be leveraged for community initiatives throughout the year, including watch parties, free concerts and private events for people of all ages and capacities. The formal unveiling of PNC Plaza at ACL Live will take place today as part of the 2021 Austin City Limits Hall of Fame Inductions & Celebration Presented by PNC Bank.

"We are thrilled that PNC Bank has chosen ACL Live as its first local community investment," said Ed Bailey, vice president of Brand Development for ACL Live and ACL TV. "As the home of the Austin City Limits television series, we are a first stop for fans exploring world-class live music performances. Thanks to PNC's insightful vision, PNC Plaza at ACL Live will provide new program experiences for the entire Austin community and complements our award-winning music venue."

The bank has a strong history of supporting the communities it serves through music sponsorships and programming. In addition to Austin City Limits and ACL Live, PNC has sponsorship agreements with The Rock & Roll Hall of Fame in Cleveland, Ohio and the Ryman Auditorium in Nashville, Tenn.

PNC expanded into Austin through its recent acquisition of BBVA USA, which was finalized June 1, 2021, with full integration of the companies completed earlier this month. As part of its Main Street Bank model, PNC will take a localized approach to both its business practices and philanthropy in Austin to help bolster and sustain the broader community it now serves. This new relationship with three legendary and iconic

Austin brands, ACL Live, Austin PBS and Austin City Limits, is an important first step in advancing the PNC brand in the region and serves as an example of how the bank's commitment will come to life locally.

In 2014, Austin PBS, KLRU-TV — creator and producer of the legendary PBS show Austin City Limits — established the Austin City Limits Hall of Fame. The Hall recognizes legendary musicians and key individuals who have been instrumental in making television's longest-running popular music show an institution. The Austin City Limits Hall of Fame is a historical archive, educational resource and celebration of Austin City Limits and the city's spirit, capturing milestones in the history of the show and celebrating the performers who have graced its iconic stage. The 2021 Austin City Limits Hall of Fame Induction and Celebration Presented by PNC Bank is Austin PBS' annual fundraising event and this year will honor its seventh class of inductees in an all-star line-up of performances that will also be taped to air on PBS stations nationwide.

"PNC Bank is a wonderful corporate citizen and generous supporter of public media, having made a significant multi-year contribution to the ACL brand and Austin PBS," said Lori Bolding, chief operating officer and acting CEO of Austin PBS. "Their commitment extends beyond the stage, both celebrating and strengthening philanthropy and music in our community. We couldn't be more thrilled to welcome PNC Bank as the Official Bank of Austin City Limits."

Austin City Limits Live at The Moody Theater (ACL Live) is a state-of-the-art, 2,750-person capacity live music venue that hosts approximately 100 concerts a year. It serves as the permanent home for the taping of the acclaimed Austin PBS produced television series, Austin City Limits, the longest running music series in American television history. ACL Live is nestled next to W Austin Hotel & Residences, which are both located within Block 21, the first mixed-occupancy building of its type in the world to be LEED certified. LEED is a mark of excellence developed by the U.S. Green Building Council acknowledging measurable performance attributes that benefit human and environmental health. ACL Live is the premier destination in Austin for live performances as well as numerous special and private events.

Since 1962, Austin PBS has been a part of Central Texas, delivering programs that educate, entertain, and inspire. As the only locally-owned and operated nonprofit television station in Central Texas, Austin PBS uses its unique position to serve as a bridge to the community and provide essential services to more than 20 counties and 3 million residents across the region. Austin PBS showcases PBS's family-friendly national programming and highlights what makes Austin unique — whether music, arts or public issues — by creating and distributing award-winning original content. As a nonprofit educational organization, Austin PBS is helping address critical needs in early education and advances learning for everyone in Central Texas. Find out more at austinpbs.org.

PNC Bank, N.A., is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

CONTACT:
Whitney Wilson
(214) 871-1209
whitney.wilson@pnc.com

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