

## ANC sees marketing acquisitions as a sign of the times

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It's not unusual for companies to place a "For Sale" sign on themselves. But signage and marketing firm ANC is putting one on the rest of the sports marketing industry. The Purchase, N.Y., company, perhaps most recently renowned for its NBA and NCAA basket stanchion signage, which started with support from State Farm and has since

been taken up by clients such as Starter, has retained business development firm Capital Partners to seek acquisitions within the sports marketing community.

"We've been focusing on our LED signage business, acquired ScorePad last year to enhance our stadium business, so we're feeling good about that side," said ANC Sports President Jerry Cifarelli. "Now we're looking to invest in the marketing side." Cifarelli said ANC has been profitable for a decade and has no debt, 70 full-time employees and annual revenue of \$50 million.



Cifarelli

"This is a mature business," he said, "so the quickest way for us to get that next level of \$100 million is by acquisition."



*ANC is renowned for its basket stanchion signage, used by clients such as Starter.*

ANC was purchased by Palladium Equity Partners two years ago, and that company is interested in building a larger sports platform with ANC's management at the helm, Cifarelli said. Without being specific, Cifarelli said ANC is looking for small to medium-size firms in sponsorship development, marketing program activation, event planning and execution, corporate consulting, and advertising sales.

"Ideally, we want growing companies that can continue to grow, as well as complement ANC," Cifarelli said.