

Orlando Magic Announce Exclusive Partnership with City National Bank of Florida

The Champion of the Community partner will be featured on the Magic's warm-up shirts



PHOTO: [Magic - City National Warm Up PHOTOS](#)

Orlando, Fla. (October 14, 2022) – The Orlando Magic announce that City National Bank of Florida (CNB) will become **The Official Bank and Mortgage Partner of the Orlando Magic and Amway Center** beginning in the 2022-23 NBA season.

Through this partnership, CNB will be one of the team's seven "Champion of the Community" (COTC) partners. The team's COTC partnerships represent a unique tier of brands with a shared commitment to the Central Florida community. COTC partners include Walt Disney World, PepsiCo, and Florida Blue. City National Bank, the second-largest bank based in Florida, becomes the first partner whose logo will appear on the Magic's warm-up shirts ([see photo link here](#)), which is a new branding opportunity created by the NBA during the 2021- 22 season.

"The Orlando Magic are thrilled to forge an exclusive partnership with City National Bank of Florida," Magic CEO Alex Martins said. "With City National Bank's continued commitment growth in Central Florida, we're excited to assist them with their continued success. As a Champion of the Community, we share a commitment to our community and look forward to seeing the partnership flourish through the many collaborations planned to benefit Central Florida."

Additional pillars of the partnership include a program to recognize small businesses, a financial literacy platform, exclusive access to Magic experiences for the bank's clients, naming of the reception room in Amway Center to the City National Bank Hourglass Room, and prominent branding during all televised Orlando Magic games.

"City National Bank has been a trusted partner to businesses, families, and communities in Florida for more than 75 years, and Orlando and Central Florida are key markets for our growth strategy," City National Bank of Florida Vice Chairman and CEO Jorge Gonzalez said. "Much more than an iconic brand in Central Florida, the Orlando Magic are an invaluable source of community service and philanthropy, which are values that align closely with CNB's commitment to supporting more

than 300 nonprofits across Florida annually. We're excited about working with the team to give back in a meaningful way and this partnership underscores our commitment to Central Florida."

The partnership will also feature brand integration with the Magic, including in-arena digital signage during all Amway Center events, as well as the exterior digital board facing I-4.

"As an Orlando native and long-time Magic fan, it is an honor to partner with a premier NBA franchise that exemplifies teamwork, trust, and commitment to community," CNB Central Market President Erik Weiner said. "The Magic and CNB share similar values, and we look forward to making a positive impact in the Central Florida community."

About City National Bank of Florida

City National Bank (CNB) is Florida's 'Big Bank Alternative' and the financial institution to which Floridians have turned for more than 75 years. Miami-based CNB has a presence across South and Central Florida, with more than 1,000 employees statewide and more than \$24 billion in assets – up from \$3 billion in 2010 – making it one of the state's largest financial institutions and one of the nation's fastest-growing banks. CNB is a subsidiary of Chilean bank Banco de Credito e Inversiones (Bci) and remains a community-centric bank guided by local decision-making, with services including commercial banking, real estate lending, private banking, wealth management, international banking, treasury management, corporate, commercial real estate, residential mortgages and specialty financing through its subsidiary, Orlando-based BciCapital. CNB is rated 5 stars "Superior" by BauerFinancial and has earned an "Outstanding" Community Reinvestment Act rating for its lending in underserved communities for 21 consecutive years. CNB was voted Best Community Bank, Best Business Bank, Best Bank for Commercial Real Estate, Best Bank for Jumbo Loans, Best Private Bank, Best Foreign National Mortgage Lender, and Best Wealth Management by the readers of the Daily Business Review. The bank has been named "Best Company for Diversity" by Comparably and has repeatedly been recognized as one of the nation's "Best Banks to Work For" by American Banker magazine.

About the Orlando Magic

Orlando's NBA franchise since 1989, the Magic's mission is to be world champions on and off the court, delivering legendary moments every step of the way. Under the DeVos family's ownership, the Magic have seen great success in a relatively short history, winning six division championships (1995, 1996, 2008, 2009, 2010, 2019) with seven 50-plus win seasons and capturing the Eastern Conference title in 1995 and 2009. Off the court, on an annual basis, the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise and grants. Orlando Magic community relations programs impact an estimated 100,000 kids each year, while a Magic staff-wide initiative provides more than 7,000 volunteer hours annually. In addition, the Orlando Magic Youth Foundation (OMYF) which serves at-risk youth, has distributed more than \$27 million to local nonprofit community organizations over the last 32 years. The Magic's other entities include the team's NBA G League affiliate, the 2021 G-League champion Lakeland Magic, which began play in the 2017-18 season in nearby Lakeland, Fla.; the Orlando Solar Bears of the ECHL, which serves as the affiliate to the NHL's Tampa Bay Lightning; and Magic Gaming, of the NBA 2K League, which began play in the spring of 2018. The Magic play their home games at the award-winning Amway Center, honored with *TheStadiumBusiness Awards'* 2013 Customer Experience Award and named SportsBusiness Journal's 2012 Sports Facility of the Year.