



For Immediate Release
Wednesday, May 21, 2025

Contact: Dawn Miller
Manager of Marketing, Communications & Special Events
Henrico Sports & Entertainment Authority
(804) 501-5137, office; (804) 912-0564, mobile; dawn@henricosea.com

Henrico Sports & Events Center to Remain Home of Prestigious A-10 Women's Basketball Championship

The Atlantic 10 Conference announced it will extend its partnership with the Henrico Sports & Entertainment Authority and Richmond Region Tourism to host the A-10 Women's Basketball Championship through 2029 at the Henrico Sports & Events Center. The extension solidifies the Center as the home of the championship for three additional years — 2027, 2028, and 2029 — continuing the momentum and success built since the championship first tipped off at the venue in 2024.

The multi-year extension reinforces Henrico's standing as a top-tier destination for collegiate athletics and will generate significant economic and community impact across the Richmond region.

"The Henrico Sports & Events Center has been an exceptional host for the Atlantic 10 Women's Basketball Championship, and we are excited to extend this true partnership through 2029," stated A-10 Commissioner Bernadette V. McGlade. "From a first-class venue for our student-athletes and coaches to the fan experience and overwhelming support from Henrico Sports & Entertainment Authority and Richmond Region Tourism, HSEC will continue to be an outstanding home for the Atlantic 10 championship."

The 185,000-square-foot indoor facility — developed through a public-private partnership between Henrico County and Rebke Co. — is a key player in the county's \$100 million sports tourism strategy. Located at the redeveloped Virginia Center Commons site, the Center provides a first-class, neutral-site setting for the A-10's marquee women's basketball event.

“This extension is a testament to the success we’ve built together and the high-caliber events the Henrico Sports & Events Center was designed to host,” said Dennis Bickmeier, executive director of the Henrico Sports & Entertainment Authority. “The Atlantic 10 Women’s Basketball Championship has delivered tremendous energy and economic benefit to our community, and we’re proud to continue welcoming the A-10 family to Henrico for March Madness.”

The Henrico Sports & Entertainment Authority, in partnership with Richmond Region Tourism, originally submitted the successful bid to bring the championship to Henrico in 2024, 2025 and 2026. The region’s rich basketball history, vibrant fan base, and track record of hosting high-profile events played a pivotal role in the A-10’s decision to extend.

“Following successful A-10 Women’s Basketball Championships in 2024 and 2025, and with excitement building for the upcoming 2026 championship, we are thrilled to share in the announcement that the Richmond region will continue to host this premier event for an additional three years,” said Jerrine Lee, vice president of sales at Richmond Region Tourism. “No one does March Madness better than our community and we can’t wait to continue cheering on the incredible athletes and teams competing in the championship. We’re extremely proud to work alongside our partners at the Henrico Sports & Events Center to keep the event in the region.”

The Henrico Sports & Events Center accommodates up to 3,500 fans and features amenities tailored for championship play — including professional locker rooms, broadcast-ready infrastructure, and the same hardwood floor used during the 2023 NCAA Men’s Basketball South Regional. Since opening in December 2023, the venue has elevated Henrico’s sports tourism reach and impact, with annual economic contributions expected to surpass \$100 million by leveraging both indoor and outdoor event opportunities.

The Atlantic 10 includes 15 universities across nine states and the District of Columbia, including local members University of Richmond and Virginia Commonwealth University. Championship coverage includes ESPN+, CBS Sports Network, Peacock and ESPNU.

###